Now, thanks to H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita, this question has been authoritatively ANSWERED in the 1941 Iowa Radio Audience Survey (at least so far as Iowa is concerned).

In Iowa, 61.3% of the radio audience's actual listening time is spent with the one station named as "listened-to-most"—

—32.0% of the actual time is spent with from one to ten stations named as "heard regularly"—

—6.7% of the actual time is spent with other stations not named.

This, we believe, is the most startling disclosure in recent years of radio research. It's only one of the points in the new Survey. Write for your copy today. Incidentally, you'll also get PROOF that the listeners who named WHO as the station to which they "listened to most" spend a higher proportion of their time tuned to WHO than do listeners to other stations named as "listened to most".

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
"GITTIN' UP" IS A PLEASURE

IN THE CENTRAL ATLANTIC STATES

—because WBAL's early morning programs are specially designed to help listeners "start the day right."

The programs are the result of exhaustive surveys which inquired into audience availability—then type of program, kind of services and the personality listeners would prefer to hear in the early morning.

Conducting the program are two of the brightest stars, (and best radio salesmen) along the Atlantic Seaboard.

"GITTIN' UP TIME"

With "Happy Johnny" and his "gal" Vonny, music and services of particular interest to residents of the rural area. Each Monday through Saturday at 6:00 to 6:45 a.m. Announcements and 15 minute periods available.

"BREAKFAST TIME"

With Bill Herson. News, popular records, day and date, time, temperature, weather, etc. Monday through Saturday 6:45 to 9:00 a.m. Fifteen minute period available for sponsorship at 6:45 to 7:00 a.m. Announcements only available between 7:00 and 9:00 a.m.
Tailored Transcription Service

We're Rounding Out...

... and that doesn't refer to our avoidus, either! What we mean to say, in a round-about way, is that we're constantly rounding out our line-up of talent with top-notch musicals.

For instance, take Red Nichols and his Band. This well-known and always popular dance band is now on the Standard Radio roster, and mid-July will see some of his best work going out to Standard Radio Program Library subscribers.

Of course, we will admit putting on a lot more weight around our list of subscribers. For evidence, cast a glance toward our "Welcome" roll call at the bottom of this column. We could have listed more new subscribers, but our faithful scroll just couldn't hold any more. Look for another impressive list in our next advertisement.

All of which goes to prove some old copybook maxims. We're here to testify that putting everything you have on the ball-or disc-brings success. And what we put on our discs has brought success not only to us, but to our hundreds of station-subscribers.

If you want a cut of this Prosperity Pie, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

WELCOME TO:

WCKY—Cincinnati, O. WISH—Indianapolis, Ind.
KWFT—Wichita Falls, Tex. KSWO—Lawton, Okla.
WERC—Erie, Pa. WLAP—Lexington, Ky.

Wish List of Active Subscribers!

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as
When you think of **New Orleans**

you think of:

The Birthplace of "Swing"

and

**WWL**

**NEW ORLEANS**

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate  Nat'l. Representative - The Katz Agency, Inc.
CONGRATULATIONS, KIRO, on your new 50,000 watt station!

Tower Sales & Erecting Co. invites your inquiries for quotations on completely installed vertical radiators and complete towers for FM and Television.

Installed by

TOWER SALES and ERECTING COMPANY
Railway Exchange Bldg., Portland, Ore.

for

LEHIGH STRUCTURAL STEEL COMPANY
KIRO, SEATTLE,
GOES 50,000 WATTS!

- On June 29, Station KIRO at Seattle, Washington, went from 1000 to 50,000 watts. Operating at 710 KC and with directional antenna directed toward major population centers, KIRO now offers you complete coverage of Western Washington—plus bonus coverage all the way to Alaska.

As a matter of fact, KIRO's new equipment actually sends 112,000 watts—and over salt water to most of the area you want!

What's more—KIRO is now the only station that provides Seattle, Tacoma, and Western Washington with C.B.S. programs. Add C.B.S. features to such popular local programs as KIRO Louie's Time Klock Klub, the famed KIRO newscasts and the unusual KIRO late evening "News Round-Up", and you KNOW you're getting the biggest audience as well as the biggest coverage in the Puget Sound area.

If you are selling goods in the Pacific Northwest, you ought to see the new KIRO coverage maps... get all the facts. Ask your Agency to ask the Colonel!

KIRO
Seattle, Washington
50,000 Watts • CBS

FREE & PETERS, INC.

Pioneer Radio Station
Representatives
Since May, 1932
M-Day Plans Place Radio in Vital Role

Neither Federal Operation Nor Direct Censorship Under Present Program

M-DAY for American radio will strike the moment the United States becomes a belligerent in World War II, under plans already devised by the military establishment.

If and when this country should become embroiled in the world conflict—and some competent observers believe it inevitable—radio in general and broadcasting in particular automatically will become the fourth arm of defense, just as in Britain. There will be no such thing as a non-network broadcast station in time of actual involvement for military purposes. By the same token, there will be no direct censorship and no semblance of Government operation or even domination of domestic broadcasting except in isolated instances—such as, per- chance, the development of a war theatre on this side of the Atlantic.

Carefully Planned

All this can be stated with reasonable assurance after many months of planning by Army and Navy officials along with the Defense Communications Board, created last fall, which has been functioning actively on communications war planning since the first of the year.

Elaborate plans have been drawn, all against the day of actual involvement but all designed to result in a minimum of interference with normal operations of the American commercial system.

Last week the War Department announced that its Signal Corps can supply Army units with information concerning communications networks in any area. This covers telephone and telegraph as well as broadcasting availabilities. In the case of radio, it means that every outlet, in time of stress, can be hooked together for peak coverage, nationally or regionally.

To Name Coordinator

A number of plans are under consideration for mobilization of broadcasting to perform maximum wartime service. These, for the most part, dispel widely prevalent reports that broadcasting will be mustered into service, with Army officers in command of each separate operation. While such plans may have been in the discussion stage earlier in the emergency, they now appear to have been eliminated entirely.

In the preliminary stage of discussion and has not been approved by the Secretary of War or the Administration.

One plan currently under discussion, it is understood, contemplates a possible tieup of radio with the Office of Civilian Defense, headed by Mayor Fiorello LaGuardia, of New York. This, however, presumably would be only a technical affiliation, since domestic broadcasting, along with all other domestic communication, is under jurisdiction of the Army in time of war.

Should such an affiliation be made, it probably would involve enrollment of key station officials—and possibly their entire personnel—in a separate branch of the Office of Civilian Defense, but with general operations maintained as usual.

Another development, and one that is regarded as virtually automatic, would be for every broadcast station employee—from president to porter—to pledge allegiance, in appropriate ceremonies, to the nation as the first phase of operation under the war emergency.

WLW Seeks to Use 650 kw.; KSL and WSM Ask 500 kw.

Applications May Reopen Entire Question of Superpower and Change in Rules Is Sought

RECONSIDERATION of the whole question of superpower by the FCC is foreshadowed with the filing of revised applications by KSL, Salt Lake City, and WSM, Nashville, for authorization to operate with 500,000 watts, and by WLW, Cincinnati, for 650,000 watts. All now operate with 50,000 watts.

A search of FCC applications discloses that KSL last Aug. 20 filed a petition seeking FCC action on its original application pending since 1936, seeking the 500,000-watt output.

This was followed June 3 with an application by WSM, filed on the new application form, bringing its application, pending since 1936, up-to-date with current information. A petition also was filed asking the FCC to amend its regulations to specify power of "not less than" 50,000 watts for stations on Class I-A channels as against the present maximum of 50,000 watts.

WLW, only station ever authorized to use 500,000 watts during regular program hours, on June 21 then filed for authority to use 650,000 watts, which it claims is the output of its transmitter, now used between midnight and 6 a.m. with 500,000 watts. This application, likewise, was filed on the new form, but was supplemented with technical data indicating the character of rural coverage that could be provided with this output.

On May 19, according to the FCC records, WLW filed an application for experimental authorization to transmit with power up to 760,000 watts with its present equipment, now used experimentally during early morning hours with the call letters W8XO. The application set forth that the station desired to use 650,000 watts.

Technical plans to insure maximum use of the nation's 900 operating or authorized broadcast stations already have been blueprinted for the Defense Communications Board, the status of which is purely that of a planning agency rather than an operating organization. Working with the Army Signal Corps, headed by Maj. Gen. Joseph O. Mauborgne, himself a member of the board, the DCB has perfected blueprints designed to give the military establishment access to the civilian population both nationally and regionally.

Official Communiques

Under war conditions, it is conceivable that Government communiques will be issued by radio at specified periods daily. These, it is presumed, would originate from a central office in Washington representing the high command.

Such official pronouncements would be released through every station outlet, tied together for this purpose, probably on a twice-a-day schedule. Non-network stations would be tied into the national network by landline, by shortwave radio relay, or direct pickup, depending upon the best technical means available.

Prevalent talk of censorship has been vehemently denied in responsible Government quarters. Most of the difficulty, it is thought, grows out of widespread misunderstanding of the term. In responsible quarters it is generally recognized there will be a military censorship, particularly insofar as external communications are concerned. But this would deal with the suppression of vital military information such as movements of ships and troops, and military production information. It simply would not be released.

In the external field, which falls within the purview of the Navy, international broadcasting would be affected. As a matter of fact, there already is a sort of voluntary agreement entered into by international broadcast stations and the State and Navy Departments.

In the best interests of the nation, an understanding has been reached that certain kinds of news should not be broadcast over stations serving audiences in Latin
America and Europe. And under war conditions, there probably would be even a more direct editorial scrutiny of international news broadcasts over shortwave stations.

Lessons from Abroad

Radio's importance, both domestically and internationally, in war operations already has been strongly demonstrated in the European conflict. The lessons learned abroad are being adapted for use in this country by various Governmental bureaus collaborating in this planning, all of it finally reaches the DCB as the policymaking body.

Members of this board, in addition to Gen. Mauborgne, are Chairman James Lawrence Fly, of the FCC, serving as its head; Rear Admiral Leigh Noyes, director of naval communications; Assistant Secretary of the Treasury Herbert Gaston, and Assistant Secretary of State Breckenridge.

Committees of DCB related to broadcasting have held regular meetings since their appointment early this spring. The International Broadcast Committee, headed by NAB President Neville Miller, has had a number of technical subcommittees at work drafting plans for the main board. The International Broadcast Committee, headed by Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., already has completed several basic tasks, including that resulting in the appointment of Stanley P. Richardson, former foreign newspaper correspondent and State Department aid, as coordinator of shortwave broadcasts.

Recently completed by the Domestic Broadcast Committee was a technical handbook on broadcast station operation. Somewhat similar to an instruction booklet on an automobile, this guide covers common technical operating practices of broadcast station plants and facilities.

Seek Specific Data

In addition to this handbook, the committee, with the approval of DCB, shortly is expected to distribute a detailed questionnaire to each station for specific data on technical facilities. In that manner, it is presumed, a complete inventory of the broadcast structure would be being maintained, the locations of auxiliary transmitters, availability of spare parts and the like—all designed to enable the depots and authorities here to make available an index for the industry as a whole. Thereby, it is assumed, there would be a basis for insuring complete mobility in emergencies. As a byproduct, maintaining service under all foreseeable conditions.

The handbook prepared by the Domestic Broadcast Committee covers regulations, licensing, maintenance, and lines available and plant facilities. This ties into the Signal Corps' announcement that it was now prepared to supply all units with information concerning communications networks in any area.

GLASS EVERYWHERE as these Standard Oil Co. of New Jersey officials pose in front of Treasury House, on Pennsylvania Avenue, Washington. The glass takes the form of bricks and plate used in constructing a building to boost defense bonds. Around the plot are military displays, including a metal barricades designed for the tropics. In line (1 to r, men only), with a group of college girls serving as Esso hostesses, are W. H. Evans, division manager; A. Miller, advertising manager; Russel Keppel, regional manager; J. E. Skehan, vice-president and director; E. K. Atkinson, promotion manager. A studio newsroom in the little building is used for the twice-daily Esso News broadcast on WRC.

While no formal announcement has been forthcoming as to broadcasting's precise niche in the war emergency, emphasis has been placed upon the "no censorship-no operation" aspect. When DCB originally was created last year by executive order, anxiety was occasioned within the broadcasting industry for fear of some opening wedge toward Government operation. Because of that, the Executive Order itself, with respect to domestic broadcasting, specifies that DCB functions shall be limited to "physical aspects" rather than to program content.

The only possible departure, according to informed observers, would be under conditions of actual siege. If a mainland area were under air attack or threatened by invasion, the Army would be in supreme command. Under such conditions, broadcasting, along with all other communications and utilities, would be placed under strict Army operation.

Civilian Defense

The Office of Civilian Defense speculation is regarded as a possibility because of other developments in this field. FCC-DCB Chairman Fly announced last week that DCB had named an observers' committee to collaborate with a LaGuardia subcommittee on effective use of communications during war or other emergency.

DCB will integrate plans among others, for emergency use of the several thousand police radio stations with its general plans for emergency utilization of wire and radio facilities, while the Office of Civilian Defense will integrate them with other civilian defense plans. Also embraced in these discussions will be the use of department communications systems, both (Continued on page 45)

ESSO NEWS STUDIO HELPS BOND SALE

MARKED by a formal dedicatory program over the NBC-Red network featuring addresses by Vice-President Wallace and Undersecretary of the Treasury Daniel W. Bell, Standard Oil Co. of New Jersey formally opened July 1 its "Treasury House" in Washington.

Erected in the heart of the downtown section of the Capital, the glass building in Esso's contribution to the defense program and will be utilized for the sale of defense bonds. An ambitious radio project is outlined for the Treasury House which includes origination of twice-daily local Esso Reporter newscasts as well as a plethora of defense savings quizzes and solicitations. A radio announcer is on duty every day from 10 a.m. to 10 p.m., promoting the sale of the bonds and savings among passers-by and while no actual sales are made on the grounds, Esso has arranged for escorts to the adjacent Treasury building where sales are made.

Construction of the house is of glass bricks similar to the glass bank building which has been selling for distribution for the last year to promote home saving. Entire concept of the project was assumed by Esso and a policy of commercialization has been adopted with the statement that regular commercial announcements of the oil company on the newscasts have been replaced by defense savings pleas.

Marshall & Pratt, the Esso agency, handled the broadcasting details.

FIGHT BOOSTS SALES

Gillette Checks up on Sales—After Battle

GILLETTE SAFETY RAZOR Co., Boston, reports that retailers' sales of the Lent-Com fight, broadcast on MBS June 18, showed a marked increase and that an all-time high for sales of the five weeks was received from the box-office broadcasts. According to Maxon Inc., New York, Gillette agency, who are MBS clients, the fight programs will feature the Gillette 26-pack for razor blades; the one-piece Tech R.L. W. Gillette in cream, lather and brushless, and the new Gillette Traviik.

The fights, described in the U. S., by Dunphy and Bill Corum are broadcast in full by Julio Garzon, managing editor of the New York Latin American newspaper La Prensa, on the Schenectady short-wave station WGOE, Broadcast in Spanish, the fights are repeated on Mexican and Spanish stations. Prescott Robinson, MBS announcer and commentator, also announced the London Olympic games for the American agency.

Fall Nursery Campaign

GOOD & REESE Inc., Springfield, (florist, nursery), is reported by the Long-Brettet Co., Springfield, to be planning a series of test offers starting Sept. 1 to determine whether its radio efforts should be extended beyond present annual spring campaigns. Last campaign included 14 stations. The new list has not yet been selected.

Pabst Schedule

PABST SALES Co., Chicago, on July 7 will start an 8 to 13-week schedule of spot announcements featuring length and frequency on the following stations: KHI KMPC WCAO WCBS WBAL WGN. WGBM. Agency is Lord & Thomas, Chicago.
**ASCAP Board Studies Network Offers**

**Suit Threat Still Heard Against Industry**

MEETING of the ASCAP board of directors last Thursday to discuss what action if any should be taken on the NBC proposal was still in session when the meeting went to press. Board was expected either to accept NBC's offer as a starting point for negotiations or, if they rejected it entirely, to instruct Schwartz & Frohlich, their general counsel, to file the ASCAP suit against the radio industry as rapidly as possible.

**Oppose NBC Offer**

Preceding the Thursday session, the prevailing ASCAP sentiment was described at the society's headquarters as favoring a flat rejection of NBC's offer [Broadcasting, June 30]. While there was an appreciation of the sincerity of NBC's proposal, the spirit of which the ASCAP spokesman termed a decided contrast from that of CBS [Broadcasting, June 23], he said the board was expected to stand pat on the contract with MBS [Broadcasting, May 6] as the lowest rates ASCAP can accept.

If the terms of this contract were accepted by all networks and all stations, which he said is extremely unlikely, ASCAP's revenue from radio would amount to about $4,200,000 for the year, he estimated. This represents a sizeable reduction from the $5,000,000 which the industry paid to ASCAP in 1940, he said, and a "major victory" for the broadcasters when contrasted to the more than $500,000 which it had been estimated broadcasters would have paid to ASCAP if they had accepted the contract offered by the society last year.

The NBC proposal, which he described as "ridiculous" and as an attempt to have ASCAP underwrite theire business", he said would produce less than $2,500,000 from radio in annual revenue to the society and furthermore is replete with provisions which, he declared, "were put in just to make us mad." The NBC offer, which an industry basis would give ASCAP an estimated annual revenue of more than $5,000,000, lacked these "snide clauses," he said, and was more of a straightforward businesslike proposition, which ASCAP appreciated even though the offer should be unacceptable.

At NBC the offer was described as a "good deal for ASCAP, producing better than $500,000 more than that offered by CBS." The NBC attitude is that this is the time to lay the cards on the table and get things cleaned up, according to top executive.

**Plans for Suit**

ASCAP attorneys are said to be rushing preparations for the society's suit against the broadcasting industry, which will charge the NAB, BMI, NBC, CBS and their officers and possibly other radio organizations and individuals conspiring to put ASCAP out of business and to bar its music from the air [Broadcasting, June 16].

**Expiration of Com. Thompson's Term Leaves FCC With Only Six Members**

FOR THE second time within a year, the FCC is functioning with only six members, by virtue of the expiration of the term of Frederick I. Thompson June 30 without action by President Roosevelt in naming his successor.

Arthur Thompson concluded his rather hectic two-year tenure last Monday and returned to his home in Mobile. He was appointed to the FCC March 28, 1940 and took office April 13 to fill the unexpired term of Judge E. O. Sykes, who resigned to enter private law practice.

No announcement was made regarding failure of President Roosevelt to renominate the former Alabama newspaper publisher, but it was reported in this week's Wakefield that he owns the WLA (D-Ala.) there now with Senator Bankhead (D-Ala.) had opposed renomination.

**Endorsed by Hill**

While the names of several candidates for the post are mentioned, there is still the possibility, though remote, that Mr. Thompson will be reappointed. Senator Lister Hill (D-Ala.), his original sponsor, told Broadcasting last Wednesday that he endorsement of the 66-year-old Alabama survivor stands. Moreover, it was reported that Rep. Coffee (D-Wash.), leader of the House liberal block, had written the White House endorsing Mr. Thompson.

FCC Chairman James Lawrence Fly has made no public statement regarding the FCC vacancy, but is expected to name an appointment at the White House this week to sumbably discuss the vacancy, among other things. Mr. Fly had been represented as favoring the Thompson renomination because of the bearing it might have on the chain-monopoly regulations. Mr. Thompson was one of the original advocates of network and industry "crackdown" and often has been represented as favoring Government ownership of certain phases of broadcasting. Despite all this, Thompson's associates and those close to the FCC, who have followed the happenings of the Alabama's reappointment have faded considerably and that a number of weeks may elapse before a new appointment is made.

The FCC functioned with only six members from June 30, 1940 until the appointment of Ray C. Wakefield one March 10, 1941, after the late Thad H. Brown. Commissioner Brown had been renominated by the President but had withdrawn his appointment the day after it was made. He had been subjected to severe criticism by Senator Tobey (R-N.H.) in hearings before the Interstate Commerce Committee.

A new name mentioned for the Thompson post is that of Thomas E. (Buster) Lawson Jr., youthful Attorney General of Alabama. Highly regarded as an attorney and executive, Mr. Lawson is understood to have the endorsement of a substantial portion of the Alabama delegation, though Senator Hill said he was not familiar with his candidacy.

In addition, the names of G. W. Johnston, former radio director of the Democratic National Committee and before that public relations officer of NBC and of WOR-MBS, and now identified with the President's Birthday Ball Committee, and of Fulton J. Redman, Portland, Ore., attorney and Democratic nominee for the governorship last year, are being mentioned [Broadcasting, June 30].

No details were forthcoming about the suit, which will ask the court to order the defendants to pay damages for all losses the society has sustained by reason of the allegedly illegal actions of the defendants, but it was reported that the parties might be filed within the week.

Other sources, however, believe that the suit will not be filed for some time, and certainly not before all ideas of getting together with NBC and CBS. The proposals of both of these networks contained provisions that upon the conclusion of a contract with ASCAP, all suits by either ASCAP or its members against the networks and their stations should be dropped.

Meanwhile, the staff of BMI and E. E. Marks Music Corp., against ASCAP [Broadcasting, June 23] has evoked a flow of vitriolic press releases from that organization reminiscent of the ones it issued last year when it was attempting to line up press and public in an anti-radio crusade in a vain effort to force ASCAP to accept a contract that license ASCAP was offering at that time.

**No Damages Asked**

Radio, says an ASCAP release dated June 30, 1941, consists of "everything but the sun and moon and then proceeded to pay them off with cigarette money and a threat to rob them of their economic and cultural independence." To which BMI replied that the suit against ASCAP "is by no means intended as a suit against a songwriter. If ASCAP, with all of its BMI and ASCAP publishers made with the ASCAP writers deprive songwriters of rights, that is something for which BMI can be held responsible. Since BMI has had a grant of the rights of the rights from a former ASCAP music publisher who asserts that he owns the rights in question, BMI has no choice but to test the matter in court."

BMI goes on to point out that "out of consideration for songwriters it is asking no damages, but merely for the court to adjudicate the effect of the contract and to determine whether publisher or writer controls the performance rights. ASCAP, with both writer and publisher members, has never brought this question to court, and is now faced with the unpleasant choice of either refusing to defend the suit or of fighting for the interests of its writer members and opposing those of its publisher members."

In another blast sent out last Thursday, general manager of ASCAP, asks how BMI can contend that its suit is not against songwriters "when ASCAP does not exist apart from its members who collectively seeks to take away the writers rights from (Continued on page 17)
Three Stations Present July 1 Programs In New York

JULY 1, 1941, is destined to be a historic day for the television setowners in the New York area as were given a choice of programs; simultaneous transmissions from three stations had been properly adjusted to tune from one to another of three stations—CBS's WCBS, Dumont's W2XWV or NBC's WNBT.

Transmission of the shows, throughout the world—in London, Berlin, Los Angeles and other major centers, have witnessed television performances in their own homes, but last Tuesday, for the first time in history, more than one program was available to any television audience.

A New Medium

The date also marked the official birth of a new advertising medium—a combination sight and sound and motion picture—and this new element has introduced a unique attribute, immediacy—this new medium to the media family is reckoned by many advertising men to have the potential power of all. Five advertisers participated in making the opening day of commercial television really commercial. Their shows, all on WNBT, only station to be ready for business with a commercial license and a rate card. The latest sponsor was Missouri Pacific Lines, St. Louis, whose advertising department placed a half-hour travel film on WNBT Friday night.

The FCC last Monday, in connection with the start of commercial video the following day, issued an objective statement reviewing events leading up to full commercial authorization. The FCC indicated that in addition to the visual broadcast service for the New York area, three more stations expect soon to make the transition from experimental to scheduled service—Don Lee's W6XAO, Los Angeles, Zenith's W9XZV, Chicago, and Philco's W8XE, Philadelphia.

Bulova Watch Co., New York, opened and closed the day's transmissions on this station with a visual adaptation of its familiar radio time signal. A standard test pattern, fitted with hands like a clock and bearing the name of the sponsor, ticked off a full minute at 2:30 p.m. and 11 p.m. for the edification of the viewers-in. This two-program contract also provided television's first success story, for following the opening day's test the sponsor immediately signed up for daily time-signals for the standard time service.

Sun Oil Co., Philadelphia, also moved to listeners over the Blue network announcing that the commercials from a desk piled high with cans of the product. This program, sponsored as an opening day special, was placed through Roche, Williams & Cunyngham, Chicago.

Lever Bros Co., Cambridge, Mass., could put the audience to a sight-and-sound version of its radio program, Uncle Jim's Question Box, with the commercials presented by Aunt Jennie, star of another Lever series. For the first commercial, Aunt Jennie told of compliments her cooking has received since she started using Spry, demanding her name recognition by opening a can and displaying its contents to the audience.

At the close of the program she cut and served the cast to the contestants on the show an appe- tizer of cheese and crackers. While they ad libbed their appreciation, including several requests for second helpings, Aunt Jennie got in a plug for the cheese as a healthful food. The program was a one-time test program, handled by Ruthrauff & Ryan, New York, effectively demonstrated the ease with which television could put over hard-hitting direct sales message.

P & G Program

Procter & Gamble Co., Cincinnati, presented an adaptation of one of its programs, Truth or Consequences, ideally adapted to the medium with which it was already familiar. The commercials told the familiar "red hands" story. The camera presented a close-up of a pair of hands, red and rough from dishwashing, then dollyed back to reveal a woman and a boy with a basket of groceries, including three cakes of soap.

The woman told the boy to take the two cakes of Ivory to the bathroom and to put the laundry soap on the sink for dishwashing. Then the scene was repeated with another pair of hands, this time three cakes of soap were Ivory, pointing an obvious moral. Contestants on this show received large cakes of Ivory, whose labels were readily visible to the audience. Compton Adv., New York, handled the program.

In addition, WNBT during the afternoon telecast the Dodgers-Phillies baseball game and in the evening put on a USO program and a condensed version of a satire on Army life, written, produced and performed by the privates and noncoms of Ft. Monmouth, N. J.

Although beset by technical difficulties which threatened to halt the proceedings, both WCBS and W2XWV pushed through to get programs on the air. The WCBS engineers were DuMont engineers, unable to make the necessary changes in their antenna in the time allotted, rigged up a set themselves, which, although not transmitting as powerful a signal, sent out pictures and sound which were clearly received by set-owners as far as the Delmonico Hotel. Meanwhile, NBC's two-hour evening program included both live and film entertainment.

Troubles Galore

CBS engineers, hampered but not stopped by a broken camera circuit and the failure of the fluorescent lighting system shortly before time for the afternoon program, got WCWB on the air on schedule.

High spot of the afternoon program was a sketch by a young television boy and girl by Arthur Murray instructors.

Other entertainment included a newscast, with a large map behind the announcer which tele-presented a central pivot to permit an immediate change of geography in keeping with the locale of the news, a musical number, a story-telling program, with the story illustrated by an artist drawing his sketches as the audience watched and listened.

In the evening, after further camera trouble, WCWB presented a blues singer, the first of a scheduled series on the Metropolitan Museum of Art, introduced by the museum's director, Francis Henry Taylor, and Bob Edge interviewing sporting celebrities.

Commercialization naturally means unionization and by the opening day both NBC and CBS had reached an agreement with the AFRA—owners of stations which, while not exactly unionized, are treated as such by the AFRA—sustaining the same collective bargaining arrangements as those of the labor organizations in New York, Chicago and Los Angeles and also in Los Angeles and Chicago. NBC has agreed not to strike, is said, a direct violation of one of the provisions of the AFRA Code of Fair Practice, which reads: "So long as the producer performs this code, AFRA will not attempt to interfere with the conduct of his business or the performances covered by this Code in the field covered by this code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph is designed to producers who sign this code."

AFRA has said this clause does (Continued on page 46)
STANDOUT BRANDS Select

560 Kc. — C.B.S.
Affiliated in Management with the
Oklahoma Publishing Company and
WKY, Oklahoma City—Represented
Nationallv by the Katz Agency, Inc.

DENVER'S STANDOUT STATION
Net Heads, Wheeler and Craney Meet; NAB Change Rumored

ULTIMATE fate of the FCC's chain-monopoly regulations remained in doubt last week, though all signs pointed to postponement of the Aug. 2 effective date.

Without advance notice or fanfare, an informal conference was held in Washington last Monday, in which Chairman Miller, (D-Mont.), of the Senate Interstate Commerce Committee, participated. Present at the session, in addition to Senator Wheeler, were President Niles Trammell and Vice-President Frank M. Russell, of NBC; President William S. Paley and Vice-President Harry C. Butcher, of the CBS group; general manager, and Louis G. Caldwell, chief counsel, of MBS; and Ed B. Craney, general manager of KGIR, Butte, who was host.

More Sessions Likely

While no word came from the session, it is thought the whole matter of broadcast regulation was discussed, particularly in the light of testimony during the three weeks of hearings on the White Resolution. When the hearings recessed June 20, at the call of the chair, it was understood Chairman Miller would return—probably about July 8—to present rebuttal argument. It is entirely possible, it is conjectured, that Chairman Miller will not reappear but that conferences may be held during the next week or ten days on broadcast regulation and new legislation. Chairman Wheeler, from the outset, has advocated the conference method, and urged both the FCC and broadcasters to remove the "heat" from the controversy.

In some quarters, it was believed an agreement on postponement of the eight regulations, affecting the whole commercial broadcast structure, might be procured, particularly while the White Resolution, calling for a full-dress investigation of broadcasting and for a stay of the regulations, is pending before the committee. It was evident, however, that nothing tangible would develop until after the July 4 holiday weekend.

Meanwhile, reports became current that a movement is afoot to reorganize the NAB, primarily as an outgrowth of the monopoly situation. In addition to the resignations of nearly a dozen stations from the trade association since the development of the monopoly controversy, it was reported that a substantial group of stations are contemplating concerted action in resigning from the trade association, in protest against the position taken by President Neville Miller on the chain-monopoly proceedings.

Resignations are being solicited, it is reported, on the purported ground that the NAB has not represented independent stations, but rather has reflected the viewpoints of the major networks in the current controversy. The criticism is largely directed against President Miller, who joined NAB in 1938 as its first president at $25,000 per year, plus $5,000 in allowances. His salary was increased by $10,000 at the San Francisco convention of the NAB in 1940 and his contract was extended from 1942 until 1944, at the NAB convention in St. Louis last May as a vote of confidence in the position he had taken both in connection with the monopoly regulations and the copyright controversy.

Nine Have Resigned

Among stations which already have resigned from the NAB in protest against President Miller are WOR, WGN, KIJ and WFBR, on behalf of MBS; KGIR, Butte, and KPPY, Spokane, because of the St. Louis convention episode; WOL, Washington, because they were out of sympathy with its policies even prior to the convention, and WOL, Washington, which resigned within the last fortnight because of the "undemocratic treatment" of the NAB in handing reports on the network monopoly hearings.

What the outcome of the new conversations on the chain-monopoly regulations will be is problematical. While Chairman Miller has made no formal statement, he observed at his press conference last week that he doubted whether he would "go back to the Hill" for further testimony on the White Resolution, since he had received no instructions from the committee.

If the preliminary conversations do not yield a basis for reappraisal of the whole situation, it is assumed Chairman Miller will appear for his rebuttal testimony, though it may be later than the week of July 7.

In any event, one point appeared certain—that the regulations would not become effective Aug. 2 and that the Commission, presumably on its own motion, will extend the effective date.

Army Seeks Scripts

AN APPEAL to radio writers as well as those in the motion picture field to donate material for entertaining trainees and soldiers in Army camps has been made by the chairman of the Motion Picture Defense Committee. Several shows with top name radio and film talent have already been staged. Letters urging any cartoonist or illustrator to donate original work for the use of the trainees and soldiers. Material should be sent to Robert Riskin, care of Warner Bros. Studio.

Advertising Probe Planned in Senate

Sen. Murray to Collect Data On Small Business Firms

AS PART of its studies to alleviate problems of small business enterprises, a special Senate committee headed by Senator Murray (D-Mont.) within a few weeks plans to canvass advertisers of the country for information on alleged problems arising for small entrepreneurs from large-scale advertising activities of big companies.

Questionnaires probably will be distributed to advertisers between Aug. 1 and Aug. 15, according to Charles G. Daughters, clerk of the special committee.

In addition to the advertising survey, the committee is planning studies covering the problems of small business risk capital and banking credit, import quotas, rate discrimination against small business, trade diversions, trend of court interpretations of the Sherman Anti-Trust Act, and problems of increasing sales and efficiency of operations.

Too Many Reports

Indicative of the type of service sought by the committee is a recent recommendation favoring coordination of Federal reporting to meet complaints of small businessmen of a "duplication and multiplicity of reports required by Federal agencies," it was indicated.

The questionnaire, now being developed, is designed to give advertisers in all categories an opportunity to develop their views on the effect of large-scale advertising campaigns on small business. Upon completion of the survey, hearings are planned to amplify the findings.

Members of the special committee include Senators Murray, chairman, Maloney (D-Conn.), Mead (D-N.Y.), Ellender (D-La.), Stew ard (D-Tenn.) and Taft (R-Conn.). Mondale, chairman of the committee, formerly was associated with Rep. Wright Patman (D-Tex.), well-known in business circles for his anti-chain store legislative campaign.

Hams' Calls

ACTING on a request of the Legion and Navy Departments, the FCC June 24 authorized distinctive call letters for the Washington control stations of the Army and Navy amateur system networks. WUXCL, control station for the Army Amateur System network will be WUSA, and a new station designed for Navy chief service will be assigned WUSN. Purpose is to enable hams in the Reserve Service to better identify network control stations, particularly in the present emergency.
New Baseball Surveys Show Overwhelming Preference for WWJ

SATURDAY, JUNE 7, 1941*
During Ball Game

<table>
<thead>
<tr>
<th>Period</th>
<th>% Radios On</th>
<th>% Tuned to WWJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 to 3:45</td>
<td>37.3%</td>
<td>95.8%</td>
</tr>
<tr>
<td>3:45 to 4:00</td>
<td>37.5%</td>
<td>97.3%</td>
</tr>
<tr>
<td>4:00 to 4:15</td>
<td>39.9%</td>
<td>90.5%</td>
</tr>
<tr>
<td>4:15 to 4:30</td>
<td>38.9%</td>
<td>91.2%</td>
</tr>
</tbody>
</table>

SUNDAY, JUNE 8, 1941*
During Ball Game

<table>
<thead>
<tr>
<th>Period</th>
<th>% Radios On</th>
<th>% Tuned to WWJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 to 4:15</td>
<td>48.2%</td>
<td>91.8%</td>
</tr>
<tr>
<td>4:15 to 4:30</td>
<td>48.0%</td>
<td>92.0%</td>
</tr>
<tr>
<td>4:30 to 4:45</td>
<td>46.8%</td>
<td>94.5%</td>
</tr>
<tr>
<td>4:45 to 5:00</td>
<td>46.4%</td>
<td>94.9%</td>
</tr>
</tbody>
</table>

More than 90% of all the radios in use in Detroit were tuned to WWJ during the base ball game broadcasts on the days of these surveys. This is more proof of the great popularity of this station in the vast Detroit market.

Investigate the exceptional sales opportunities offered by Detroit and WWJ without delay!

*Surveys conducted by Hooper-Holmes Bureau, Inc.

America’s Pioneer Broadcasting Station
Member NBC Basic Red Network

WWJ
Looking to the Future

George P. Hollingbery Company
New York - Chicago - Atlanta
San Francisco - Los Angeles
ISSUED as an amplification of its Order No. 79, calling for hearings on newspaper ownership of radio stations, the FCC has tabulated a 10-point bill of particulars for the hearings in the form of a supplemental order (79A) which sets forth the subject matter of the hearings now scheduled to start July 23.

At the same time the Commission, which will sit en banc to hear the testimony, announced procedure for the introduction of evidence which requires that written requests for permission to appear be filed within five days of the hearing opening, or by July 18.

Want Postponement

With some of the commissioners eager to take vacations from the sweltering Washington heat, a movement was on foot to secure a postponement of the opening of the hearings, and the Press-Radio Committee, representing the newspaper-radio interests, is expected to petition the Commission again for a postponement until Sept. 15. This was the date originally asked, but the request was turned down.

The Press-Radio Committee, headed by Harold Hough, of the Press-Radio Committee is composed of (WBAP-KGKO), is expected through its counsel to ask for the postponement on the grounds that it has had insufficient time to prepare. Order No. 79 was promulgated March 20, the bill of particulars was not made available until July 1. Even the Commission's own fact-finding questionnaire [see story in adjoining column] did not go into the mails until June 28, giving stations only until July 12 to submit their replies. As a result, it is believed, will require more than 11 days to study and collate.

Need More Time

It is understood that there is little disposition on the part of Chairman Fly to grant the postponement but he has informed the Press-Radio Committee that a postponement may require more time. David Lloyd, attorney, has been assigned to handle the press-radio data under the supervision of Tom Harris, senior assistant general counsel, but General Counsel Telford Taylor is expected to play an important part in the conduct of the hearings themselves.

The Press-Radio Committee will be represented by former Judge Thomas H. V. Kaltenborn, Elmer Davis, Raymond Gram Swing and other commentators directly.

FCC Press Prober

That an FCC investigator called on United Press early last month to gather data in connection with newspapers and radio, was discussed in New York by the FCC officials were asked the extent of the UP wire system, number of newspapers subscribing thereto, wire system, number of newspapers subscribing thereto, and the like. Information was also sought on combination newspaper-radio contracts and the like. Neither of which UP stated it has, and the investigator was informed that the data was collected by Thomas, H. V. Kaltenborn, Elmer Davis, Raymond Gram Swing and other commentators directly.

FCC Query Seeks News, Personnel And Business Data

DELIVERING deeply into the news, personnel and business relationships of radio stations and newspapers, the FCC in its last week of testimony asked questionnaires to all broadcasting stations, containing 10 questions and numerous sub-questions devoted to elicit "information concerning the present relations between standard broadcast station licensees and newspapers in their respective communities or service areas."

Whether or not the station is associated with a newspaper, it is asked to return the completed questionnaires not later than Saturday, July 13. The data is to be used in connection with the forthcoming newspaper ownership hearings under Order No. 79, now scheduled to start July 23.

Free Publicity

Question 1 asks for a list of "all local and out-of-town newspapers which on a specific day in a specific city, charge listeners in your primary service area for news of local community interest."

Question 2 asks which newspapers carry the station's program listings, except on a paid basis; whether trade deals for listings exist; how the station keeps the public informed of its programs if no newspaper prints its programs, etc. Detailed breakdowns of listing methods, including the question whether programs are mentioned in the station's program listings "receive the same space and typographical emphasis as other stations," are also required.

Question 3 asks for a listing of all local or out-of-town newspapers with which the station has arrangements, agreements or understandings since July 1, 1936, with respect to (1) solicitation of advertising, (2) joint rates, discounts or refunds to advertisers using both station and newspaper, (3) free space in one medium for those purchasing advertising in the other, (4) rates for space and time charged advertisers, (5) availability of newspaper's merchandising service to "advertisers, (6) newspaper publicity concerning programs carried by the station, (7) any other agreements or understanding relating to advertising. If such agreements, copies are to be attached.

Question 4 asks whether any local newspaper carries display advertising concerning the station or its programs; whether this is paid for; whether any local newspaper

Subject Matter of FCC Hearings

On Newspaper-Radio Issue

(1) To what extent broadcast stations are at present associated with persons also associated with newspapers, the classification (in terms of power, location, network affiliation, etc.) of broadcast stations associated, the significance of such association, and the tendency toward such association in the future.

(2) Whether joint association of newspapers and broadcast stations tends or may tend to prejudice the free and fair presentation of public issues; and information over the air, or to cause editorial bias or distortion, or to inject editorial policy or attitude into the public service rendered by broadcast stations as a medium of public communication.

(3) Whether joint association of newspapers and broadcast stations tends or may tend to restrict or distort the broadcasting of news, or to limit the broadcast of news to the public, or to affect adversely the relation between newsgathering services and broadcast stations.

(4) Whether the joint association of newspapers and broadcast stations has or may have any effect upon freedom of access to the radio forum, for the discussion of public issues.

(5) Whether the joint association of newspapers and broadcast stations tends or may tend to result in the provision of improved facilities and specialized, experienced personnel for the procuring and dissemination of information and opinion by broadcast stations.

(6) Whether joint association of newspapers and broadcast stations tends or may tend to increase or decrease concentration of control over broadcast facilities or the use thereof.

(7) Whether the joint association of newspapers and broadcast stations constitutes or maintains undue concentration of control over the principal media for public communication.

(8) Whether joint association of newspapers and broadcast stations tends or may tend to result in the utilization of improved facilities and specialized, experienced personnel for the procuring and dissemination of information and opinion by broadcast stations.

(9) Whether joint association of newspapers and broadcast stations tends or may tend to preserve or foster the relation between newspapers and radio, thus securing a reciprocal exchange of services and information.

(10) What considerations influence newspaper interests to acquire broadcast stations.
KIRO has increased its power to 50,000 watts—and what’s more—KIRO’s particularly designed directional antenna sends 112,000 watts over salt water towards the major population centers. At 710 KILO-CYCLES, that means C-O-V-E-R-A-G-E! Take a look at the new 50,000 watt coverage map of KIRO. See for yourself why KIRO is the most economical buy... the outstanding station in the Pacific Northwest!

KIRO 50,000 WATTS • SEATTLE
OATH OF ALLEGIANCE
All Radio Joins Ceremonies On Independence Day

WITH radio leading the way, the nation paused briefly during Fourth of July celebrations to voice American allegiance. Cooperating in the arrangements developed by the NAB, stations all over the country during a 10-minute afternoon period tied in on network lines to carry the brief address by President Roosevelt, listeners joining him as he repeated the oath of allegiance to the United States, rededicating themselves to their country.

In addition to local promotion of the idea of spot announcements for several days preceding the July 4 broadcast, several unusual schemes to extend coverage were developed by many operators. John Shepard 3d, president of Yankee and Colonial Network, arranged for other stations to pipe the broadcast to the holiday sports crowds. WGN, Chicago, piped the broadcast to the p.a. system of Wrigley Field during the Chicago Cubs game, and WTCU, Minneapolis, to Lexington Ball Park in St. Paul. The brief program was piped to fans at other big league games, including Philadelphia, where WIP handled the pipe-up. The broadcast was carried to other local celebrations over the country on public address systems, with some stations transcribing the representation during evening celebrations.

Press Hearing
(Continued from page 14)

Crane Criticizes Net ASCAP Plans
Says Percentage Basis Would Amount to Capitalization
FIRST OUTspoken opposition to the copyright formulas proposed by NBC and CBS for return of ASCAP music to the major networks, embracing provisions whereby affiliates would reimburse the networks for ASCAP music clearances, came last week from Ed Crane, director of KGR, Butte, a leader of the independents in the copyright fight.

In Washington last Tuesday, Mr. Crane said he was perfectly willing to negotiate a new agreement with NBC as an affiliate but that he is not willing to pay anything on a percentage basis "for ASCAP, or for any other program commodity."

If a network can pass the cost of ASCAP music along to the affiliate, Mr. Crane declared, it might be the beneficiary of similar innovations affecting BMI, SESAC, AMP, Society of Jewish Authors & Composers, American Federation of Musicians and, in fact, practically all other costs, save those of personnel.

Dollars vs. Principle?
Mr. Crane also loosed a blast against the industry for capitulating to what amounts to a blanket ASCAP contract rather than the "use method of payment, for which broadcasters have been fighting so many years". He said the current conversations indicate that many broadcasters are "fighting for a dollar sign instead of a principle."

 Asserting that broadcasters should not accept blanket contracts containing both minimum and maximum payments to ASCAP, Mr. Crane said in his judgment such a contract, "is in violation of the consent decrees entered into by ASCAP and BMI". He said that in his judgment payments for music should be governed by the amount of use made of the commodity. In Montana, he pointed out, his three stations (KGIR, KPFA and KRRM) have been given a per-use payment basis with no minimum guarantee. This contract is for two years only, he declared, pointing out that neither ASCAP nor the broadcaster could be expected to enter a longer term contract on an experimental method. He urged, however, that broadcasters should try out a per-use basis since they have worked for it so long.

Confusion still appears to be the keynote on copyright, despite the lessons that should have been learned during the protracted fight, according to Mr. Crane. He insisted it is a simple thing to keep track of music used and declared the industry is overlooking a great opportunity. The NAB, BMI or ASCAP, he declared, should show broadcasters how a measured service basis can be invoked.

Page 16 • July 7, 1941

BROADCASTING • Broadcast Advertising
When the sun's still low in the East...when the dew's still damp on the grass and many an advertiser's still in his downy bed—that's the time when 28 striking shows on 16 great NBC stations are amazingly low in cost, amazingly high in listener loyalty. And amazingly productive!

Maybe it's because folks who get up early are just naturally alert. Or because your message reaches morning minds still clear and uncluttered. Maybe it's because these programs are master-minded by sales-minded showmen...Maybe it's because each of these great NBC stations so thoroughly dominates a rich market...

Whatever the reason, these tested morning stars have demonstrated their ability to do a terrific job on these stations so consistently preferred by leading spot and local advertisers. Check the list at the right. Then call your nearest NBC Spot Sales office for the whole story!

**EARLY BIRD SPECIALS**

**ON 16 SALES - LEADING STATIONS**

Put your product on thousands of morning shopping lists in the country's richest markets. Follow through with your nearest NBC Spot Sales Office.

**WEAF**... NEW YORK
“Morning in Manhattan” with Pat Barnes, 6:35 to 7:30, Monday through Saturday. “Studio X” with Ralph Dunke and Bud Huleck, 8:30 to 9:30 (E.D.T.) Monday through Friday.

**WJZ**... NEW YORK
“Breakfast in Bedlam” with Ed East and Polly, 7:00 to 7:35 (E.D.T.) Monday through Saturday.

**KGO**... SAN FRANCISCO
“Musical Clock,” with Archie Presby, 6:00 to 7:00—7:15 to 7:30 (P.S.T.) Monday through Saturday.

**KPO**... SAN FRANCISCO
“Your Timekeeper,” Joe Gillespie, 6:00 to 7:00, Monday through Saturday. “Coffee Corner,” 7:15 to 7:45 (P.S.T.) Monday through Saturday.

**KOA**... DENVER
“Alarm Clock Club,” 5:30 to 6:30, Monday through Saturday. “Musical Clock,” 7:15 to 7:30 (M.S.T.) Tuesday, Thursday and Saturday.

**WGL**... FT. WAYNE
“Roundman” (Musical Clock), 6:00 to 7:30, Monday through Saturday. “Time to Go to Work,” 8:30 to 8:45 (C.D.T.) Monday, Tuesday, Thursday and Friday.

**WBZ-WBZA**... NEW ENGLAND

**WMAQ**... CHICAGO

**KYW**... PHILADELPHIA
“R. F. D. 1000,” with John Thorpe, 6:30 to 7:00—“KYW Musical Clock,” with LeRoy Miller, 7:00 to 9:00 (E.D.T.) Monday through Saturday.

**WRC**... NEW YORK
“Sun Up,” 6:00 to 7:30. “I'ie Plant Rodeo,” 6:00 to 7:30. “Morning Jubilee,” 6:00 to 7:30 (E.D.T.) Monday through Saturday.

**WROL**... CHICAGO

**WRC**... PHILADELPHIA

**WMAQ**... CHICAGO

**KYW**... PHILADELPHIA
“R. F. D. 1000,” with John Thorpe, 6:30 to 7:00—“KYW Musical Clock,” with LeRoy Miller, 7:00 to 9:00 (E.D.T.) Monday through Saturday.

**WBL-WBZA**... NEW ENGLAND

**WMAQ**... CHICAGO

**WBZ-WBZA**... NEW ENGLAND

**WRL**... NEW YORK

**KDKA**... PITTSBURGH
KIRO, in Seattle, Inaugurates 50 kw., Directional Signal
Prominent Civic and Network Officials at Ceremonies

AS KIRO, Seattle, stepped up its power this week to 50,000 watts on 710 kc., the Pacific Northwest greeted the first maximum power station to operate in that area. The station became the only outlet providing CBS programs to Seattle, Tacoma and Western Washington.

Guests honoring KIRO at the dedication of the new facilities at the new transmitter site, located on Vashon-Maury Island in Puget Sound, halfway between Seattle and Tacoma, were Gov. Arthur B. Langlie of Washington, Mayor Earl Milikin of Seattle, Mayor Harry P. Cain of Tacoma and the Mayors of many other cities within KIRO's primary service area.

Directional Signal

On hand at the ceremonies representing CBS were Donald W. Shorrock, vice-president in charge of CBS Pacific Coast operations, and Fox Case, director of special features and public events for KNX-CBS, Hollywood. C. G. Daniels, station relations manager for the network, and Bill Lodge, manager-in-charge of the CBS radio frequency control groups, also came from New York for the celebration.

The KIRO plant is unique in that it is the only 50 kw. operation west of the Mississippi River using a directional antenna system. The transmitter is on Western Electric 407-A-1 and is housed in a fireproof, reinforced concrete building. The antenna system consists of two 526-foot structural aluminum Lehigh guyed towers, installed in a directional system to emit North and South. The ground system consists of one-inch copper ribbon, plowed 12 inches deep, fanning out in 120 separate radials 420 feet in length from each of the two towers, as fed by 2%4-inch concentric transmission lines, in which is sealed nitrogen gas under pressure.

While two alternate submarine cable practices are being disrupted by the war, KIRO has installed a gasoline driven standby power generating plant, for use in case of total power failure. Likewise, to guard against possible failure of the submarine cable telephone lines which bring the programs to the island transmitter site from KIRO's Seattle studios, the station has set up emergency shortwave transmitter and receiver equipment, to form a radio program channel to the island.

KIRO has been operating since 1935 and is owned and operated by the Queen City Broadcasting Co., of which Louis K. Lear is president. Saul H. Blank is vice-president and general managers, and H. J. (Tubby) Quilliam is vice-president and general manager.

NEW 50 KW. PLANT of KIRO, Seattle, placed in operation this week, is located on an island in Puget Sound, halfway between Seattle and Tacoma. Its two 526-foot towers are described as the only 50-kw. directional west of the Mississippi.

Army Seeking Technicians to Operate Radio Devices for Location of Planes

A NEW plea for radio technicians to operate radio aircraft detectors, this time from the United States, came to light June 29 with announcement by the War Department that radiolocators similar to those used in Great Britain will be installed along the American coastline and at U. S. overseas bases. The War Department announced that qualified technicians were needed, and that active service would immediately be granted reserve commissions as second lieutenants in the Army Signal Corps.

Although an initial recruiting of 500 officers was all that was mentioned in the War Department announcement, it is understood from branches of service that 3,000 officers may be needed eventually for this work. The announcement emphasized the opportunity for young technicians to qualify quickly for a reserve commission in the Army, with prospect for advancement as the radio detector installation grows more widespread.

Quick Response

A fortnight ago Great Britain started a recruiting drive to secure American volunteers for civilian jobs operating the rapidly developing system of radio locator stations in the British Isles. Lively response is reported, with American technical organizations cooperating in the effort. The British recruiting drive was endorsed by President Roosevelt and American defense leaders.

According to the War Department, applicants for the Signal Corps commissions must be graduates of electrical engineering schools.

Disc Firm Changes Name

75 STATIONS JOIN ARMY'S NEWS GROUP

MORE than 75 stations have pledged themselves to the mythical Red, White and Blue Network of the Morale Branch of the War Department in an effort to bring programs of interest to men in the service. News releases and other pertinent War Department information will be supplied weekly.

Many stations have already followed the early morning program format used by Capt. Gordon Hitt from the Morale Branch, on WRC, Washington, Capt. Hittenmark was responsible for the creation of this new network. Stations which have joined in the interest of furthering morale among the soldiers as well as to provide a "good word picture of Army activities to the civilian listener are: with Fred Utta, as K.M.

KMOX's Medicine

WHEN the Army takes over the 20-story St. Louis Mart building for its headquarters spot on Sept. 1, KMOX will be the only large tenant allowed to remain. The new medical depot will occupy a million square feet of space in the building, and plans later to add 250,000 square feet. The new depot will serve three-quarters of the Army camps in the country and will be the largest medical depot in the world. Merle S. Jones, manager of KMOX, has announced that plans for enlargement of the studios, which now occupy 40,000 square feet on the second and third floors, are being held in abeyance pending word from Army authorities.

KMOX'S MEDICINE for the civilian listener. In July 1940, the station was inactivated for sea duty. Mr. J. Earl King is vice-president and general manager.

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WLAC
NASHVILLE’S CBS OUTLET WILL GO THIS FALL TO 50,000 WATTS providing full coverage of America’s fastest-growing industrial area—the great Tennessee Valley
RESERVE YOUR SEAT ON THE BANDWAGON NOW!

J. T. WARD, Owner
F. C. SOWELL, Manager
PAUL H. RAYMER CO., National Representatives
Listener Loyalty to a Single Station Noted in Rural Areas by Prof. Summers

A LARGE share of listeners in farm areas concentrate practically all of their listening on a single favorite station, according to conclusions reached in the fourth annual Study of Radio Listening Habits in the State of Iowa, conducted for WHO, Des Moines, by H. B. Summers, Kansas State College, and F. L. Whan, U of Wichita. The station is chosen "either because of its superior signal, or because of a liking for the general program pattern characteristics of that station," according to the survey.

The Iowa listening study was based on personal interviews with men or women during the last two weeks in March, 1941. Of the 9,246 families contacted, 8,761 had radio sets in their homes. Interviewers were students at colleges in Iowa; in most cases they lived in the section where the interviewing was done. As customary, families interviewed were carefully selected.

Checkup Question

A new question in the 1941 Summers survey asked those interviewed to name the station or program to which they listened during each quarter-hour of a four-hour period just previous to the interview.

Since they also were asked to answer questions about which station they listened to most and also heard regularly, the new four-hour question provided a check against other data. Comparison of replies to the two sets of questions, according to Dr. Summers, indicates a close relationship in the figures, tending to confirm their accuracy.

In studying early morning listening, the survey shows that 21.8% of sets are used before 7 a.m.; 45.9% before 7:30 a.m.; 51.9% before 8 a.m.

Analyzing types of programs preferred by Iowa listeners, Prof. Summers lists the choices in this order (percentage of listeners including each form of program material among the five best-liked types): News broadcasts, 77.3; comedians, 71.5; audience participation, 49.2; popular music, 42.7; variety shows, 40.3; complete drama, 33.7; serial drama, 32.2; sports broadcasts, 24.6; old-time music, 23.0; religious music, 22.8; market reports, 19.3; band music, 15.2; talks, comment, 13.1; classical music, 11.1; devotional, 10.7; talks on farming, 9.1.

The survey, as usual, indicates particular program choices of Iowa listeners. In each case listeners again were asked to name their five favorite programs. The first 25 programs selected were, in this order: Fibber McGee; Aldrich Family; Jack Benny; Bob Hope; WHO News; Chase & Sanborn; Major Bowes Amateurs; Dr. I. Q.; Lux Radio Theater; Kraft Music Hall; Kay Kyser's College; One Man's Family; Pot o' Gold; Ma Perkins; WHO Barn Dance; Battle of the Sexes; Fred Allen; Maxwell House; Mr. District Attorney; Truth or Consequences; Hit Parade; Light of the World; Hymns of All Churches; The Guiding Light; The Smith House.

The survey, covering 70 pages, also provides information on station loyalty at various times of the day; daytime listening by quarter hours; listening by place of residence, by states and by counties; effect of educational level on program preferences; effect of age; station preferences by counties.

Curtained Fund Is Voted For Monitoring Service

CONCURRING in House action cutting requested funds, the Senate last Monday approved an item of $600,000 in the Second Deficiency Appropriation Bill to operate the FCC's new Foreign Broadcast Monitoring Service during fiscal year 1942. FCC Chairman Bryan had asked $674,414 at hearings before an appropriation subcommittee. [Broadcasting, June 16, June 30.]

Paring the FBMS appropriation will "squeeze us pretty close", Chairman Bryan commented, but probably will not affect the size of FBMS personnel or the amount of equipment used by it, although it will mean reducing certain activities.
Presto makes immediate delivery on Transcription Turntables

SELECT WHAT YOU NEED FROM THESE 5 DUAL-SPEED MODELS

1. Presto 62-A table with lateral reproducer, compensator adjusting frequency response for all makes of records and transcriptions and scratch filter complete in 3-A cabinet. List price $385.00

2. Presto 63-A table in 3-A cabinet with provision for mounting Western Electric 9-A vertical-lateral reproducer and selector switch. List price (less pickup) $220.00

3. Presto 10-A turntable chassis in 3-A mounting cabinet, less reproducing pickup. List price $220.00

4. Presto 10-A chassis only for replacement of worn or inadequate tables. Mounting dimensions 18" x 19½" x 5". Fits most standard cabinets. List price $155.00

5. Presto 11-A 12" dual-speed turntable chassis for portable or stationary transcription reproducers, excellent for sound effects equipment wherever a compact, high quality table is required. Mounting dimensions 12½" x 14½" x 5". List price $55.00

Some users of the Presto Transcription Turntable

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CFAC WCOP WGBK WTRY
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CHNS WEEB WMAS KELO
CLG WEEI WMEX KGFL
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Order through your regular radio distributor. Catalog sheets with detailed specifications on request.

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Presto Recording Corp. 242 West 55th St. N. Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
Materials Marked For Repair Work Allocation Program Covers Communications Industry

ASSURANCE that materials will be made available for repair and maintenance of broadcasting and telephone and telegraph equipment during the national defense emergency was seen in a priorities allocation program announced July 1 by the Civilian Supply Allocation Division of the Office of Price Administration & Civilian Supply, Washington, D.C., headed by Leon Henderson. Priority status was established for materials necessary to keep commercial broadcast and communications equipment, as well as equipment in other specified industries, in good working order.

Applies to 26 Industries

The program covers 26 industries and services whose continued operation is essential to public welfare and maintenance of civilian supplies, OPACS explained. Action resulted from growing demands on raw materials for the defense program, which made it difficult for manufacture of repair and maintenance materials and equipment to fill their orders. The effect will be to assure continued operation of essential industries and services which otherwise might have to curtail their operations because of lack of repair parts.

In another move on the defense front, the Office of Production Management recently introduced a new organizational setup for strategic materials, designed to give manufacturers a better opportunity to present their problems of material supply and to speed up OPM action on these problems. Although the new arrangement points toward better relations between Government and business in considering defense priorities, it does not indicate any substantial relief in the distressing supply problem for civilian broadcast equipment manufacturers, it is felt.

A commodity section has been established in OPM for specific items, chiefly raw materials such as steel, zinc, nickel and aluminum, which will study the overall picture pertaining to each commodity. Representatives from all industries using these materials will participate. From an individual point of view, industry committees are being established, with representatives of a particular industry making up each separate committee. The organizations will function independently, according to OPM, with the industry committees as purely advisory bodies and the commodity section executing definite actions.

New BMI Music

MAURICE RUSSELL GOUDBY, authority in South American folk music, has been signed by Peer International Corp., a BMI member publisher, to set up a catalog of the native Latin American music for the United States. Also available for broadcasting, according to BMI, are the publications of Cundy-Bettoney Co., Boston.

WPTF in Raleigh is North Carolinas No. 1 Salesman!
MEET Commuter Jones of Stanton, Delaware. Though he lives 36 miles from Billy Penn's hat, he's as much a Philadelphian as his boss who walks to the office from Rittenhouse Square.

There are thousands of "Philadelphians from Delaware" and from Maryland and New Jersey too. Most of them are ex-city folk who still work in town and who still retain their big city habits in buying and in radio listening.

For most of the Commuters Jones, Philadelphia radio is WCAU*. For only clear channel, all directional WCAU with its 50,000 Watts adequately serve the area in which they live. And that is just one of the many factors that makes WCAU the powerful effective sales medium it is in the Philadelphia market.

**WCAU is the most listened to station in all of Delaware. Facts based on 50 mile Reuben Donnelley survey. Details on request.**
FCC Query on Press Issue
(Continued from page 14)

refuses to carry such display advertising; whether the newspaper has a regular radio editor, radio department, radio column or radio page; whether the activities of the station are "fairly and accurately handled"; whether any newspaper has refused to give space to press releases or other news concerning the station; whether any exchange deals exist whereby free time is given for station publicity.

News Service Contracts
Question 5 asks for a list of news services used by the station since July 1, 1933; whether any press service has been discontinued and why; whether the services are used only by newspapers or by other radio stations in the same locality; whether contracts with press services contain any limitation on the right of the station to use other news services or news sources, or on the right of the news service to supply news to other stations or newspapers in the same locality; whether the contracts contain any provisions which give the news service the right to select or limit the commercial sponsors of news broadcasts using such services; whether the station has ever experienced difficulty in obtaining news from a press service which was already serving newspapers or other radio stations in the community.

Question 6 asks if the station broadcasts any local or regional news; if so, is it obtained from any wire service. Also asked is whether the station arranges for written papers for such news; other sources of such news; description of station's own staff or facilities for gathering and reporting local news; whether any sources of local news are used jointly by station and any newspaper.

Editing and Sponsorship
Question 7 asks: (a) If you subscribe to a news service or obtain news from a newspaper, do you use all the regular news as it comes in from that source? (b) If not, explain who does the actual editing and selection of news. (c) Does any newspaper sponsor any regular news broadcast over your station? If so, does the newspaper pay for the sponsorship, or is it a courtesy arrangement? (d) If you carry sponsored news broadcasts, do your agreements with the sponsors give such sponsors the exclusive privilege of sponsoring news broadcasts of any particular type over your station? (e) Do sponsors participate in any way in the participation or script of the news broadcasts?

Question 8 asks for a listing of personnel who regularly perform or participate in programs, or who arrange for or write program material, who are in any way connected with a newspaper.

Question 9 asks: (a) Does the station submit its books, records or accounting procedure for review, whether for the inspection or supervision of any person who is also an officer of a newspaper? (b) Is authorization by any such person necessary for the payment or disbursement of any funds of the licensee? (c) Does any such person exercise control over the receipts, bank accounts or funds of the licensee? (d) Is the signature of any such person required with respect to any withdrawals on any bank accounts of the licensee?

Question 10 asks the respondent to check whether any of the following programs are submitted to any person who is an officer or employee of a newspaper for information or approval: Granting of free time by the station for the discussion of public issues, advertising, news broadcasts, other programs, station personnel. The station is also asked, with respect to the items checked, to describe the relation fully, stating the name of the paper and the position of the officer or employee consulted.

Press Ownership Tested at Hearing
WPAY Case Covers Charge of Monopoly in City Election

THE ISSUE of newspaper ownership underwent a preliminary test last Monday at Washington hearings conducted in Washington on the application of Chester A. Thompson, Cleveland financier, to transfer his 50% of WPAY, Portsmouth, O., to the Brush-Moore Newspapers Inc., holder of the other 50%. Marcus Cohn, associate attorney of the FCC, sought to produce testimony that a monopoly exists. Portsmouth's only newspaper and station had resulted in prejudice during the 1939 city elections.

Biaas Charged
Because he was against City Manager Francis X. Sheehan's regime, Mr. Frizzell asserted, the prepared script he had submitted to Manager Ralph Patt had been revised. Cross-examined by Horace Lohr in on behalf of Brush-Moore, Mr. Frizzell stated that if he were a station manager and a political candidate presented a speech for approval, so long as it contained no profanity or otherwise objectional features, "I'd tell him to go ahead."

Further charges by Mr. Frizzell that the newspaper had been biased in accepting paid political advertisements on the day preceding the election as well as in reporting campaign news, were discounted by R. F. Fletcher, manager of the Portsmouth Times, who produced newspapers showing the fairness with which the paper had reported the campaign news.

He also reiterated that the Times had a definite policy of not accepting political ads on the eve of the election when the opposing candidates were unable to reciprocate due to the time element and proved his statement by producing a copy of the election eve edition.

P. W. Seward, examiner presiding at the hearing, agreed to keep the record open to allow examination of press service contracts submitted by Brush-Moore attorneys to see if they would have any material bearing on the case.

The newspaper group proposes to purchase the Thompson holdings for $20,000. Brush-Moore is also owner of WHBC, Canton, O., and its newspaper includes the Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review and Salem News in Ohio and the Salisbury (Md.) Times.
NEW Western Electric
50KW
Blankets Pacific Northwest!

Throughout the Northwestern states, Western Canada and up in Alaska, programs are now coming in with greater power, more pep, higher quality. KIRO’s new Western Electric transmitter—only 50 KW west of Salt Lake and north of Frisco—is on the air!

Features that contribute to its high quality signal and low operating cost are: Doherty Circuit; improved stabilized feedback; automatic line voltage regulators; improved grid bias modulation.

Whether you want high or low power—AM or FM—it will pay you to choose Western Electric for Better Broadcasting!

Western Electric
Ask your Engineer!

DISTRIBUTORS:
In U.S.A. Graybar Electric Co., New York,
N.Y. In Canada and Newfoundland,
Northern Electric Co., Ltd. In other coun-
tries: International Standard Electric Corp.
IRE Votes for Appearances At Hearings Involving Radio

Regulations Should Be Confined to the External Performance, President Terman Asserts

A VOTE overwhelmingly in favor of the Institute of Radio Engineers being represented at governmental public hearings affecting the radio industry, for the purpose of presenting the engineering view as a guide to public policy, was given by the recent IRE convention in Detroit attended by more than 400 members.

Many technical papers on a wide variety of subjects were read during the three-day session. One convention highlight was the presentation of the Morris Liebmann Memorial Prize to Philo T. Farnsworth, noted television inventor. Another was the keynote address of IRE President F. E. Terman, delivered at the annual banquet.

The Big Fist

Discussing the history of American radio regulations, President Terman, who is also head of the electrical engineering department of Leland Stanford Jr., said that when the Federal Radio Commission was established some 14 years ago, "a benign form of Government regulation began gradually to be applied, designed primarily to allot available frequencies among the applicants, in conformity with natural laws and within the limitations imposed by necessary international agreements."

"It became necessary, also, to begin policing the radio-frequency spectrum, but the policies of the Federal Radio Commission were broadly based upon sound engineering standards. No heavy regulating hand was laid upon radio technical progress. Thus an excellent service developed which received rapid public acceptance. The Commission made no attempt to usurp the engineering prerogatives of designers of broadcasting transmitters and antenna structures.

"One tendency manifested by regulation was to specify the internal aspects of station design and control, and the means and equipment whereby the sought-for external results, in the electrical field, should be obtained. To engineers it is evident that regulation of station performance should be altogether restricted to the specification of external performance of a station, and that in no instance should tubes, transmitting arrangements or circuits, station apparatus, measuring equipment or the like be rigidly specified.

Heed Its Own Engineers

"The FCC has a competent engineering division. Frequently we have wished that the Commission would heed the advice of its own engineers. We of the Institute of course recognize that the regulation of radio must be based in part on considerations other than technical.

"Nature determines how far radio waves travel and how strong they will be when they get there, and no amount of political gerrymandering will give good service to listeners if nature's laws are violated.

Go to Washington

"Apparently the Institute will have to do what everyone else is doing—go to Washington with its story. There we must make our collective voice heard in advocating the application of sound engineering principles, and, in the proper places and at appropriate times, urge legislation and regulatory policies consistent with such principles. I believe our position should be, first, that the interest, convenience, and necessity of the public obviously are best served by adopting technically correct and economically sound bases for regulation, rather than by major consideration of political situations, or of sectional and commercial rivalries; second, that the interests of the public and of radio engineers in the regulation of radio are identical, because of the fact that radio can continue to grow as a public service only so long as it serves the public well.

"Hearings are being held before the Senate Interstate Commerce Committee which indicate that the Commission, Congress and the industry are unhappy about something. Perhaps this is an indication that the Communications Act of 1934 is out of date and does not now meet the requirements of a greatly advanced radio art. The Institute believes that these difficulties could be eliminated to a large degree if Congress would recognize this fact and would consider the drafting of a new act. Perhaps this would lead to other hearings designed to obtain the views of all interested parties. At that time there should be present an opportunity for the Institute to assist in formulating such legislation as will encourage progress and assure improvement in the radio services of our country.

Defense Progress

Touching on national defense, Prof. Terman said radio and its allied arts "will have much to do with the placing of force where force is needed in the event this country goes to war." In addition to communications, there are new and complex applications of electronic techniques in navigation and in locating the enemy troops, ships or planes, he said. "The most intricate military control equipment, much of it based upon radio devices, will be commonplace in our services when and if war comes to us.

Furthermore, he stated, "confronted with shortages of certain strategic materials which up to now have been used freely in all radio equipment, we shall have to design many of our transmitters, receivers, and so on, with substitute materials and by new methods."

Pointing out that the commercial and university laboratories, in which the major forward steps in the radio field have originated, have recently greatly extended their activity, he declared the products of these laboratories will be of "indescribable value to the United States for military and commercial purposes."

Drop Latin Drive

STATE DEPARTMENT has definitely cancelled the $800,000 campaign launched last April to improve United States relations through South American newspaper advertising. Official reason for the cancellation is that steamship lines could not accommodate tourists coming into the United States. However, it was reported elsewhere that American diplomatic officials in South America had objected to the campaign because they were not consulted.

Don Lee S. F. Plans

A SITE has just been picked by Don Lee officials for a television and 150,000-watt station in the San Francisco Bay area, it was announced by William Pabst, general manager of KFRC, San Francisco outlet for Don Lee and Mutual. The spot is on Marlborough Terrace, in Berkeley hills, due east of San Francisco across the bay. Date for start of construction has not been set, according to Mr. Pabst. KFRC is in the Don Lee Building on Van Ness Ave., San Francisco, will be remodeled.

KMPC Site Approved

KMPC, Beverly Hills, Cal., has been granted permission by the Los Angeles City Council to build a new transmitter and three towers of 350 feet each on the 22-acre KFRC and Coldwater Canyon Avenues. Make of towers to be erected have not been selected, but transmitter will replace one currently at 85th St., and Compton Ave., Los Angeles.
WJSV woos a boom

The latest data gets out of date before WJSV can publish it, but Uncle Sam's recent census hinted at what is happening to Washington, D. C. *The town is booming!*

So is its purchasing power, according to swelling employment records and payrolls.

To WJSV these things spell more market than ever. So, to woo newcomers, we have arranged with the Washington Daily News for 150 lines of space every day on the radio page to tell about WJSV-CBS programs.

Added to the station's daily radio column in the Washington Post...its regular space in the Washington Shopping News...its generous window displays in the largest local chain drug stores...this new arrangement gives further assurance that latest arrival and old resident alike in the Washington area will choose WJSV for entertainment and information.

Aggressive promotion like this has made WJSV the best radio advertising medium in the nation's wealthiest per capita market.

**WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL * 50,000 WATTS**

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, Los Angeles, Detroit, St. Louis, Charlotte, San Francisco
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Without Hysteria

IT'S HIGH TIME for a little calm, cool consideration of the unholy mess in which the industry finds itself as an outgrowth of the chain-monopoly situation. The breathing spell since the hearings on the White Resolution recessed June 20 affords opportunity for a quick inventory.

Heads were lost on all sides during the embroglio that reached high pitch at the Decade of St. Louis. Dead cats and dasicated mackerel were tossed about with abandon—a spectacle that didn't do either radio or the FCC any good. But all that is past and should be forgotten, though there are wounds that won't heal quickly.

The real task is to make the best of a bad situation. In the end, the only matter of importance is service to the public. The hearings on the White Resolution helped clear the atmosphere, though harsh words were spoken. The testimony, we believe, revealed that the FCC was wrong in summarily proclaiming regulations, the effect of which obviously would be to injure, seriously and irrevocably, not merely going concerns in broadcasting but service to the public. By the same token, the need for improvement in the broadcast structure as a whole was demonstrated.

But there also is the question of jurisdiction. And on that score, an irrefutable case was made for a new statute, clearly defined, which would make these improvements possible and remove any doubt as to authority.

FCC Chairman James Lawrence Fly has been the spearhead in the strict-regulation move. It must be apparent to him and his majority colleagues that the industry, by Aug. 2, cannot be remodeled and continue to provide an adequate public service. Logic, therefore, would seem to dictate a postponement of the regulations, on the FCC's motion, and introduction of the conference method in working out plausible means of improving service to the public.

Because this is no time to gamble with an industry, whose service is so vital to the public welfare, we fervently hope that reason will prevail.

Let's have a postponement of all the rules, and a reappraisal of the whole situation. Let's have an agreement on a new statute, which would take the guessing out of broadcast regulation.

President Roosevelt, at this writing, has not yet seen fit to rename Frederick I. Thompson to the FCC after a two-year tenure. It will be conceded, however conscientious he might have been, that Mr. Thompson was far from a steady influence. There is an opportunity for the Administration to make a new appointment. We would prefer to see a merit promotion from the ranks, but if that is not expedient, why not a practical broadcaster? Whatever the shortcomings of the law, Government is as good or as bad as the men who run it.

Now that all sides have blown off with reckless abandon, we believe things can be accomplished. We hope it can be done without hysteria.

The Boomerang

LAST WEEK in these columns we discoursed on the action of the Navy in buying about a million dollars worth of space in small newspapers to promote Navy enlistments, while continuing to get more and better free spots for radio. But we overlooked one factor—more important to radio than the mere dollars it loses to a competitive medium.

Just a year ago, it will be recalled, the Army placed a quarter-million dollar newspaper campaign and eschewed radio. There was an immediate howl from smaller stations. The reason was not the loss of revenue. It developed that competitive newspapers began soliciting local radio accounts, using as their sales clincher the argument that the Government uses radio because the time is free. But when Uncle Sam wants results, they hammered, he buys space in the newspapers.

For the local station, sales pressure of this kind is difficult to talk down. To offset this competitive attack, Maj. Gen. E. S. Adams, adjutant general, at the time publicly proclaimed the "great power of radio in reaching, effectively, the great mass of the people of the country with any message or program in a minimum of time," and called it a "tremendously efficient force" whether it be a commercial sales campaign or one of public service.

The Navy, it appears, is heading in the same direction. Radio does not begrudge the loss of the appropriation for purchase of newspaper space, though it believes it is entitled to equal consideration.

But it does resent this weakening away of the very business which makes it possible to donate time to disseminate Government information.

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BROADCASTING • Broadcast Advertising
We Pay Our Respects To —

Personal Notes

GERALD C. GROSS, assistant chief engineer of the FCC in charge of broadcasting, has been named to the executive committee of the Federal Radio Educational Committee, succeeding Andrew D. Rinz who recently resigned to enter private engineering consultant work, and will become the next FCC post Mr. Gross now occupies.

HENRY GERSTENKORN, has been appointed assistant advertising manager of Don Lee Broadcasting System, Hollywood, Edward Kemble, former network commercial traffic manager, has taken over Gerstenkorn's former duties of merchandising director.

WILLIAM SCHNITZ recently joined the sales staff of WJWJ, Portland, Ore.

WILLIAM HACKEMANN, assistant to Julian B. Caver, CBS manager of building operations, on June 27 joined Grumman Aircraft Engineering Corp., Bethpage, L. I., and has become a member of the Commerical Division. J. C. MORGAN, formerly program manager of KSFO, San Francisco, has been named manager of FM station WTOP, Washington, D. C., for the Gompers Trade School, affiliated with the Federation of Educational System in San Francisco.

J. ROY MCLLENAN, head of McLellan Serv. Adv. Service and Eastern Shore Broadcast Bureau, Salisbury, Md., has been appointed sales manager of WIFD, Frederick, Md.

Edward Tomlinson, news analyst, lecturer and authority on Central and Northern Europe, has been appointed Inter-American advisor to NBC. Mr. Tomlinson, who has been conducting NBC's "The Other Hemisphere" program, will advise NBC on programs pertaining to individual broadcasts bearing on relations between the U. S. and Canada and Latin America.

WALLIE WARREN, manager of WOPA, Grand Forks, N. D., has desked after a six-week absence caused by an operation which confined him to a hospital for three weeks. Merrill Ingh has been promoted to KOH commercial manager, succeeding Bob, and Herb Smith, of Portland, has taken his place as continuity director.

L. JEROME DEMAHAUT, commercial manager of CKLW, Windsor, Ont., has been elected to the board of directors of the Adcraft Club of Detroit.

AL. SHEEHAN, of WVOO, Minneapolis, has been appointed to handle two of the main features of the Minnesota Association, the "Summer-Time" stage to which he will nightly play the Aquatennial in the Minneapolis and St. Paul area. Sheehan will be looking for the best in assembling talent and staging both shows.

ED JANSSEN accountant executive of WPTM, Des Moines, was recently signed to go to Tacoma, Wash., where he will operate and manage his new station, built by Tacoma Broadcasters, which will soon go on the air and will operate on 1,400 kc. with 250 watts.

A. A. MCDERMOTT, of the Montreal office of Stovin & Wright, station representatives, has been transferred to the Toronto office. Lovell Mickle Jr., remains in charge of Montreal.

ROBERT W. CARPENTER, auditor of KNOX, St. Louis, has been promoted to the sales department. De Puy of the CBS New York auditing staff will assume the KNOX auditing position.

J. SOULARD JOHNSON, sales promotion director of KNOX, St. Louis, has gone to KXTM, Minneapolis, to operate and manage KXTM on radio advertising during the 1941-42 semester.

TIDY G. MECKHILL, representative of Arthur Hug Co. in the Oklahoma City area, has assumed the duties of the company's Minneapolis representative.


MORRIS MILLER, formerly assistant general counsel of the U. S. Housing Authority as well as special assistant to the director, has been named counsel for the Federal Works Agency, has become associated with the Washington law offices of Dempsey & Konowitz.

ROGER W. CLIFF, manager, has been elected a vice-president of WPTF, Broadcasting Co., following the acquisition of 100% interest in the station by Lit Brothers department store [BROADCASTING, June 30]. Samuel R. Tebbens previous president, and George H. Johnson, president of the store, becomes chairman of the board.

Lewis W. Abbott, Retires

LEWIS W. ABBOTT, for six years general manager of the installation department of Electric Boat, New York, on June 30 retired after more than 40 years with the Bell Sysytem. He is succeeded by Gustaf A. Johnson, formerly W-E personnel diirector.

BROADCASTING • Broadcast Advertising

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IF THERE is one person in all radio who links the horse-and-buggy days with the most modern gateway into the future of radio, he is Otto Sorg Schairer, 62, vice-president of RCA, whose latest big job is to direct the new RCA Laboratories at Princeton, N. J.

Modest, thorough and tireless, Otto Schairer has long had this dream of the world's largest radio research laboratories. And now, since he is one to dream but not let dreams become his master, he is seeing the dream come true. This spring he is surrounded with maps and architects, blueprints and contracts. This summer he will see the laboratories take form on 300 acres of Jersey land as the vision turns into reality, marking a milestone in the further development in American industry.

Otto Schairer is one who has abiding faith in the future of radio. He knows how electronic devices can speed the wheels of industry and national defense. In fact, "OS" is an old hand at watching wheels go round on the avenues of progress. Transplanting the work of inventive minds into commercial products and new services in the public interest has been a job to which he has devoted his life since his schoolboy days, when he worked in his father's shops at Saline, Mich., where carriages, wagons and harnesses were made by hand.

Establishment of the new laboratories, Mr. Schairer says, is progress in keeping with the rising commercial and national defense demands on the radio industry. Usually, he points out, the gap between research and manufacturing is the weak point in getting new products into public use. He sees RCA Laboratories bridging this gap: for it will permit a high degree of coordination between laboratory development and commercial product. Furthermore, he points out that this coordination, plus improved research facilities, means more and better products.

Although he has played an important role in America's phenomenal development of household electrical appliances and radio, the name Otto Schairer seldom has appeared in public print—he avoids personal publicity. Not many know it, but he was one of the pioneers in promoting such devices as electric refrigerators, electric washing machines and other motors driven and electrically heated appliances from the laboratory to wide public use.

Graduated from the University of Michigan in 1901 and receiving his R.S. degree in electrical engineering in 1902, Otto Schairer entered the service of Westinghouse at East Pittsburgh as a student engineer. A year later, he was transferred to the organization's patent department.

This type of work pointed to the necessity for an understanding of law, so he began studying law at night. He was admitted to the bar in Pennsylvania in 1912 and later to the U. S. Supreme Court. Ever since these early days of his career, Schairer has specialized in patent law.

After George Westinghouse retired from active service in 1919, Otto Schairer was appointed director of patent development and assumed many of his duties in developing new products.

One of his first undertakings was to interest his company in the radio business through the development and acquisition of important patents. Quick to grasp the significance of broadcasting in mass communication and entertainment, he was a member of the group which later planned the pioneer broadcasting station, KDKA, Pittsburgh.

Schairer was one of the first to recognize the possibilities in television. He persuaded the Westinghouse company to sign a contract for the development of the inventions of Dr. V. K. Zworykin, now head of the Electronics Division of RCA Laboratories. Dr. Zworykin is to teach the newly developed iconoscope, the electronic eye which made possible an all-electronic system of television; also the kinescope tube which reproduces the picture at the receiving set.

In 1926, Schairer was made manager of Westinghouse's patent department. Three years later, he was appointed director of patent development of RCA. Within a short time he was placed in charge of the RCA license department, which was merged with the patent department. He became a vice-president in 1930.

Throughout his 12 years with RCA, Otto Schairer has been closely associated with research activities and has had full responsibility for the development and guidance of new ideas and improvements.

In 1905 he married Elizabeth Blanche Swift at Battle Creek, Mich. Their home is in Great Neck, L. I., N. Y. They have three children—George Swift Schairer, chief aeronautical engineer for Boeing Aircraft Co., Seattle; Dr. Robert Sorg Schairer, aeronautical engineer for Douglas Aircraft Co., Santa Monica, Calif., and Julia Elizabeth Schairer, a librarian. His hobbies are photography and golf.
BEHIND
the
MIKE

LIEUT. RICHARD K. BARD, former publicity director of WNEW, New York, now assistant public relations officer at Fort Dix, N. J., has been transferred to the bureau of public relations of the War Dept. in Washington.

WILMA GWILLIAM has returned to the promotion department of WLS, Chicago, after an absence of three years.

ROBERT S. WEBSTER, recently general manager of WGED, Dubois, Pa., and at one time with WGBS, Pittsburgh, and WHAM and WSAY, Rochester, has joined the announcing and production staff of WRVA, Richmond.

WIN PORTER, announcer of the 770 Club on WORL, Boston, on June 21 married Katherine Jackson, recent graduate of Radcliffe College.

PAUL PEARCE, Hollywood producer, is in charge of the weekly CBS Southern Cruise program started July 4 on that network and shortwave to Latin America. He replaces Ken Nxie, originally announced as producer. Paul Gliskin is to be musical director.

DAN HYLAND Jr. and Al Wilmarth, formerly of WGED, Fall River, Mass., have joined the announcing staff of WPRI, Providence.

BARTON BACHMANN, formerly director of the Riverside College and head of the Riverside Opera Assoc., has been named program director of Broadcast Corp. of America, headed by W. L. Glasson, which is building the new KPBO, Riverside, Cal.

H. GILLETTE MALCOURNNE, former program director of WJLE, Baltimore, Md., has joined the announcing staff of WLOH, Columbus, 0.

DELLA GRINDLAY of NBC production division has been named office manager for that department.

THOMAS RISHWORTH of the NBC Public Service Division has been elected member-at-large of the National Council of the Boy Scouts of America.

PAUL RITENHOUSE of the NBC Guest Relations Division will marry Gerry Bickling, secretary to Ellwood of the International Division of NBC on July 12. Elizabeth Hoffman, in the French Department of the NBC International Division, has just announced her engagement.

WILLSON M. TUTTLE, director of the CBS Big Sister program on June 27 married Alice Frost, star of the show.

GLENN KING, formerly of KBFO, San Francisco, has joined the production department of KROW, Oakland, Cal.

HERB DAHLEN, new to radio, and Howard Fisher, formerly of KFOA, Amarillo, Tex., have joined the announcing staff of KPAC, Port Arthur, Tex.

LES COX, special events director and announcer of KGFW, Kearney, Neb., has announced his resignation effective Friday, Jan. 27, 1944. He will join the announcing staff of WCHR, Springfield, Ill.

TONY WHEELER, announcer of WFL, Philadelphia, and Joan Lane, model, have announced their engagement. They are to be married in September.

GAYLORD TAYLOR and Warren Cato have joined the staff of KTRB, Modesto, Cal.

WESLEY MEARS, formerly of the CBS Hollywood public relations department, has been promoted to the announcing staff.

BEN ALEXANDER, NBC Hollywood commentator and announcer, and Elizabeth Bobb will be married July 23.

TERRY AYN has joined the announcing staff of WDBB, Philadelphia. Miss Ayn will also be in charge of special events.

FRANK DUNNE, formerly of WTAG, Worcester, Mass., and Joe Ripley, of WSLS, Roanoke, Va., have joined the announcing staff of WOR, New York, replacing Alvino Mazzella, now a Wor newsewriter, and Jerry Lawrence, m.c. of WOR's midnight show, Tony Randall, from KYOO, Tulsa, succeeds Dunne at WTAG.

FRED GARRIGUS, of WEEI, Boston, is the father of a baby boy born recently.

JOE BYARS, announcer of WICB, Columbus, Miss., is the father of a newly-born girl, Virginia Clair.

WALTER DAVIS, announcer of WICB, Columbus, Miss., is the father of a baby boy born June 29.

THOMAS STEEN, a graduate of the University of Georgia, where he studied in the field of human relations, has joined the announcing staff of KSL, Salt Lake City.

GRAYSON ENLOW, formerly of WJAC, Johnstown, Pa., has joined the announcing staff of KMBC, Kansas City.

McCosker Named

ALFRED J. MCCOSKER, president of WOB, New York, and chairman of the MBS board of directors, has been elected a member of the Song Writers' Protective Assn., according to Irving Caesar, president of the association. Mr. Caesar stated that an honorary membership had been offered Mr. McCosker, but that the latter upon his own request had been accepted as a regular dues-paying member. He explained that Mr. McCosker's work as a song writer during his early career in the show and radio business qualified him for membership.

ROBERT S. WEBSTER, recently general manager of WGED, Dubois, Pa., and at one time with WGED, Pittsburgh, and WHAM and WSAY, Rochester, has joined the announcing and production staff of WRVA, Richmond.

WIN PORTER, announcer of the 770 Club on WORL, Boston, on June 21 married Katherine Jackson, recent graduate of Radcliffe College.

PAUL PEARCE, Hollywood producer, is in charge of the weekly CBS Southern Cruise program started July 4 on that network and shortwave to Latin America. He replaces Ken Nxie, originally announced as producer. Paul Gliskin is to be musical director.

DAN HYLAND Jr. and Al Wilmarth, formerly of WGED, Fall River, Mass., have joined the announcing staff of WPRI, Providence.

BARTON BACHMANN, faculty member of Riverside College and head of the Riverside Opera Assoc., has been named program director of Broadcast Corp. of America, headed by W. L. Glasson, which is building the new KPBO, Riverside, Cal.

H. GILLETTE MALCOURNNE, former program director of WJLE, Baltimore, Md., has joined the announcing staff of WLOH, Columbus, 0.

DELLA GRINDLAY of NBC production division has been named office manager for that department.

THOMAS RISHWORTH of the NBC Public Service Division has been elected member-at-large of the National Council of the Boy Scouts of America.

PAUL RITENHOUSE of the NBC Guest Relations Division will marry Gerry Bickling, secretary to Ellwood of the International Division of NBC on July 12. Elizabeth Hoffman, in the French Department of the NBC International Division, has just announced her engagement.

WILLSON M. TUTTLE, director of the CBS Big Sister program on June 27 married Alice Frost, star of the show.

GLENN KING, formerly of KBFO, San Francisco, has joined the production department of KROW, Oakland, Cal.

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Meet the LADIES

A WIDE EXPERIENCE in understanding and dealing with the problems of the homemaker has built up a large and loyal following for Fern Sharp, women's commentator of WBNX, Columbus, 0. Just recently she rounded out four years on the Round Robin Review in addition to conducting other successful programs for local and national advertisers. Her appealing air-personality has led many sponsors to introduce new products on her programs. Previous to entering radio Fern had an extensive business training with the food field on newspapers and magazines in addition to six years with home service division of the Borden Co. Too, she gathered knowledge in her field while traveling through Europe where she studied the habits and homes of the people, and gathering many ideas which she has been able to apply to the American way of living. Creative ideas which put variety into the humdrum of everyday living have been Fern Sharp's special talent.

SID EIGES, former cable editor of International News Service and previously Pennsylvania manager of INS, has joined the NBC press department.

MYRON DUTTON, NBC Hollywood producer, is the father of an 8-b. boy born June 29.

STUART L. HANNON, announcer-newscaster, formerly of KOIN, Portland, Ore., has joined KROW, Oakland, Cal.

BETHIL DAVIS, graduate of Central Missouri State Teachers College, has been named music librarian of KMBC, Kansas City.

FERN SHARP

WBNX NEW YORK

ONE OF NEW YORK'S BEST KNOWN STATIONS FOR IT'S INTIMATE PROGRAM APPEAL TO AMERICA'S LARGEST MARKET

5000 WATTS Directional OVER METROPOLITAN NEW YORK

BROADCASTING • Broadcast Advertising

Page 30 • July 7, 1941
Thoms Seeks Interest In Project at Charlotte

H. H. THOMS, owner of WISE, Asheville, N. C., will purchase 25% of the stock of the new WAYS, Charlotte, which the FCC last April authorized for construction, using 1,000 watts on 610 kc. According to B. T. Whitmire, manager of WFBC, Greenville, one of the three present stockholders in Inter-City Advertising Company, which holds the construction permit, the station is scheduled to go on the air about Oct. 2. Government priorities, he stated, are holding up equipment delivery, but an 86-acre tract is being cleared and foundations for four 406-foot Monotube towers have been dug.

In addition to Mr. Thoms and Mr. Whitmire, the stockholders are George Dowdy, president of the company who is president of the North Carolina Merchants Assn., and Horton Doughton, son of Rep. Robert Doughton (D-N.C.), chairman of the House Ways & Means Committee. Mr. Doughton is a merchant and cattleman and is secretary-treasurer of the new company.

Witt Re-elected

HARRY W. WITT, CBS Southern California sales manager, was re-elected for the second year as president of the Southern California Broadcasters Assn., at its annual meeting held June 23 in Los Angeles. Ben McGlashan, owner of KGFJ, Los Angeles, was elected vice-president, with Lawrence McDowell, commercial manager of KFOX, Long Beach, as secretary-treasurer. Fox Case, CBS Western division public relations director, will again serve as chairman of the legislative committee. Calvin Smith, manager of KFAC, was reappointed chairman of the agency recognition and code committee. Van Newkirk, program operations director of Don Lee Broadcasting System, has been made education committee chairman. McGlashan also is engineering committee chairman.

LaHay Joins WCKY

WAUHILLIAW ANN LAY, for the last four years woman's commentator of KLZ, Denver, last Monday joined WCKY, Cincinnati, as commentator and home economist. Miss LaHay will handle two half-hour programs daily on WCKY—Lady, Lend an Ear, 8:15-8:30 a.m., assisted by Al Bland and Bernie Johnson of Morn Patrol, Franklyn Stewart and Mabel Fields; and Milady's Matinee, 3:30-4 p.m., with transcribed music and Announcer Bob Little.

Ezra Stone to Be Called

EZRA STONE, radio's Henry of The Aldrich Family, sponsored by General Foods, on NBC Red Thursdays 8:30-9 p.m. (EDST), passed his Army medical examination June 23 and was told by Selective Service officials he would be called into the Army within 30 days.
Packed, A QUIZ GAME on popular food labels is conducted on KGAN, San Francisco, each Friday. The program broadcast from a huge new market in the city includes interviews with shoppers, inviting them to play the game in a morning and afternoon broadcast from the market.

Advance Hearing RECORDS OF the leading recording companies are aired on WMCA, New York, 24 hours in advance of their weekly release to the public in a new series.

Defense Bulletins BULLETINS from Washington calling for volunteers in the Army, Navy and Marine Corps as well as civil service opportunities for skilled labor are broadcast in Calling All Men, on KROD, El Paso.

Pick the Key FEATURING Len Riley, sports announcer of WCKY, Cincinnati. The new Sports Lobby originates in the lobby of Hotel Gibson, where Riley interviews passersby on sports events. He carries with him a "pitcher's box" and a ring of keys—interviewees select a key and try to open the box, the successful participant finding in the box a pair of box-seat tickets for the Cincinnati Reds' next home game. Thrice during the program a bell sounds, giving the person being interviewed at each alarm a free dinner at the Gibson Sidewalk Cafe or Rathskeller, with the compliments of the hotel and WCKY.

Cool Tunes AIR CONDITIONED music is scheduled by WDAS, Philadelphia, each noon for 30 minutes, when the temperature is at its highest during the summer. The program department consulted a psychologist during the recent heat wave and learned that certain subjects cause a reaction of cold or coolness. As a result, Air-conditioned Music includes sea chants, Christmas carols and smoothly arranged transcriptions about brooks, flowing streams and snow. Appropriately enough, the theme music is "Angel Bells."

Lucky Guests A THEATRE, hotel and taxi cab companies are now a part of Night Out, new weekly contest program on CWRC, Winnipeg. Answering slogans of the three sponsors and other questions by mail entitles listeners to participate in the weekly draw for three letters from the mail bag. The three lucky couples whose letters are drawn, are guests of the three sponsors for a Night Out.

Nature Studies OUTDOOR nature studies provide a new program series on KYW, Philadelphia, each Thursday evening. The program consists of descriptions and discussion based on types and habits of wild life. It is sponsored by the Lehigh Coal & Navigation Co., for its resort, Split Rock in the Poconos.

WHO SAID 5,000?
We said it, Augie—5000 powerful nighttime watts, at our old 1000-watt rates! A buy, Augie, any way you look at it—for now, more than ever, WDBJ gets top attention in the free-sending Roanoke-Southwest Virginia market: (1) because ours is the only power sufficient to cover the whole territory; (2) because we're the only CBS source within listening range; (3) because our local programs are geared to our listeners' likes! ... All we ask is a chance to prove that a set-up like that means big business for our advertisers. How about it—now?

ROANOKE, VIRGINIA

Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate—5000 Watts Full Time—960 Kc.

KWKH
SHREVEPORT, LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

50,000 WATTS CBS 425,683 Listening Families*

Defensive Lineup FOR THE CONVENIENCE of radio editors, CBS has issued the first in a series of weekly features—a roundup of all national and hemispheric defense programs scheduled on the network for the ensuing week. First roundup for the week of June 29 lists 16 defense programs ranging from quarter-hour talks to hour entertainment broadcasts.

At the Resorts PHILADELPHIA, contemplating a week-end trip to seashore resorts get advance weather reports, water temperature, traffic conditions and data on crowds already there. Broadcast from half-hour of WHAT, Philadelphia. The program is produced with cooperation of WPXG, Atlantic City, located on the Steel Pier. A telephone call is made by WHAT to gather last-minute information before each episode.

Juvenile Quiz PUBLIC schools will provide the participants in the new Kiddy College program of WDCN, Durham, N. C., to be started shortly. To compete from downtown theater, the broadcast will quiz students selected by the principals of the various schools where the winner each week will be invited back for the following week's broadcast. At the conclusion of the series a grand prize of a Shetland pony will be awarded.

Kiddies' Delight PEPPING TO youngsters under 10 is the newly launched Auntie Lolly's Story Telling Time program on KGO, San Francisco, Saturdays. The program features the story of "Auntie Lolly" and the singing of "The Song Lady." Children are invited to the studio a half hour before the program goes on the air. They are entertained previous to the broadcast, watch the actual broadcast and then treated to ice cream.

What To Do SUGGESTIONS on where to go and what to do during resort vacation offerings nightly by WRAB, Atlanta, City, on The Amusement Page of the Air. Handled by a staff announcer billed as Polly Rialto, the quarter-hour offers information on the evening's attractions at the ocean piers, night clubs and theatres, interspersed with Hollywood chatter.

Growth of a Jazz Band DRAMATIZATION of the growth of a fiction jazz band, how it grew in style, the trials of its leader with some personal home life scenes of its members is the format of Boy Meets Band which started July 5 on WMCA. Ted Steele, novachord virtuoso, will be featured as himself.

Staff Meeting LISTENERS are cut in on the daily staff meeting at WTOL, Toledo, each Wednesday. Announcers discuss topics of general interest. Program is unheared.

Page 32 • July 7, 1941 BROADCASTING • Broadcast Advertising
Musical Letters
A NEW audience participation program idea, Musical Letters, was introduced recently on WHK, Cleveland. Listeners are asked to send in a set of four song titles which make up a complete letter: The salutation, for the message and the signature. Eight of these "musical letters" are featured on each program, with members of the studio audience selected to guess the titles and recreate the message on the air. An orchestra plays a bit of each tune to help contestants.

Saving Homes
WBBM, Chicago, is presenting a weekly quarter-hour series of radio dialogues entitled Homes to Defend. The significance of the American home and the importance of successful family life are discussed by Dean Ernest O. Melby, of the Northwestern U School of Education, and Evelyn Mills Duvall, executive director of the Association for Family Living.

A M. Religious Instruction
AN EARLY MORNING inspirational program is Your Radio Friend, conducted by the Rev. Ralph Williams on WCOF, Boston, 6:15-6:30 a.m. each Wednesday. Inspirational, gospel hymns and messages by Rev. Williams, as well as regular Bible quizzes are featured for those interested in spiritual guidance to start the day.

First Aid for Women
DISCUSSIONS on what women can do in an accident emergency are carried each Saturday for a quarter-hour by WPEN, Philadelphia. Nurses are interviewed for helpful hints to women coming across any type of accident. The program is conducted by the Baptist Mawr School of Red Cross Training.

Meet the Editor
AN EDITOR for a newspaper in the WPFT, Raleigh, coverage area is presented each week on a new Sunday feature, Meet the Editor. Each is allowed to select his own subject.

Policemen are People
HUMANIZING the policeman is the intent of a new weekly quarter-hour each Sunday on WPEN, Philadelphia. An all-police show, written and produced by policemen and sponsored by the Fraternal Order of Police, each program presents an officer engaged in a different branch of the city service—motor traffic, accident, patrol, etc.

HIGH IN THE CLOUDS, a recent NBC-Red Nature Sketches program was aired to a nationwide hookup when the mobile unit of KOA, Denver, journeyed up the Colorado Trail Ridge Road in Estes Park to a point 13,000 feet above sea level, facing the snow-covered crags of Rocky Mountain Peak. Series is conducted each Saturday morning by Clarence Moore in conjunction with National Park Naturalist Raymond Gregg, giving field studies of fauna and flora, minerals and geological formations.

Short Stories
THE HISTORY of the short story and its development in literature will be dramatized on the NBC Blue World's Best Short Stories program, starting July 7, Mondays, 8-9:30 p.m., and written by Ronald R. MacDougall, NBC scriptwriter.

Radio Successes
BIOGRAPHY of success is Personality Plus on WNAK, Yankton. Telling the life-story of radio stars, the program tells how they entered the radio field, plays they have been featured in, and the present show in which they appear.

WFIL ROUNDTABLE ON TOPICS OF DAY
WFIL, Philadelphia, has evolved a practical plan to deal with requests of national and civic groups requesting time—a roundtable discussion in which proponents of conflicting views participate. The first was presented June 26, devoting 40 minutes to a symposium on "What Shall We Do About Russia?"

Samuel R. Rosenbaum, president of WFIL, acted as moderator, explaining to listeners that this was radio's answer to the unfounded charges that the broadcasters were trying to curb free speech. He called it the American way of handling controversial issues.

Public response was favorable. In addition to flooding the switchboard with telephone calls immediately following the broadcast, which started at 9:15 p.m., a large number of letters asked that such roundtables be continued. During the broadcast, Mr. Rosenbaum stated that if listener interest was manifest, the symposiums would be repeated.
H. BENTON GOWTALS was named radio director of 20th Century Fld. Ad Agency, Philadelphia. He replaces William R. Doherty, who resigned to become manager of the newly-created Philadelphia office of International Radio Sales. Mr. Gowitz has been with the agency for seven years.

CHARLES R. STUART, San Francisco, having discontinued its Los Angeles branch office, Charles Levitt, Southern California manager, has established his own agency at 412 W. 6th St., in the latter city. Telephone is Tucker 2822.

W. H. EY has joined Frontenac Broadcasting Co., Toronto, as an account executive. He was formerly with Harold C. Lowrey, advertising agency.

GORDON ONSTOTT, recently of the Stanford Grady & Scott, Washington, and Vernon Scott, formerly in the advertising dept. of Ross Bros., San Francisco department store, have joined L. C. Cole Adv., San Francisco City, as advertising manager and account executive, respectively.

VICTOR ARMSTRONG recently joined West-McAuliffe, Los Angeles, as production manager. He was formerly advertising production manager of the Kaiser Shoe, Hollywood, Calif.

SHELDON S. MILLIKEN, formerly timebuyer of Pedlar & Ryan, New York, has joined the Ellsworth-1, Sylvester Industrial Adv. Agency, Pasadena, Calif., as business manager and Romance-Roach & Co., Toronto, agency recently moved to new offices at 529 E. Colorado Blvd. Telephone is Ryan 4-1212.

ARNOLD & CHASE, Los Angeles, having been dissolved, William A. Arsmar has established an advertising and publicity service under his own name at 1631 S. Broadway, Telephone, Fronten 8510.

MAURICE LYSAGHT, formerly with the Sacramento Chamber of Commerce, has recently joined Benning Adv. Co., that city, as account executive.

WILLIAM B. EARLS, formerly commercial manager of KUTA, Salt Lake City, has joined (Galan Adv. Agency, that city, as radio department manager. J. Bolick Chemical Co., Los Angeles, president succeeding Arno H. Johnson, of W. H. Smith & Son, formerly commercial manager for KUTA, has been awarded the Brandi silver award in recognition of her war work. The award is made weekly on the radio broadcast of the Brandi silver award of H. W. Brandi & Son, Mina. Dorothy Lumbers, of Tandy Adv. Agency, made the presentation.


THOMAS A. MCAVITY, radio director of Lord & Thomas, New York, will leave the New York radio station to confer with agency manager Norman W. Morrell on the NBC program, "Music with Judy," sponsored by Penn- Radon, Inc., as a summer replacement for the Bob Hope Show.

Allied’s Own Building

Allied Advertising Agency, Los Angeles, on July 1 moved into its new headquarters at 167 S. Vermont Ave, occupying the entire two-story, 14,000-square-foot building recently purchased and remodeled. Specializing in radio, the concern is headed by W. Fehr Gardner. Walter McCready is general manager and Mel Roach, production manager. Victor Cheslak has been appointed manager of display and art production. Leslie Sheldon, who recently dissolved the Los Angeles office, still operates the office under his name, has affiliated with Allied as account executive. Frank Schlesinger is manager of the San Francisco office, at 52d Market St. Among radio accounts serviced by the concern are: Mountain Copper Co.; (fruit spray); Lawrdon Chemical Co., (Di-Mon-Glo wax products); Star Outfitting Co., (diving suits); Dr. F. E. Campbell, (chain client credit); Cambria Development Co., (advertising); and Kelly Kas Co., (used cars); Ice Follies Corp., Detroit (ice shows).

Handled Canadian Campaign

The Allied Advertising Agency is handling a advertising campaign held recently for Canadian third war loan, Victory Loan 1941, was advertised over the radio in Canada by the National Victory Loan Publicity Committee, headed by W. E. Reynolds of Reynolds & Co., Toronto agency, and Canadian advertising association, and assisted by C. M. Pasmore and M. Rosenfeld of MacLaren Adv. Co., Toronto; G. A. Phares of C. Smith & Son, Toronto agency; E. Gould of McMillan Eastman Co., Toronto agency; George Taggart of The Canadian Press, assistant superintendent, Toronto; Harry Sedgwick, C.B.R., Toronto; and Ralph E. Herbert, director of Radio Facilities, Toronto, secured all-star talent largely from the United States and supervised programs and production.

Research Officials

MARKET Research Council at its annual meeting June 20 elected Will S. Johnson, of McCann-Erickson, Chicago, president succeeding Arno H. Johnson, of J. Walter Thompson Co. Elmo Roper, of Elmer Roper Inc., who was named vice-president to succeed Dr. Frank S. Smith, recently deceased, is president of McCann-Erickson of N. J. Dr. D. B. Lucas, associate professor of advertising at New York University, was named secretary-treasurer and Hugh M. Bevile, NBC research director, was elected chairman of the board. The new officers and Mr. Johnson will constitute the new executive committee.

New Firm in L. A.

RADIO CONSOLIDATED, Los Angeles, radio counselors, has been established at 533 S. Western Ave. Matt Kelly, one-time manager of KMFC, Beverly Hills, Calif., and Carroll Myers, columnist and former commentator, head the new enterprise. Publisher, Terrence Pierce heads the continuity and story department, specializing in women's programs.

BRASCHER, DAVIS & STAFF, 110 S. Spring, Los Angeles, has a serialization option on the book, "Out of the Night," by Jan Valtin.


AMBASSADOR HOTEL, Co., Los Angeles, to Western Ad Agency, that city.

SEAL-COTE Co., Hollywood (nail polish), to Buchanan & Co., Los Angeles. The agency has continued to handle the account.

FLAMINGO SALES Co., Hollywood (nail polish), to Buchanan & Co., Los Angeles. The agency will continue use of spot radio along with other media.


BERNARD-PERLMUTER, St. Louis, to Main Adv. Agency, St. Louis.

MORTEN LABS, Dallas (M.L. nose drops), to Tracey-Locke-Dawson, Dallas. Said to use radio.


VITAMIN Co. OF AMERICA, Hollywood, to Farson Jay Moss, same city, same city. Radio in several cities, newspaper and magazine advertising to be used.

RANGER JOE CO., Chester, Pa., to the Clemmins Co., Philadelphia, New York and newspaper and department store advertising to be used.


SQUIRT Co., Beverly Hills, Calif. (beverage), to McCann-Erickson, Los Angeles. New radio and newspaper advertising to be used.


Olivia Adding

OLYMPIA BREWING Co., Olympia, Wash., recently started its first radio effort, in a test campaign which will vary from 9 to 13 weeks in different markets, using approximately 20 stations on the Pacific Coast and Alaska. One-minute transmitted spots are being placed yellow hills. The agency is Botsford, Constantine & Gardner, Seattle. Stations already carrying the campaign include: KKPQ KFQD KFI KFRC KSFQ KSFU KWWW KQW KSRD KFJ1 KROY KXG KDB. Others are to be added.

AGENCY

Appointment

GERMAIN SEED & PLANT Co., Los Angeles to Lee Ranger Adv., that city.

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Cooperating with civic and commercial concerns in Rockford, Ill., WROK has produced a folding mailing piece which opens to a sheet 31 x 48 inches. Contained is a professional directory of the city's 505 businesses with an accompanying street map to indicate the locations of the firm. Strips bordering the top and bottom of one side are dedicated to pictures of WROK and MBS talent. WROK has also placed the maps in 400 buildings at Camp Grant, near Rockford.

Display Prizes
GROCERS and druggists are competing for $300 in prizes offered by WSB, Atlanta, for the best window or counter display featuring a WSB-advertised product. Rules are that display must be shown for six consecutive business days between June 30 and July 2, when the contest terminates, and each contestant must submit a photo and display of his entry.

Airplane Banner
AIRPLANE FLYING a banner, the aerial sign using three-foot letters to read: "Dial 500—WPEN—On The Hour For Late News," was used by WPEN, Philadelphia, July 5 in Atlanta City, taking advantage of the holiday throngs.

Chesterfield Week

Music Merchants
WITH THE SLOGAN "10,000 traveling salesmen couldn't do in years what radio does in one minute," the latest of a series of promotion pieces issued by the NAB Bureau of Radio Advertising deals with the sale of musical instruments. Centering around the testimonial of the Charles E. Wells Music Co., of Denver, the mailing piece tells how radio has helped make the United States a nation of music lovers.

Tips to Anglers
A FISHERMAN'S GUIDE, telling where to go when they're biting and the best ways to catch them, has been distributed by WSB. Nashville, in connection with its Get Out Of Doors program. More than 15,000 of the four-page leaflets were distributed through the Game & Fish Dept., at hardware stores where fishing licenses are sold and as giveaways on the program.

WCCO News Schedules
SCHEDULES of newcasts broadcast daily over WCCO, Minneapolis, have been sent to over 500 resort owners in the area for posting in their lodges and cabins.

Music on the Job
SPECIAL events truck and other equipment were provided by WNAK, Yankton, S. D., for the 44th annual convention of the South Dakota Retail Merchants Assn., held at Aberdeen, S. D. The truck was used to announce various events and a number of recordings were made at the three-day event.

Network Log
AS A TIME-SAVING reference on U. S. and Canadian stations, NBC has issued a folder listing all pertinent information on station call letters and frequencies, as allocated under the Havana Treaty last March, their locations, powers, etc. Folder also contains a map of NBC network facilities.

Brochures

CNGX, Yankton, S. D.—A 20-page "Presentation of the Services Performed by CNGX."

WAPO Offers More!
MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area!

MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPO reaches over one half million prospective buyers.

MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar powder plant employing 18,000. Power plant costing 42 million now in operation.

MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

Now in the Tennessee Valley at 5000 watts
Present rates in effect until August 1, 1941

Headley-Reed Co.
Chicago • Detroit • Atlanta

WapO
Chattanooga's Friendly Station
4150 Kilocycles NBC Red and Blue
Large Advertisers Studied by ANPA


NATIONAL advertisers whose individual expenditures during 1940 in each of four media amounted to $25,000 or more had an aggregate expenditure of $376,828,009 in the four media combined, according to the second annual edition of "Expenditures of National Advertisers" issued by the Bureau of Advertising, American Newspaper Publishers Assn. The study shows that 1,229 such advertisers together use the 3,108 products or services advertised.

Of the total expenditure, $99,751,584 went to chain radio; $138,899,186 to newspapers; $153,137,630 to magazines, and $11,078,483 to farm journals. Figures were compiled for radio, magazines, and farm journals by Publishers' Information Bureau, and for newspapers by Media Records.

Largest Advertisers


Big Roma Schedule

ROMA WINE Co., Modesto, Cal., on July 1 replaced its weekly half-hour "Art Linkletter in Hollywood" with "Roma Wine News," on 30 Don Lee stations with a heavy schedule of western news. On a 12-week contract, the firm is sponsoring a thrice-weekly quarter-hour news program titled "Roma Wine News," with Jim Denny as commentator, on 16 California Don Lee stations, Monday, Wednesday, and Friday, 6:30-6:45 p.m. A seven-week weekly-minute news broadcast originating from FKFB, Sacramento, has been extended to include 13 stations of McClatchy network stations, KOH, Reno; KJY, Fresno; KERN, Bakersfield; KG, Stockton. In addition, a five-minute six-days-a-week, five times per week, is being sponsored on 3 CBS Arizona stations (KSY TV/CB) and three days, Thursday, Friday, Saturday, 6:25-6:30 p.m., Monday, Thursday, Friday, Saturday, 7:20-7:25 p.m., each five days, has the account.

SEEEKING the facilities of WSIX, Nashville, if and when vacated, the Theta Phi, a local motion picture projectionist, has applied to the FCC for a new station on Nashville 1240 kc, using 250 watts.
LAWRDON CHEMICAL Co., Los Angeles (Di-Mon-Glo wax products), in addition to a daily half-hour na- 
monic program Enemy Sabotage, on July 14 started a five-weekly five-minute newscast on KPW, Hollywood. Farm 
will also sponsor daily participation in the combined Safer Salute and 
Houseswives Protective League pro- 
grams on KXNS, using similar part- 
ticipation in Norma Young’s Happy 
Homewome and Eddie Albright program on 
KFI, in addition to Baker’s Note- 
book on KFI. Contracts are for 13 
weeks. To merchandise the campaign, 
Lawrdon Chemical Co. will award a 
total of seventy-five $7.50 permanent 
waves per week to winners of this 25 
word “Why I Like Di-Mon-Glo wax products” contest. Allied Adv. Agency, 
Los Angeles, has the account.

HEVERY HILLS Country Club, night 
sport near Fort Thomas, Ky., is using a five-weekly five-minute pro- 
gram with same background on station in Ohio, Kentucky and Indiana, 
planned thru Paul Penn Associates Inc., 
Columbus.

BEN MARDEN’S RIVIERA, New 
York club on the Hudson River, is 
sponsoripg a twice-weekly recorded 
Music of Today program on WABC, 
New York.

PORD DEALERS Advertising Fund, 
Milwaukee, on July 1 started a 12- 
week campaign of five-weekly 100- 
word live announcements on WTMJ, 
Waukesha, WIBA, Madison, WTMZ, 
Green Bay, Wis., and on July 7 started 
its first concentration of their 
weekly 100-word announcements on 
WTMJ. Milwaukee. Agency is Mc- 
Ennis-Ericsson, Chicago.

A. S. BOYCE Co., Windsor, Ont. 
(Puffed insect sprays), has started a 
spot announcement campaign on sev- 
eral Canadian stations. Account is 
placed by John F. Murray Adv. 

PETE PAUL Inc., Naugatuck, Conn. 
(candy, gum), has renewed for an- 
other 25 weeks of June 30, the 
early morning news from 6:45 to 
6:30 a.m. (EDT), on WBAF, New 
York, Monday through Friday. 
Agency is Platt-Forbes, N. Y.

OLD BEN COAL Co., Chicago 
(Green mixed coal), has contracted 
for the five-minute transcribed Not- 
ing But the Truth program five 
times weekly for 26 weeks on KMOX, St. 
Agency, Chicago.

INSURANCE SECURITIES Inc., 
Oakland, Cal. (investment trust), 
recently started a five-weekly quan- 
ter-hour commentary featuring Frank 
Wright and Ray Miller, Sundays, on 
KFBK, Sacramento, and Wednesdays on 
KTXC, Visalia. Agency is Theo- 
dore H. Segal, San Francisco.

CALO FOOD PRODUCTS, Oakland, 
Cal. (Calo dog and cat food), recently 
started a test campaign on W.CBI, 
San Francisco, using three spot an- 
nouncements weekly. If successful 
other stations will be added. Agency is 
Sidney Garfinkel Adv., San Francisco.

NO-DIZ AWARENERS Inc., Oak- 
land. Cal. (stimulant), recently started a five-week test campaign on KSFO, 
San Francisco, using three spot an-


nouncements weekly. If successful other stations will be added. Agency is 
Sidney Garfinkel Adv., San Francisco.

CALIFORNIA GROWN SUGAR 
GROUP, San Francisco (best sugar), 
recently started an educational cam- 
paign on four California stations, 
twice-weekly participations in home 
eco programs, Agency is Holsford, 
Conant & Gardner, San Francisco. 
The list: KGO KPO KFJ KIHM.

EAGLE VINEYARDS, San Fran- 
cisco (Baronet wines), using radio 
for the first time, on July 1 started 
the Grand Prix, five-minute gossip 
program, featuring Paul Pry, twice- 
weekly on KSFO, San Francisco. 
Agency is Sidney Garfinkel, San Francisco.

SAFEWAY STORES, Oakland, Cal. 
has started a concentrated two-week campaign on five Southern California 
stations, featuring 15 one-minute tran- 
scribed jingles weekly. Agency is J. 
Walter Thompson, San Francisco. 
The station list: KFJ KFJ KERN 
KFXM KBB.

KING OF AMERICA, San Fran- 
cisco, using radio, currently expanding its spot announcement program, will 
begin a transcribed broadcast of the 
Salinas Rodeo, one of the West’s larg- 
est events, on KFRK, San Fran- 
cisco, July 17. Agency is Charles R. 
Stuart, San Francisco.

PERSONAL FINANCE Co., Holly- 
wood (loans), in a summer campaign, 
is sponsoring a weekly half-hour live 
Hawaiian musical program, Paradise 
Isle, on 2 California Don Lee stations 
(KFRC-KIHM), Sunday, 10-30-11 
(p.m). (PST). With local office tie-in, 
the firm also sponsors a five-weekly 
quartermaster news item on XTCG, 
Tuesday and Friday, with five spot announcements daily on KFRC,MODELO, and four per 
week on KBBR, Bakersfield. Agency is 

GALLENKAMP STORES Inc., San 
Francisco (shoe chain), will change its program Here’s the 
Chant featuring Frank Graham from a 
five-minute to a quarter-hour weekly 
program for 13 weeks on KNS KSFO 

HOBBY HORSES were showered 
in profusion on Keith Kiggins, 
NBC Blue sales manager, on his 
birthday recently when the Blue 
Network staff knowing of his hobby 
of collecting miniature horses railed 
Radio City stores for steeds.

GENERAL FOODS Corp., New York, 
inspecting the Second Mrs. Hurton on 
10 CBS Pacific Coast stations (KKNX 
KARM KSFO KINU KOI KI). 
Mondays through Fridays, 8:30-10 p.m. 
(PST), in the interest of Postum, on 
June 30 switched the advertised prod- 
uct to Baker’s Chocolate and Cocoa, 
with Beaton & Bowles taking over 
production from Young & Rubicam. 
Series continues to feature Sharon 
Lew Crosby is announcer, with Mann 
Goliner, agency producer.

INFORMATION on national adver- 
sing and sales promotion as an aid 
and in consumer buying, a research 
report of the Committee on Consumer 
Rations in Advertising, New York, is 
now being printed for distribution about 
July 15.

CALL OF MANY TONGUES 
UNITED IN A SINGLE CAUSE

A strange voice no longer cries in the 
wilderness. The pervading influence of the 
WHOM microphone reaches the welcoming 
ears of a half score of different races. But 
in each foreign language the priceless ingre- 
dient, defense of American Freedom, falls 
upon sympathetic and understanding ears. 
It was to attain such deep-rooted ideals that 
these people bravely sought this distant land 
that it might be forever their home. They are 
deep and true Americans.

YOU SHOULD KNOW THESE 5,000,000 AMERICANS THEY ARE RECEPTIVE TO MODERN WAYS
NOW THEY LOOK LIKE THIS
See page 12

PHOTOGRAPHS ON PAGE 12 in the same (1 to 1) order show: 1. Ralph R. Brunton, manager of KJBS, San Francisco, who enlisted in the Presidio in July, 1917, and had charge of all motor repairs there; then went to officers' training school at Jacksonville and went overseas as a lieutenant in the motor transport corps, being stationed in Brest until June, 1919. 2. Gene O'Fallon, owner of KPFL, Denver, who was sent to Kelly Field in March, 1918, with the 297th Aero Squadron, being transferred to the 72d Balloon Company at Camp John Wise, San Antonio, where he became a corporal and served until January, 1919. 3. Don E. Gilman, NBC western division v.p., who was a publishers' representative in San Francisco when he entered the Army at the Presidio, was sent to officers' training school at Camp Taylor, Louisville, became a first lieutenant but was discharged in his ambition to go overseas by a prolonged siege of flu.

Guestitorial
(Continued from page 28)

of salt: it's a question of catching the ear instead of the eye. This is done with the entertainment side of your program. And your commercial announcement should be a punch-line.

At Least a Minute

All announcements must be pre-tested by oral audition and not by mere manuscript checking. And this leads quite naturally to a second major point—that it's a physical impossibility to properly present an oral advertising message in less than a minute's time.

Now, there's truth to the argument that there are some successful campaigns employing announce- ments of 20 seconds or less, but these efforts, in most instances, are presented by well-known brand-name products which are continually placed before the public through many types of advertising media and the short announcement is only a small picture in a larger mosaic. But for most products—and particularly for the advertiser who must realize direct results from a radio campaign independent of other advertising efforts the selling message should be at least one minute long.

Advertisers with definite selling problems should purchase programs long enough to permit two or more announcements. This will give the sponsor an opportunity to develop his sales story over two, three or more minutes.

These minutes need not be consecutive but if they are all within one program period—and the presentation itself a well-knit affair—they can be unified as to maintain a natural sequence.

Each and every sales message must be specifically designed to meet the immediate merchandising goal of the sponsor. The leeway for varying methods, and it is only when the line is gone that the message becomes ludicrous.

One word of caution: Good taste all times govern the presentation. This applies to the announcement only, as well as the rest of the program. And here, once again, I want to point out that the announcement is part of the show and, hence, has standard of quality that cannot be ignored.

Sometimes the star or featured character of a program can handle commercial lines very well. But more often than not the use of a prominent entertainer in this role has an unfortunate reaction in the mind of the listener. This is a factor that must be carefully weighed.

Certain entertainers—but very few—can do the knack of mentioning the product incidental to their own parts of the program. Dramatized announcements, too, must be handled with care for the same reason.

But the situations showing the products' demand should be rational and true-to-life lest the listener laugh them off as over-exaggeration.

NBC-Red Handbook
HANDBOOK of data about radio and its development as an advertising medium has been compiled by the NBC-Red sales staff for "several years as salespeople's "sales presentations in the preparation of talks. The material for the handbook, according to Bill Fairbanks, was gathered by the Red sales promotion staff, while in the NBC research department.

WESTERN Association of Broadcasters, comprising broadcasters of western Canada, will hold its annual convention July 14-16 at Harrison Hot Springs, B.C. Headliner, B. C. George Chandler, CJOR, Vancouver, president, will preside.

 monthly radio copy is as free and wide and has as many possibilities as the blank layout sheet on a copywriter's desk.

Friendly Style
My only suggestion is that you inject your sales message crisply and to the point. It's better to bring your message home in a clear-cut fashion without resorting to sub-due methods of coloring and dressing-up the blurb you really have in mind. You cannot look down to your listener at any stage in program building.

The most effective technique is an intimate, friendly style, sometimes called the "man-to-man" technique. An element of humor is sometimes effective but the sponsor should be careful to prevent his "salesmen" or sales message from becoming ludicrous.
THE ROSS HIMSELF took over the mike when the Streetman Streetman of WBT, Charlotte, started giving defense stamps instead of cash to local quiz show winners. At the mike, Manager M. J. Jordan, turns over a certificate to the first winning contestant. Peeking over his shoulder is Frank Graham, of the local post office, with Announcer Lee Kirby at left.

DON'T FORGET YOUR PROTECTION!

Before you get too far along with those full schedules, remember WHN is going 50,000 Watts, so the rates now existing (for 5,000-1,000 Watts) will no longer prevail. New rates go into effect in the fall.

You'll want to include WHN on your list, of course, because its new clear channel and maximum power plus excellent programming and guaranteed time availabilities will make it just about the smartest buy in spot broadcasting.

Be on the safe side. Check us right away on the matter of rates and rate protection.

Talking History of War
Is Preserved by WOR

A TALKING HISTORY of World War II and the events which led up to it are preserved intact at the WOR, New York, recording library. There are approximately 2,000 sides filled in chronological order, including the last three years' news broadcasts from London and Berlin.

Among the voices recorded for future history are the shrill, nervous exclamations of Hitler after his entrance into the Sudetenland and Czechoslovakia and at Munich; the terse dictates of Daliard; the farewell of Bense; the almost tearful pleas of Paul Reynaud, and Churchill pledging "blood, sweat and tears".

RECENT stations subscribing to United Press radio news include KSYM, Bellingham, Wash.; KSFB, Cedar City, Utah; WIBO, Augusta, Ga.; WTM, Wilson, N. C.; WTAZ, Springfield, Ill., and WJIM, Lansing. Rick, Robert Johnson, formerly in the Detroit office of UP, has been transferred to the New York office on the rewrite staff.

Since the outbreak of the German-Russian war, WNEW, New York, has added six news programs to its daily schedule, making a total of 13 on weekdays, and five on Sundays.

JESSE L. KAUFMAN PRODUCTIONS, New York, is preparing a new series of quarterly-transcribed series titled "Tales Tales" on the basis of Ann Armbst and written by Bob Brillmayer. Series is built around adventures of big city cab drivers, narrated by the character "Gabby Gabley," portrayed by Mel Herman.
Argentina Favors U. S. Shortwave

But Survey Shows That Brazilians Tune to BBC Shortwave

U. S. SHORTWAVE stations are the most listened to in the Argentine, while in Brazil the British Broadcasting Corp. is out in front, with the U. S. a poor second, followed by Germany.

This was revealed by two independent factual surveys, titled Radio Survey in Brazil, 1941 and Survey of Listening Habits in Argentina, conducted by J. Walter Thompson Co. subsidiaries in those countries in cooperation with the Export Information Bureau of the AAAA under the direction of Lloyd A. Free, research consultant and recently appointed chief of the FCC monitoring staff.

Using the sampling technique, Mr. Free employed native canvassers who were carefully trained before they were sent out into the field. As an indication of the thoroughness of the project, in the southern part of Brazil German-speaking questioners were employed to query the German-speaking population, and the results of all the canvassers were carefully checked.

British Preferred

The results of the two surveys, based on shortwave broadcasts tuned back to this country by the steady stream of flying Latin American "experts":

In Brazil, it was found that 21% of all Brazilians who listen to shortwave broadcasts tuned in the BBC, 14% in the U. S., and 13% in Germany. The Brazilian shortwave audience is primarily a news listening audience, but the interest in U. S. shortwave programs is almost evenly divided between music and news.

It has been said the American news broadcasts have not taken hold in Brazil nor have they been advertised, and the survey shows that 85% of all shortwave news listeners hear the BBC, 47% in German shortwave, the United States is third with 42%, and

Latin Net Series

FIRST contract in America for a commercial program on a network of South American stations, with originating point in the U. S. was claimed last Tuesday by A. Rojas Villalba, coordinator of operations for CRIA (Cadena Radio Inter-Americana), WLWO, Cincinnati, is basic station. Sponsor is British Leyland Co., presenting a daily quarter-hour newscast for Sal Hepatica. First broadcast under 26-1 contract will be held July 15.

Manuel Avila, of WLWO, will handle the program.

It is an almost negligible fourth with 16%.

Not only has the BBC the largest news audience, but when the Brazilian shortwave listeners were asked which country broadcasts the most reliable news reports, more than half of those questioned took the opinion that the British news as the most reliable, one-quarter stated U. S. news, and one-sixth German news.

The breakdown of the Brazilian audience into economic groups shows that the U. S. shortwave has its largest audience in the upper economic levels.

The reception of American shortwave programs is good, according to the Brazilian listeners, although English and German shortwave is slightly better. Peak listening hour for shortwave is at 8:30-9 in the evening, when 42.8 of the listeners prefer to tune in.

Ahead in Argentina

In Argentina, U. S. shortwave surpasses other countries in all phases of shortwave broadcasting. Not only are U. S. broadcasts the generally most popular (23.3% of shortwave listeners tune to the U. S., 19.6% to Germany, and 17.4% to England), but the quality of U. S. reception was considered very good by the largest percentage of interviewees.

U. S. leads the other countries in listenership of shortwave news broadcasts in Argentina with 30.7% of the listeners preferring U. S. shortwave news, 25.7% German, and 23.8% English. A special sampling indicated that among the U. S. shortwave programs, news was preferred, followed by semiclassical and classical music. Most Argentinians listen to shortwave from 9 p.m. to midnight, with 10-11 p.m. the peak listening hour.

The extent to which Latin American sets equipped to receive shortwave are tuned to shortwave programs has been the subject of much speculation in the past. In Brazil, shortwave listening is considerably more extensive than many acceptance measures would indicate, according to the Brazilian study.

One quarter of the total urban population—half of upper class urban men and women—listen to shortwave broadcasts at least occasionally. In the Argentine, from the available ballots tabulated, about 40% of the allwre set owner listened to shortwave.

On the basis of the surveys in both countries, the number of radio sets equipped for allwave and for longwave only has not yet been compiled, but previous estimates have put the total number of receivers at 600,000 in Brazil and 910,000 in Argentina. About 50% are equipped for shortwave reception, it has been estimated. The potential shortwave audience is constantly increasing, however, since it is reported by U. S. manufacturers that 90% of new sets sold in both countries are allwave.

It is understood that similar surveys may be made in other Latin American countries on both domestic and shortwave listening habits.

Baltimore Institutions:

Baltimore & Ohio
Pioneer railroad of the United States

and

WFBR
Maryland's Pioneer Broadcast Station

Pioneers! WFBR has held first place in Baltimore hearts since broadcasting became a reality. Baltimoreans are loyal to their own institutions — that loyalty makes your radio advertising on WFBR more productive!

WFBR National Representative: Edward Petry & Co.

WFMJ Youngstown's Favorite Station
A Hoover-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

THE BRITISH REPLY
On BBC to Questions Offered
By U. S. Listeners

BRITISH Government officials and experts will answer questions of American listeners on a new shortwave series launched last Monday by British Broadcasting Corp., to start July 6 and continue every Sunday thereafter. American listeners were asked to send their questions to the New York BBC office, where they are cabled to London.

Alfred Duff Cooper, Minister of Information, headed the group of specialists for the first broadcast, with Stanley Maxted, Canadian radio producer, as m.c. Maxted reads a series of questions on each broadcast giving the names and addresses of American senders, and calls upon some member of the panel for an answer. To receive an answer on any Sunday broadcast, questions must be submitted by the preceding Monday, it was stated.

APPLICANT to the FCC for a new local in Utica, N. Y., 250 watts on 1600 kc. is the Utica Broadcasting Co. The stock is owned in 25% blocks by Moses G. Hubbard Sr., attorney and director of a metal products company, president; Herbert T. Trevor, banker, vice-president; Alex. T. Her- ron, 20% president; a cotton textile manufacturing concern, treasurer; Samuel D. Earl, attorney and director of a furniture company, secretary.

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BROADCASTING • Broadcast Advertising
DATA ON WAR NEWS IS ASKED BY FCC

ADDING to headaches already caused by a series of "official quiz programs," the latest questionnaire of the FCC requesting a wide variety of information on programs dealing specifically with the United States' role in the European war, was sent out earlier last week.

Apparently following word-for word the statement of Senator Tobey (R-N.H.), who requested the information, at the Senate Interstate Commerce Committee hearings on the White Resolution, the FCC has divided the questions into two groups.

The first section requests the time, title, speaker's name, sponsoring group, commercial or sustaining basis, network or local, onetime program or series, and a copy of all "speeches, talks, debates, forums, discussions, public meetings, or spot announcements which dealt with or treated the role of the United States with respect to the war abroad." The period covered was Jan. 1 to June 1.

Part two asks stations to tell whether they had refused any speeches on the United States role in the war, the names of the speakers refused time, and the reasons for such refusals.

Lehman Working on WLW

WALTER S. LEHMANN, chief of the Radio Division of Interlakon Business Machines Corp., is now working on WLW, Boston shortwave station, and has been placed in charge of plans for the new WLW, Endicott, N. Y., which was last March authorized Thomas J. Watson, president of IBM, to construct. Engineering plans are still being considered, including the erection of a booster station in Binghamton, according to Mr. Lehman, Janosky & Halley, Washington consulting engineers, will assist. The station will operate on 250 watts at 1430 kc.

THE PRESENT owners of WSIX, Nashville, Jack M. and Louis R. Dranghan, each hold 20% interest in Tennessee Radio Corp., applying for a new station in Nashville, 250 watts on 1240 kc. The project is aimed at moving WSIX to a frequency of 1430 kc. All of the 40% of the balance of the stock is held by William H. Hudson, who with his wife, Violet Hutton Hudson, is owner of the new WZJN under construction in Clarksville, Tenn. John D. Spross holds the remaining 20%.

BUILT by the multi-millionaire president of the LeTourneau Company of Georgia, manufacturers of heavy earth-moving equipment, the new WRLC, Toccoa, Ga., which went on the air May 1 and was formally licensed May 29, is said by its operators to have the only all-steel radio studio structure in America.

As described by Bert Georges, commercial manager, who formerly was manager of the Huntington, W. Va. studios of WCMI, Ashland, Ky., the entire building is constructed of 10-inch steel sheeting, a substance known as Verviculite being poured to a thickness of six inches between the steel walls.

R. G. LeTourneau, who is the creator of the $12,000,000 LeTourneau Foundation in California which makes grants of aid to religious organizations and who also recently acquired ownership of WEBE, Portsmouth, N. H., was said by Mr. Georges to "think in terms of steel" and to have determined to experiment in the use of steel for studios. He left the design to his secretary, William Retts, who also holds the title of manager of WRLC and is co-pilot of Mr. LeTourneau's Lockheed plane.

The station is equipped with Gates transmitter and studio equipment with a 175-foot Whipple tower. The building measures 30 x 40 and was constructed at the LeTourneau company's plant. It was moved by truck and unloaded at the site. The staff includes: Elbert Lindblad, from WBKB, Buffalo, and WMIB, Chicago, program director; Harold Marler, from WCMI, Huntington, W. Va., continuity; Ed Martin, from WZD, Tuscola, Ill., announcer; Ed Day, from WMRC, Greenville, S. C., and WHFR, High Point, S. C., chief engineer; Virgil Craig, from KUL, Garden City, Kan., engineer; Tim Kline, engineer; Dick LeTourneau and Maurice Steel, controls and junior announcer; Bea Lindblad, secretary.

WKIP Not Affected

By Sale of Newspapers

WKIP, Poughkeepsie, N. Y., was not involved in the recent sale of the Poughkeepsie Star and Enterprise and Poughkeepsie Eagle-News, evening and morning newspapers, which were purchased by the Speidel Newspapers Inc., and the station will continue to be controlled by Richard E. Coon. Mr. Coon formerly was editor of the newspapers and remains as the business manager under the new ownership.

The Speidel interests also own the Poughkeepsie Courier, a weekly, Iowa City Press-Citizen, Chicago (O), Scioto Gazette and News-Adviser, West Plains, Mo., Express-Courier, Chillicothe (O), State Tribune and Evening Eagle, Salina (Cal.), Index-Journal and Post, Reno Gazette, Nevada State Journal and Wyoming Stockman-Forney. Their radio holdings are WGNY, Newburgh, N. Y.; KFBC, Cheyenne, Wyo.; KDON, Monterey, Cal.

Ohio Valley Industry Speaks!

Smoke from belching Mine, Mill and Factory chimneys of the thriving Steel and Coal Belt of the Nation, are writing prosperity in bold headlines across the sky, that all can read. And best of all, the men who run these seething plants and their families, are dyed-in-the-wool fans of WWVA.

That means you can reach the fat pocketbooks of this prosperous clan through the Ohio Valley's most personalized and effective advertising medium—WWVA.

Now Is the Time!

N.B.C. BASIC BLUE

BLAIR Represents Us

Ohio Valley Industry Speaks!
MUZAK FM SERVICE
WILL CHARGE FEES

ADAPTATION of FM for a subscriber broadcast service was granted Muzaq Corp., New York, in a July 1 FCC ruling. Muzaq, a subsidiary of Associated Music Publishers, is authorized to operate a developmental FM station on 117.65 mc. with 1,000 watts power. At present Muzaq is traveling on mechanical programs on a contract basis, the FCC announcement states, and a similar service is proposed for FM listeners.

Muzaq informed the FCC it intends to restrict reception to subscribers by transmitting an unidentifiable, "pig squeal" or discordant sound which can be eliminated only by use of special receivers leased to subscribers by Muzaq Corp.

Although FCC said the grant is on an experimental basis only, Muzaq stated there was no more reason for people to pay for radio programs by buying advertised products than by eliminating the commercials and paying direct. Muzaq further asserted that there was no reason why the public should pay directly for moving pictures and indirectly for radio when it was only a matter of circumstance that radio is available in its present form and that the American people never had been able to choose its manner of payment for the service.

Transmitter will be located at 11 W. 42d St. UP news service will be used and engineers from Associated Music Publishers and Wired Radio Inc. have been added to the Muzaq staff in its new undertaking.

Three More FM Units
Now FMIB Members

LATEST to join FM Broadcasters Inc. are Don Lee Broadcasting System's K45LA, Los Angeles; Capitol Broadcasting Co.'s W47A, Schenectady, N. Y.; and the St. Louis Globe-Democrat, St. Louis.

Don Lee, which will shortly open K45LA, is installing a 50,000-watt transmitter. W47A is to be sold for the Albany-Schenectady area within a week. The Globe-Democrat has FM application pending before the FCC.

IN RESPONSE to numerous requests from abroad, NBO is including in its regular shortwave newscasts to Great Britain complete scores of American, National, and International League baseball games. The scores are heard in England at 4 p.m., British time.

Stromberg Carlson Line

THE new line of Stromberg Carlson receivers will include FM sets equipped with automatic range shifts and a simplified control of eight pushbuttons for both AM and FM. All Stromberg receivers are licensed under Armstrong patents. The acoustic amplifier is housed in a large receiver. The line consists of four new chassis and 26 models. A national advertising campaign is planned. McCann-Erickson, New York, has the account.

Survey Dept.

ENGINEER Maurice Nelson is still scratching his head and wondering about that telephone call that came through the other day while he was on duty in the transmitter of WROK, Rockford, Ill. An armchair voice on the other end of the wire inquired sweetly, "This is a radio survey to what radio station are you listening?" Mr. Nelson joyfully replied, "To WROK."

FKANK BULL, Los Angeles sports commentator and partner in Smith & Bull Adv. Agency, that city, has been re-elected president of the Southern California Sportswriters Assn. for 1941-42. Son Balter, MBS sportswriter, was elected vice-president, Joe Mierisch, KRRD, Los Angeles, special events director and sports reporter, was made secretary-treasurer. Membership of SCSA includes 20 top radio sports reporters and commentators.

STERLING FISHER, CBS director of education, has been elected to the National Committee of the U. S. on Intercollegiate Intellectual Cooperation to serve as its radio expert. He will prepare general recommendations for cultural cooperation among the American nations through radio to be submitted to the Second Conference of the Inter-American Committee on Intercollegiate Cooperation, scheduled for Havana Nov. 15.

LESLIE LEARNED and William Stahl, formerly of WNYC, New York, James Garvin, of WHAT, Greenfield, Mass., and Walter Payne of Don Best's orchestra, have joined the engineering staff of WOR, New York.

DON SAUNDERS, engineer of WOR, has been appointed lieutenant, junior grade, in the Naval Reserve.

JOHN SMITH, technician of KSUM, Santa Rosa, Cal., recently resigned to become radio operator on the Mabson passenger liner Monterey.

JOHN SINGER, technician, formerly of KUG, Honolulu, has joined KFRC, San Francisco, for vacation relief.

ART TURNROSE, technician, formerly of KUWM, Globe, Ariz., and more recently with the Golden Gate Expansion has joined KSUM, Santa Rosa, Cal.

WILLIAM E. BEHRENS, formerly of WSAN, Savannah, Ga., is attending the College of Engineering at U. of Illinois and is a member of the University's staff. WILL, Urbana.

WILLIAM KLUGHE, formerly of WBLS, Boston, has joined the engineering staff of WQXR, New York.

ALICE BRISSETTE and Robert Francis have been added to the technical staff of WOR, Boston.

JERRY COBB has been transferred from the commercial to the technical staff of KOH, Reno.

WALTER MCKINNEY, control engineer of KGO, Denver, leaves the hospital and will convalesce at home for another month from a knee injury.

GERALD D. SMITH, formerly control room supervisor of WBFS, New York, is in the military service in China.

WILL SIMPSON, engineer of WNEW, New York, is the father of a girl, Betty Ann, born on his seventh wedding anniversary, June 16.
M-Day Plans
(Continued from page 8)
radio and wire, and possibly all other modes of communications.

Chairman Fly announced that to facilitate emergency use of municipal fire and communications systems, DCB has in preparation a special manual, to be distributed to all municipalities having such systems. Maintenance of these systems at peak efficiency, expansion of plant and equipment, availability of auxiliary electric power supplies in the event regular service is interrupted, protection of communications centers against accident and sabotage, and other steps designed to increase dependability will be covered in the manual.

In the non-broadcasting field, it is thought that some services, probably point-to-point and ship-to-shore, may be needed by the military establishment. Under war conditions a few of these may be taken over by the Army.

Army-Navy Tieup

In addition to the activities of DCB, the public relations branches of both the Army and the Navy are intimately associated with war planning operations where radio is concerned. Major Gen. Robert C. Richardson Jr., chief of the public relations branch of the Army, and Rear Admiral Arthur J. Nebburn will supervise these plans.

Edward M. Kirby, public relations director of the NAB, has already established a radio section of a score of men under Gen. Richardson, practically all of them direct from the broadcasting industry. In the Navy Department, Frank E. Mason, NBC vice-president, is serving as special assistant to Secretary Knox in developing his own radio branch.

Even greater expansion of both of these units is foreseen, to keep the public informed on defense program activities. The Army particularly reports a week-to-week increase in the number of pickups from Army camps, as well as origination of established commercial programs from training centers.

At Army Maneuvers

In the Army maneuvers in Tennessee and Texas, the radio branch had four of its men assigned for radio relations work. This was designed to acquaint them with actual military conditions.

Mr. Mason, it is reported, plans to assign certain of his men to temporary sea duty to get the "feel" of Naval operations. It is expected that radio men will be assigned to Navy maneuvers from time to time for training purposes.

In the evolution of radio "public relations" by the military services, the commanding officers are basing their operations upon experience in the field. Because broadcasting has been based on a continuity with the press, it is destined to become a more and more important factor as the war increases.

Strictly from the information standpoint, it is logical to assume that eventually separate press-radio facilities will be set up for the radio fraternity in both the War and Navy Departments. Plans for this, it is understood, already are on paper.

NAB President Miller shortly will appoint a National Defense Committee of the NAB to work with public relations officials of the Government. Such a committee was authorized at the NAB convention in St. Louis last May. Mr. Miller himself will serve as chairman of this committee.

CBC Raises Pay

CANADIAN BROADCASTING Corp. salaries moved upward on June 25, retroactive to April 1. Substantial increases have granted many members of the technical staff and those associated with the production of programs. CBC executive offices at Ottawa announced the increase followed a survey of salary rates received by CBC employees and comparable employees in private industry.

In the last four years the CBC staff has increased from 180 to 283 and hours of broadcasting from 6 to 16 daily, largely because of the war.

Overtime Restitution

REPLACING former equipment in downtown Los Angeles, KKH, Southern California key station of Don Lee Network, is erecting two 300-ft. towers at the foot of 11th Blvd. and Fairfax Ave., that city. According to Frank Kennedy, KKH chief engineer, transmitter building will contain facilities for an 18-hour staff in early July. Present transmitter and tower will be used as a shortwave unit.

Radio Morgue

RECORDED MORGUE or dramatizations on the life story of famous Americans is being prepared by WPEN, Philadelphia. Enlisting the services of the chief librarian of the Philadelphia Public Library, list of all outstanding Americans, both living and dead, is being prepared. The material is being provided by the library with Bob Bloomfield, of the station staff, writing the scripts. Gene Kern is casting the talent and the dramatizations will be directed by program director Lew London.

TODAY's wild animal lesson, kiddies, takes us to the Antipodes, Utah and Wichita. Our first friend among denizens of the wilds is the kangaroo (top), better known as the ‘kangaroo’ (bottom), who reluctantly submits to a CBS microphone held gingerly by Announcer John Reed King as they sparr'd in the New York Zoo. Next we meet the mighty steers, who can't put his heart in the interview because he has a hunch he'll be a porterhouse by and by. Smiling at his misery are Bill Baldwin (left) and Charlie (no relation to Frank) Buck, of KDYL, Salt Lake City, who interviewed him at a stock show. And now we come to that rolly-poly inhabitant of the hills, little Master Bruin, who thinks Herb Hollister, of KANS, Wichita, is about to hand him an oversize peanut. Master Bruin is no ordinary bear. No sir! His pop is Wichita's famous three-legged bear and he is one of a recent litter of three quadrupeds. And that winds up today's lesson, kiddies!

Histex Spots

HISTEX Corp., Chicago (Sixteen Tablets), will use spot announcements several times daily for three weeks in August during the hay fever season. Stations are KWW KFEL KITE KWTO WIBW WLS WDGY WLW. Agency is United Adc. Co., Chicago.

BROADCASTING • Broadcast Advertising

UP News

with

UP

TODAY

UP

RED

Network

with

RED

Network

Lamar Life Insurance Company
Jackson, Miss.

The Commercial Appeal

MEMPHIS, TENN. THE BILLION DOLLAR MARKET

* Represented Nationally by THE BRANHAM CO.

* Owned and Operated by

The Commercial Appeal

Member of South Central Quality Network
WMC-Memphis WDJQ-Jackson, Miss.

The Popular Station

KARK-Little Rock WSMW-New Orleans

KWKH-KTSB-Shreveport

Showmanship That Wins Intermontian Audiences

July 7, 1941 • Page 43
A TASTE OF WAR was sampled by radionics during the recent Middle Tennessee Army maneuvers, where many programs originated. In front of the Press-Radio Headquarters of the Second Army (left photo) are members of the staff that helped WSM, Nashville, originate its programs. Participating are (1 to r, back), John Sarver (John Conrad), formerly of KWK, WLW, WSAI, now at Camp Robinson, Arkansas; Lieut. Col. Robert B. McBride Jr., head of G-2, Second Army; Lieut. Tom Paradise, formerly of NBC and WTIC, Hartford; Jack Stapp, WSM program director; Jack Collins, WSM announcer. Seated in white shirt is Jack Harris, of the War Department's radio division and formerly with WSM. He is talking with Capt. Barney Oldfield, formerly of KFAB, KFOR, loaned to maneuvers by Jefferson Parsons, Missouri. The crew handled two remotes from a railroad car, WSM had full equipment. Watching operations are these WSM engineers (1 to r), Jack DeWitt, chief engineer, Bill Critchlow and George Reynolds.

Sale of Artists Service By NBC Thought Near SALE of NBC Artists Service may be completed within a week or two, with either Music Corp. of America, which recently purchased the CBS Talent Bureau, and William Morris Agency the most likely buyer. William Morris Jr. and William Murray of the Morris agency conferred last week with Mark Woods, NBC vice-president and treasurer, and were expected to come back with a definite offer. J. C. Stein, of MCA, is due to return to New York from the West Coast early this week, also with a definite offer.

Both these companies, it is reported, desire to acquire the complete NBC talent set-up, making it unnecessary for the network to arrange for a piece-meal sale, as was contemplated at one time. Reports that Sidney Strots, NBC vice-president in charge of programs, might leave this post to head a company formed to take over the artists service were pooh-poohed at NBC headquarters. Mr. Strots was out of the city and could not be reached for comment.

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EXTENSIVE on-the-spot coverage of the Second Army Manuevers, held June 2-28 in Tennessee, was provided by WSM, and WLAC, Nashville, WLW, Cincinnati, and WDOD, Chattanooga. The maneuvers, participated in by five complete divisions and auxiliary units totaling 77,000 men, were a warm-up for the largest peacetime maneuvers in history, to be held in Louisiana Sept. 1-30, by the Second and Third Armies.

The air was changed for an increase in power from 1,000 watts to 5,000 watts fulltime and installation a directional for night time only on 1480 kc. A shift in frequency from 1070 to 790 kc. was given WEAU, Eau Claire, Wis., with an increase in hours for night time to unlimited with 1,000 watts night and 5,000 watts local sunset.

KQW, San Jose, was given a temporary license for 5,000 watts unlimited time, employing a directional for night time only on 1480 kc. A shift in frequency from 1070 to 790 kc. was given WEAU, Eau Claire, Wis., with an increase in hours for night time to unlimited with 1,000 watts night and 5,000 watts local sunset.

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Two Main Studios? WHETHER a station can have two "main studios" is the issue to be determined in connection with an application of KGKO, Fort Worth-Dallas, designated for hearing last Tuesday by the FCC. The station, owned by the Fort Worth Star-Telegram and the Dallas News, applied for modification of license, to permit maintenance of one studio in Fort Worth and the other in Dallas. The FCC last year approved a transfer application under which the Dallas News acquired a 50% interest in the station, which was listed as the Blue Network outlet for the "twin cities" of Texas.

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Chaos in Berlin

The tables were turned the other night in Berlin, where a bewildered when a WOR announcer slipped up in giving the nightly newscast of a program for its Berlin correspondent. Said the announcer, "I'm going to tell you about Paul Dixon in London!" The amazing voice of a German production man in the Berlin studio came through—"John Paul Dixon in London?" and repeated the phrase in confusion. Finally, everything was cleared up, the proper announcement made, and Dixon came on the air—from Berlin.

LICENSE GRANTED TO KBRB, LUFKIN

CULMINATION of activity in connection with the Texas revolution hearings of last year appeared in sight last Monday when the FCC adopted an order authorizing a license on a temporary basis to KBRB, Lufkin, replacing its temporary license. The temporary license of KGFI, Brownsville, which had also been involved in the hearings, was extended 30 days. The temporary licenses had been issued until the stations furnished proof that Rev. James G. Ulmer had divested his holdings in the station.

Action against KBRB and KGFI, as well as KAND, Corsicana, KNET, Palestine, KSAM, Huntsville, and KGKB, Tyler, was instituted in February, 1940, when the FCC charged the licenses of the stations with "hidden" ownership, saying an FCC investigation showed Rev. James G. Ulmer, Texas broadcaster-minister actually had control of the stations (Broadcasting, Feb. 15, 1940).

After repeated hearings in Texas conducted by FCC Commissioner George H. Payne, the FCC voted in the fall of 1940 that KAND, had been guilty of no deliberate misrepresentation and accordingly withdrew its revocation order, with Commissioner Payne dissenting. Following this the revocation order against KGKB was vacated earlier this year and the Commission proposed to withdraw its action against KNET, KRBQ, KGFI and KSUM upon showing within 90 days that all of Rev. Ulmer's holdings in the stations have been disposed of. Earlier in June KNET and KSUM complied and were issued regular licenses.

PROPOSING to surrender their construction permit for a new station, WATQ, Sagamore, Mass., which has been outstanding for the last two years, have filed with the FCC. The station is located in the outskirts of Boston, and will be an ultra-shortwave station, using 1,000 watts. It will also be a listener-activated station.

Allotment of Beer Funds

AMOUNT of advertising spent by the brewing industry for radio time in 1940 declined to $908,000, or 4.2% of the beer budget, from the $1,250,000 (68%) of 1939, according to an analysis by Edwin Pein, general manager, Research Co. of America, New York. The study is based on data from the United Brewers Industrial Foundation. Apportionment of beer advertising in other media in 1940 and 1939 showed: Daily newspapers, $6,000,000 (28.5%) in 1940, $4,600,000 (31.3%) in 1939; weeklies, $780,000 (3.5%) and $810,000 (3.2%); magazines, $1,600,000 (7.6%) and $800,000 (3.8%); point of sale, $6,000,000 (28.6%) and $5,000,000 (25.0%); outdoor, $5,800,000 (27.6%) and $5,500,000 (26.3%). Totals were $18,800,000 in 1940 and $15,500,000 in 1939.
President’s Approval Expected For Daylight Saving Project

Year-Round Observance Favored as Increasing Support for Idea Develops in Government

WITH approval of President Roosevelt now regarded as certain, and a special recommendation to Congress calling for immediate passage of necessary legislation expected this week, a universal day-

light saving time basis for the United States would be a matter of weeks. Whether “fast time” would be observed throughout the year or only during the six or seven long-day months, remains problematic although indications favor a year-round observance.

During the last few months the daylight saving proposition has won increasing support from the Administration and defense leaders, particularly for its conservation aspects. The Office of Production Management a fortnight ago sent to the White House a request that President Roosevelt call for legislation establishing daylight saving time on a year-round basis during the current emergency.

Survey Shows Need

The OPM request came after the Federal Power Commission had concluded a year-long survey, on the basis of which it recommended DST observance in several regions of the country threatened by electrical power shortages [BROADCASTING, June 30].

OPM last Wednesday joined the Power Commission in calling upon public and private power systems and their customers in the South—particularly the Southeast—to cut down or rearrange their normal, peacetime use of electricity] in order to keep defense industries operating.

Some localities in these regions already are observing a “voluntary daylight saving time”, with several stations cutting an hour off their broadcast day and urging listeners to follow the example and use less electricity.

Georgia Power Co. at present is sponsoring six daily spot announcements on 18 Georgia stations [BROADCASTING, June 30], urging consumers to conserve power during the power crisis. Along this line, the NAB has recommended that stations in Alabama, Florida, Mississippi, North Carolina, South Carolina, Tennessee and Virginia solicit similar power-conservation broadcasts from utility companies within their service areas.

AFRA (Continued from page 10)

not apply to the current situation, as the code was not signed by MBS nor by the advertisers or agencies whose programs would be cancelled by the withdrawal of AFRA talent from the network. Answering this statement, network spokes-

men pointed out that although Mu-

ch as a network had not signed the code, it had been designed individually by WOR, WGN and Don Lee.

Advertising agencies, while not signing the code itself, signed letters agreeing to comply with the code’s rules and regulations. AFRA says that these letters contain 10-
day cancellation clauses and that therefore in giving them more than 10 days notice of its proposed ac-

tion, AFRA has fulfilled its ob-
ligations to them. This is disputed, however, as these agencies cannot pull their programs from the net-
tion in the networks for which they have contracted, except at the regu-
lar 13-week intervals, without leaving themselves liable for dam-
ages to the station.

Hubert Taft Jr., general man-
ger of WKRC, in New York to discuss these legal aspects, ex-
plained his opinion that AFRA’s proposed action may form a dan-
gerous precedent if allowed to stand. On this theory, he said, a union could force a station to com-
ply with its demands by threaten-

ing to tie up its network service, regard-
less of whether or not the union rep-
resents a majority of the sta-
tion’s employees.

If AFRA should order its mem-
bers not to work on MBS commer-
cial programs including WKRC among its outlets, the following programs would be affected: Gospel Broadcasting Association, United 

Tribal Revival; Captain Midnight, sponsored by Wander Co.; The Lone Ranger, General Mills; Raymond Gram Swing, General Cigar Co.; Axton-Fisher Tobacco Co.’s Spud Imperial Time and Danger Is My Business; Inside of Sports, Baycus Cigars Inc.; William and Mary, American Safety Razor Co.; Double or Nothing, White Labs; John B. Hughes, American Home Products; Front Page Farrell, Anacin Co.

The Johnson Family, together with three sustaining programs fed by WKRC to the Mutual network, Edith Adams’ Future, Old Fashioned Girl and Quiz Bowl, are being permitted to continue until July 12.

On his return to AFRA’s New York headquarters from Cincinnati last Wednesday George Heller, na-
cion’s executive secretary of the union, said that nine local advertisers had withdrawn their programs from WKRC since the beginning of the strike.

TWO NET PROGRAMS ON NBC FOR LEVER BROS. Co., Cambridge, Mass., has announced two new shows, one for Rinso and a second for Rinso-Spry, and the replace-

ments for programs recently forced to take effect during July, through its agency, Ruthrauff & Ryan, New York.

Radio Station WOR, New York, execu-
tively producer George Mc-

Manus’ Bringing Up Father have been dropped. The shows will have their premiere Tuesday evening July 8, 9:30-10 (EDST), on NBC-

Blue, with a repeat performance for Program the next day. There will be an all-star cast, with origi-

nal background and music by El-

liot Jacoby and a 12-piece orches-

ta.

Grand Central Station, which now occupies the 9-9:30 Tuesday spot on NBC-Blue for Rinso, will be shifted to CBS, Wednesdays, 8-

9:30 p.m. (EDST), for the same product. It will replace Big Town, heard regularly at that time for Rinso, which is leaving the air un-
til fall.

A new Saturday 11:30-12 morning show, Vaudeville Theatre, will make its debut July 12 for Rinso-Spry and Rinso on NBC-Red. Jim Amchele will be featured as m.c. with Dick Todd as singer and D’Azia’s orchestra. Each week a different vaudeville-type act will be headlined.

In addition, Lever Bros. is con-
ducting a test campaign in the Midwest for Helen’s Home, a transcribed show, and another at different times during the morning on WHO WOWO WABA WEAU KABB KDLR KRMC KGRO WISM WLSL WJXW WSM KVOX.

FM NET TO SEEK NEW YORK OUTLET

AMERICAN Network, created to launch the first FM network plans to ask the FCC for an FM outlet in New York, according to John R. Latham, executive vice-president of the company, and Paul D. P. Spearman, Washington attorney, is counsel. Engineering data has been sent to Andrew B. Ring, of Ring & Clark, consulting engineers. The New York outlet would key whatever ultimately will be a 40-market FM network, plans for which were drawn early this year by Mr. Latham at the request of a group of FM experimenters.

With FM stations already on the air in nine markets represented in New York, it is questionable whether Latham said pre-
liminary network operation may begin this year.

Buy WCBO Artists Bureau JOHN W. DILLON and Urban Bodin, former employees of the Artists Bureau of WCBO, CBS radio station in Minneapolis, have purchased the bureau. Move follows the recent sale of the CBS artists services to Music Corp. of America, with transfer of offices and personnel expected to be completed within the month.
QUARTET IN B for Birthday—and a happy one—made its appearance at the WBT, Charlotte, studio June 18 in the form of four modern mercuries—the Western Union variety—when four staff members all celebrated birthdays. So impressed were WU officials by the wholesale order for something new, John Nowell came along, babysitting hard, to lead his boys through the intricate passages. Being musically congratulated are (to r) Kay Owelsey, continuity department; Russ Hodges, sports editor; Jack Williams, music clearance dept., and Reginald Acker.

WEBB C. ARTZ
WEBB C. ARTZ, 32, former radio news manager of United Press in New York, died July 2 at the Lilly Clinic, Indianapolis, after a three months illness. Mr. Artz made his first contribution to UP while traveling in Egypt when he cabled an exclusive story on J. P. Morgan aboard his yacht in eastern waters. Formerly with the Cleveland News, city editor of the San Antonio Express and managing editor of the Houston Press, he joined UP in 1929, becoming radio news manager in 1936 of the service he helped to organize. His widow survives.

'Moonlight' Sponsors
TWO SPONSORS, both New York companies, will handle independencies in the Moonlight Saving Time all-night program on WOR, New York, 2:30-5 a.m. Based on the idea of public service, I. J. Fox, furriers, will use 54 participations weekly, paying tribute to later shift workers, such as doctors, nurses, and defense employees. Second sponsor is Straus Stores Corp., auto accessories chain, for six spots weekly on the program, through Thomas F. Harkins, Philadelphia.

Salute to Latin Outlet
SALUTING Uruguay's newest radio station "El Espectador" July 1, NBC's international shortwave station WRVC and WNYI, happened to broadcast to Montevideo to the new completely RCA equipped studio. Niles Trammell, president of NBC, wrote a special message, which was read in Spanish by Eli Canel, head of NBC's Spanish Department of the International Division. Uruguay's Consul-General Rivias delivered an address.

CBS on July 8 will broadcast a complete description of the 1941 All-Star baseball game between star players of the American and National Leagues from Detroit.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA
50,000 WATTS
COLUMBIA AND MUTUAL NETWORKS
PAUL H. KAYNE CORP. NATIONAL REPRESENTATIVE

ASCAP (Continued from page 10)

their own society and to vest these rights solely in BMI, which is owned by the radio broadcasters. It is simply one more attempt to destroy the value of rights now vested in the creators of American music.

Error on BMI Books
BMI was unusually vulnerable to such attacks last week, due to an error in procedure in its bookkeeping department that resulted in the publishers associated with BMI receiving ridiculously small payments for their performance rights for the first quarter of 1941. Through an error which BMI describes as "impossible to happen but it did", the network performances were omitted from the calculations and only the local station broadcasts included, with the result that several publishers received checks for less than $25.

The complaints arising from this error resulted in BMI's putting its accounting staff on a 24-hour basis to refigure the royalties so that new checks could be sent out, to bring the payments up to their proper size. A second result was a decision by a number of the smaller publishers to organize a protective society with Peter Dorian of Docrine Music Publishing Co. as chairman and Andrew D. Weinberger as counsel.

This group was scheduled to hold a meeting last Thursday, at which Sydney Kaye, vice-president and general counsel of BMI, was invited to explain the mistake, under threat that if his explanation failed to satisfy the publishers they would withdraw from BMI and organize their own performing rights association. Mr. Weinberger said that if the group is satisfied that the BMI system of accounting is all right and the first quarter low payments the result of an "honest mistake", the organization will go along with BMI, but will ask for the right to make its own periodic audits of BMI records.

Fortunately, there were some BMI publishers whose performances fees were correctly figured and who were pleased with the results. Har-
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**JULY 28 TO JULY 3, INCLUSIVE**

**Decisions...**

**JULY 1**

<table>
<thead>
<tr>
<th>Station</th>
<th>Type</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXBA, LaFollette, Tenn.</td>
<td>License issued on regular basis to Redlands Broadcasting Co.,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>license extended 7-14-51 until license complies with Rule 600.</td>
</tr>
<tr>
<td>WNZC, New York</td>
<td>Grant</td>
<td>New television station with 750 kw.</td>
</tr>
<tr>
<td>WZWW, Medford, Wis.</td>
<td>Grant</td>
<td>New television station with 41 kw.</td>
</tr>
<tr>
<td>WKVM, Akron, O.</td>
<td>Grant</td>
<td>New television station with 75 kw.</td>
</tr>
<tr>
<td>WEAU, Eau Claire, Wis.</td>
<td>Grant</td>
<td>New television station with 50 kw.</td>
</tr>
<tr>
<td>WPTF, Fort Lauderdale, Fla.</td>
<td>Grant</td>
<td>New television station with 9 kw.</td>
</tr>
<tr>
<td>KGW, San Jose, Calif.</td>
<td>Grant</td>
<td>New television station with 5 kw.</td>
</tr>
<tr>
<td>WBFN, Baltimore</td>
<td>Grant</td>
<td>New television station with 75 kw.</td>
</tr>
<tr>
<td>WSNB, Chicago</td>
<td>Grant</td>
<td>New television station with 15 kw.</td>
</tr>
</tbody>
</table>
| Designated for Hearing...**

**JULY 3**

<table>
<thead>
<tr>
<th>Station</th>
<th>Type</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJW, Cleveland</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>WJKY, Cincinnati</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>WLW, Cincinnati</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>WFLD, Chicago</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>KFWB, San Bernardino</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>WBNY, New York</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>KDKA, Pittsburgh</td>
<td>Grant</td>
<td>New television station with 100 kw.</td>
</tr>
<tr>
<td>WMUR, Manchester, N. H.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WWSN, Chicago</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJZ, Baltimore</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WBBM, Chicago</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJW, Shreveport, La.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJZ, Davenport, Iowa</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJW, Youngstown, Ohio</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WLW, Covington, Ky.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>KFJZ, Fort Worth</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>KJTV, San Antonio</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WAG, Norfolk, Va.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
</tbody>
</table>

**Tentative Calendar...**

**AUGUST 7**

<table>
<thead>
<tr>
<th>Station</th>
<th>Type</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBT, Charlotte, N. C.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>KFAB, Lincoln, Neb.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WBBM, Chicago</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WMUR, Manchester, N. H.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJW, Davenport, Iowa</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJW, Youngstown, Ohio</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJZ, Davenport, Iowa</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
</tbody>
</table>

**Applications...**

**JUNE 29**

<table>
<thead>
<tr>
<th>Station</th>
<th>Type</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGBB, Camden, N. J.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WGBB, Camden, N. J.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
</tbody>
</table>

**JULY 1**

<table>
<thead>
<tr>
<th>Station</th>
<th>Type</th>
<th>Action</th>
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<tbody>
<tr>
<td>WJW, Cleveland</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WBBM, Chicago</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WMUR, Manchester, N. H.</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>KFWT, Fort Worth</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJKY, Cincinnati</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WFLD, Chicago</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>KJTV, San Antonio</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJZ, Davenport, Iowa</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
<tr>
<td>WJW, Youngstown, Ohio</td>
<td>Grant</td>
<td>New television station with 125 kw.</td>
</tr>
</tbody>
</table>

**Red and Blue Discounts Are Separated by NBC**

BILINGS of NBC's Red and Blue Networks will no longer be combined for discount purposes after Aug. 1, 1951. NBC has announced that at the time the two networks's sales departments were organized as separate and distinct operations, the Red and Blue were given total billing and the seven advertisers whose total annual billings will be increased approximately by only 2%.

**GE Shortwave News**

GENERAL ELECTRIC Co., Schenectady, which sponsors the institutional program News of the Industry on NBC-Blue, recently started to shortwave the weekly quarter-hour program in six languages to Latin America, Europe, and Asia. Program will be carried regularly by three G-E shortwave stations, WGED-WOF, San Salvador, with KGEL, Ensenada, and KGFL, San Francisco, according to R. S. Pearson, G-E manager of broadcasting.

**Buchanan-Thomson Ad.**

Omaha, has stipulated with the Federal Trade Commission to stop certain advertising representations for Butter-Nut Coffee on behalf of its client, Peyton & Gallagher Co., Omaha, according to a June 29 FTC announcement. Metropolitan Ward & Co., Chicago, also has stipulated with the FTC to properly label its coal tar dye preparations, Insecto and Clairoil.

**NEW YORK**

chapter of AFRA has nominated William P. Adams, Alan Dence, Ben Grauer, Alex McKee, and Jack Wever as candidates to represent this local on the national board of the union.
MAURICE RANDALL, pioneer member of the WGY Players, a dramatic group organized in 1922, died recently at his home in Troy. He was the first actor to perform in a television radio drama. The performance was J. Hartley Manners' "The Queen's Messenger," on Sept. 11, 1928. Mr. Randall also served for many years as the official Santa Claus on all of WGY's Christmas broadcasts.

MARION WILCOX, announcee of the CBS Hollywood Premieres program, plays a small-town banker in the new RKO movie, "Look, Who's Laughing."

REL Names Coast Rep

A. GUNTER, vice-president of Radio Engineering Laboratories Inc., Long Island City, N. Y., has announced Norman B. McBride, Engineer has been appointed the REL Pacific Coast representative in the sale of FM broadcast equipment. The company's offices are at 5324 Hollywood Blvd., Hollywood, and 420 Market St., San Francisco.

Salem Chemical Spots

SALEM CHEMICAL & SUPPLY Co., Salem, Mass., has placed five one-minute spot announcements a week—two for Silver Label germicide and three for Creool disinfectant—on WBZ-WBZA, Boston; Springfield; WTIC, Hartford; WCBS, Portland, with an outlet in Providence to be added. Agency is Blackett-Sampie-Hummert, N. Y.

P. J. MCLAUGHLIN

Chairman

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash. D. C.

McNARY & CHAMBERS

Radio Engineers

National Press Bldg. Dl. 1205 Washington, D. C.

P. F. GODLEY

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS

Consulting Radio Engineer

Mussey Bldg. District 8456 Washington, D. C.

A. E. CULLUM, JR.

Consulting Radio Engineer

Highland Park Village

Dallas, Texas

R. W. RAYMOND

Radio Engineering Consultants

Frequency Monitoring


Main Office: 7154 Main St. Kansas City, Mo.

At Crossroads of the World

Hollywood, Cal.

Ring & Clark

Consulting Radio Engineers

WASHINGTON, D. C.

Mussey Bldg. Republic 2347

Civilized Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count the words for box address. Forms close one week preceding issue.

WANTED TO BUY

Pacific Coast—Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 654, BROADCASTING.

WANTED TO BUY—Small Radio station in South. Advice giving gross income, actual expenses, price. RADIO 281 Baton Building, New Orleans.

For Sale—2000 feet fifth-eighths inch used copper coaxial line. WIND, Gary, Indiana.

What about WOL?

...It hits hard

Washington's $572,000

Buying Power!

Get the facts from WOL—WASHINGTON, D. C. Affiliated with NATIONAL BROADCASTING SYSTEM

Related Representatives:

INTERNATIONAL RADIO SALES

July 7, 1941 • Page 49
Seeking Superpower

(Continued from page 7)

test the maximum feasible output in excess of 500,000 watts that could be generated by the transmitter, and at the same time test reception over its service area.

The WLW application for 650,000 watts regular authorization brought out that during the last year an extensive survey of the static level in rural areas had been made throughout the country. As a result of these studies, it was ascertained that an average signal of 175 times the intensity of the average static level 90% of the time is essential to provide a serviceable signal in rural areas.

It was added that WLW, with 650,000 watts and based on these technical studies of meteorological conditions in rural areas, could provide satisfactory service in an area embracing the States of Ohio, Kentucky, West Virginia, Tennessee and Arkansas. While it would have a signal beyond this area, nevertheless it would not be equal to the 90% ratio regarded as essential. The term “iservice line” was coined to cover this degree of signal intensity.

Would Amend Rules

The WLW application was made by James D. Shouse, vice-president and general manager of Crosby broadcast operations, and was based on engineering studies by G. F. Lyford and W. S. Alberts, of the station staff, with Ring & Clark, Washington engineers, as consultants.

The WSM application and petition, filed by Attorneys Louis G. Caldwell and Reed T. Rollo, specified that it was designed to bring the old pending application up-to-date, in conformity with existing FCC requirements. The supplemental petition requested that paragraph 3.22 (a) of the regulations be amended to eliminate the 50,000-watt peak limitation for L-A channels and that the revised rules specify power of not less than 50,000 watts. Limitations on Class I-B stations would remain not less than 10,000 watts, nor more than 50,000 watts, under this proposal.

The KSL petition was executed by J. Reuben Clark Jr., president of the Radio Service Corp. of Utah, and Charles W. Wayland, Washington attorney for the station. Specifically, it requested that the FCC reconsider the application pending since 1936 and grant KSL 500,000 watts.

According to FCC records, applications for 500,000-watt output pending since 1936 and still on file, are those of KFI, Los Angeles, WOR, New York; WGN, Chicago; WSB, Atlanta; WJR, Detroit; WJZ, New York, WGY, Schenectady; WHAS, Louisville; WHO, Des Moines; WOAI, San Antonio. In addition, WSM, WLW and KSL had applications pending, which now have been revived.

Belo Corp. Ruling Upheld on Appeal

U. S. Court Affirms Decision On Method of Payment

HOLDING that the time radio and newspaper editors and newspaper gatherers, as well as other radio and newspaper employees, must work is very variable and unpredictable, the Fifth U. S. Circuit Court of Appeals in New Orleans on June 27 affirmed a lower Federal court decision in a five-hour case originally decided in favor of A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the Dallas Morning News.

In spite of the appeal by the Wage & Hour Division of the Department, the circuit court affirmed the Feb. 4 decision of Federal Judge William H. Atwell, of Dallas, who held that the firms paying wages or salaries equaling or exceeding minimum wages under the Fair Labor Standards Act in pursuance of genuine contracts are complying with the Act, regardless of method of payment.

Commenting on the decision to Broadcasting, Joseph L. Miller, NAB labor relations director, sounded a note of warning to broadcasters:

"Of course the Wage & Hour Division will appeal the circuit court decision to the Supreme Court, so the decision cannot be expected before next fall. Meanwhile any radio station which uses a "guaranteed overtime" plan such as the New Orleans court approved will run the risk of having to pay back the employees covered by the plan."

Police General Philip B. Fleming, in announcing the appeal from the initial decision, stated that the decision, if allowed to stand, would largely destroy Section 7 of the Act. Under the current maximum workweek, it is expected the Wage & Hour Division will carry its appeal to the Supreme Court.

It is understood the Division will take up the matter of appeal with Solicitor-General Francis Biddle, who would handle the case before the Supreme Court.

Pointing to the practical difficulty in making a fair working agreement based on hours worked by newspapermen, the circuit court stated that agreements are usually, few hours a day may suffice. In times of news activity, a 12-hour day may be required." The decision was concurred in by all three members of the court—Judges S. J. Sibley, Joseph Hutchinson and Rufus Foster.

ASSOCIATED TRANSCRIPTIONS of Hollywood, West Coast technical news, formerly headed by Harry E. Walstrum, has discontinued operation.

Page 50 • July 7, 1941
Mrs. Gearhart, who says Consumers Foundation is "absolutely the finest home economics broad- cast," serves lemonade and her delicious deep dish apple pie to her "boys."

Myron, 17, takes over the duties of his older brother Fred, now a Sergeant in the U. S. Army Air Corp.

"MEET THE PAUL GEARHART FAMILY"

The Paul Gearhart's are progressive, practical farm people who live in Ross County, R. R. No. 1, near Chillicothe, Ohio. Here is another family who, living one hundred miles from WLW's towers, in the rich, fertile lands of the Midwest rely constantly on WLW for complete Weather and Market Reports, News and evening entertainment.

Mr. Gearhart is, at present, cultivating 250 acres. Approximately one-third of this area is devoted to wheat, the remainder to corn and soy beans.

Mr. Gearhart is a straight-forward individual, who is a firm believer in "such modernism" as is deemed practicable for the farmers of the Midwest. As a staunch member of the AAA Committee, he heartily endorses the Government's policy in this vast farm program.

There are three children in the Gearhart Family, Fred, 19, Myron 17, and Paul Wendell, the youngest, 14. Mrs. Gearhart says, "Believe it or not, when we get up we turn on the radio at 6:00 A. M. and it stays on WLW till 10 at night." The whole family agrees that WLW ranks as their favorite station both collectively and individually.
Among the many ideas of the famous Florentine artist and scientist, Leonardo Da Vinci, were: a flying machine, parachute, air-conditioning ventilator, sea-fishing apparatus, printing press, mechanically driven car, machine-gun, breech-loading cannon, shrapnel, aerial bombs, lens grinder and polisher, nap-raising machine.

WHAT MAN CAN IMAGINE
Research can Achieve!

About the time Columbus discovered America, many of the wonders of our Mechanical Age lived as ideas in the mind of Leonardo Da Vinci. When he died, he left behind him some 7,000 sheets of drawings and notes depicting scores of "inventions." But Da Vinci's imagination wasn't enough to give life to his shadowy visions. That's why, could he return to earth today, he would be gratified to learn that what man can imagine, research now can achieve.

Thanks to research, RCA has created a dependable, world-wide radio communications service operating across the hemispheres to 47 countries. As a result, the United States is now the communications center of the world.

Thanks to research, RCA provides millions with radios, vacuum tubes and RCA Victrolas; builds transmitters and other broadcast equipment for radio stations from coast to coast. In modern design, efficiency and usefulness, these products are second to none.

Thanks to research, scores of ships go to sea equipped with RCA marine radio apparatus, which guards life and property on the waterways of the world. Afloat as ashore, the slogan "RCA All the Way" is a guarantee that messages will be delivered with speed and accuracy.

Thanks to research, RCA makes possible, through the National Broadcasting Company, the best in entertainment, in up-to-the-minute news, and in education, giving America and Americans the finest and most worthwhile radio programs in the world.

Thanks to research, RCA is a mark of progress and service in the public interest. And in RCA Laboratories, research today is testing for the future — so that in years to come more millions may enjoy a richer, fuller, more satisfying life.

RCA LABORATORIES
A Service of the Radio Corporation of America
RADIO CITY, NEW YORK, N. Y.

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America National Broadcasting Co., Inc. • R. C. A. Communications, Inc. • RCA Institutes, Inc.