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

550 Kilocycles

1000 Watts Day & Night
CBS Affiliate

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

National Representatives: John Blair & Company
WIP

"Philadelphia’s Pioneer Voice"

610 k.c.

July 15 - Sept. 15
1940

NOW

5,000 WATTS

35 S. NINTH STREET
In The Gimbel Bldg.
PHILADELPHIA

BENEDICT GIMBEL, JR.
President

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

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

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

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

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

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

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

CBS Gross Circulation — UP 259%

CBS Gross Advertising Cost — DOWN 48%

SINCE 1930

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

ALL RADIO GROSS CIRCULATION — UP 133%

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

CBS GROSS CIRCULATION — UP 259%

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

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

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

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

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

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

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

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

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

**KGNC**
**Amarillo**
Dominating the Panhandle market with its 53,000 Radio Homes. 2500 watts, 1410 kc., NBC.

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

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

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

DOING AN INTELLIGENT SELLING JOB!

Here are boiled-down facts about the LONE STAR CHAIN ... THE ONLY WAY TO REACH THE ENTIRE TEXAS MARKET.

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

Write Or Wire For Full Details

Lone Star Chain
Managing Director, Jas. W. Pate

Fort Worth, Texas
Star-Telegram Building
Represented by Howard Wilson Co.
GREATER POWER

5000 WATTS DAY AND NIGHT

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

National Time Reps:
Free & Peters, Inc.

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

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

Colúmbia Management, Inc.
Columbia Square
Hollywood, Calif.

TALLER TOWER

544 feet—
Tallest Structure
in Kansas
or Missouri

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

**NBC is your Answer!**

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

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

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

**CUSTOM-BUILT PROGRAMS FOR "SPOTS"?**

**NBC is your Answer!**

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

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

**PROGRAM PLANNING HELP?**

**NBC is your Answer!**

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

**AIR CHECKS?**

**NBC is your Answer!**

A great many radio artists have discovered that this excellent NBC service best fulfills their requirements for "off the line" or "off the air" recordings. Scores of advertisers and agencies—large and small—use all or part of NBC's complete radio-recording service. Let us demonstrate how this outstanding service fits your requirements.

**NBC Radio-Recording Division**

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

Only Columbia Outlet
Covering Texas With

50,000 WATTS

OPERATING 18 Hours DAILY---1040 Kilocycles

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

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

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

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

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

We have a right dandy "mail and sale" record we'd like to show you. Write us today ... we'll send you our scorecard.

Represented Nationally by The Katz Agency
Cheese it, fellows—it's

J. W. KNODEL!

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

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

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

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR - WKBW BUFFALO
WCKY CINCINNATI
WDAY - WGL PT. WAYNE
KMBC KANSAS CITY
WAVE LOUISVILLE
WTBN MINNEAPOLIS-ST. PAUL
WMRD PEORIA
WFBF ST. LOUIS
... IOWA...
WHO DES MOINES
WOC DAVENPORT
KMCA SHEANGOAH
... SOUTHEAST...
WCSC CHARLESTON
WIS COLUMBIA
WPPF RALEIGH
WDRB ROANOKE
... SOUTHWEST...
KGKO FT. WORTH-DALLAS
KDMA OKLAHOMA CITY
KTUL TULSA
... PACIFIC COAST
KCEA LOS ANGELES
KQON-KALE PORTLAND
KROW OAKLAND-SAN FRANCISCO
KIRO SEATTLE
FCC Delay Perils Havana Radio Treaty

Status of Clears Held Basis of Inaction

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

Known opposition of at least three FCC members—and possibly a majority of the seven-man agency—to reversion of clear channels as provided in the treaty, appears to be the key to the inaction. Because of the time limitations in the treaty itself, uneasiness is being expressed and there is fear the treaty provisions might go by default or that possibly one of the other signatory nations might find it expedient to permit the pact to lapse.

Without Authority

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

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

Craven Wants Approval

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

All hope, of course, has not been abandoned for carrying to fruition the full treaty terms since technically there is still time in which to accomplish this. Mexico—last of the four major nations to ratify the treaty—did so March 29 after a two-year wait during which strong diplomatic pressure was brought by this country and Canada to procure favorable action.

Mexico's long delay was occasioned largely by the provision under which the notorious border stations, such as those operated by Dr. John R. Brinkley and Norman Baker, are to be vacated by the boards, eliminating a main source of interference with U. S. and Canadian station operations.

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

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

Assignments Ready

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

Naming of Defense Board Imminent

Personnel Problem Only Hitch in Setting Up Radio Committee

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

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

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

Conferences with President

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

While no formal word has been forthcoming from the White House, Chairman Fly has had several conferences with President Roosevelt and with the chief communications officers of the Army and Navy regarding the proposed defense committee. It is known that an Executive order, in draft form, already has been prepared. Reportedly the President has but to sign the order to name the committee of five or more Government executives.

In all probability the White House will occasioned during the last month is ascribable to the desire by the White House to pick a particularly expedient time at which to make the announcement.

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

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

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

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

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

Just a year after the adoption of thoughtless minority to the code, Bill wrote members of the NAB board on behalf of the code committee in connection with reports that an "organized minority" plans to launch a attack on the creed. Opposition has been directed primarily against provisions of the code which have become effective Oct. 1, and against the ban on sale of time for discussion of controversial issues.

Agency Reminder

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

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

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

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

Heck Hollister, KFBI and KANS, Wichita, said he had failed to discover any "organized minority" in his district, but that he would support the committee as it comes up for discussion. John J. Gillin Jr., WOW, Omaha, thanked Mr. Bill for attending the district meeting in St. Louis June 8 and for the splendid manner in which he cleared up the code problems in the area.

F. M. Russell, Washington vice-president of NBC, said he would do everything he could to see that the code is "promoted and encour- aged" in every station in the country. J. Glade, KSL, Salt Lake City, reported that the 14th District meeting in June vigorously supported the code and that he felt there would be little complaint from that area.

Solved by Common Sense

Earl H. Gammons, WCCO, Minneapolis, declared that although unusual occasions occasionally grow out of code enforcement, most of the questions that have come before the board the past year "impress me as requiring only a little com- mercial sense for their solution."

Mr. Craig prepared within a few minutes for his speech. "I am sure," he said, "that Mr. Bill will make a fine job of the job of the code committee."

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

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

Disc Problem

Because of the day-night commercial differentials, transcription makers were asked to note that there is a 45-second extra time allowable for day-night differential commercial over the 2:30 limitation on a nighttime 15-minute commercial. This suggestion was made:

"Be sure in most instances to know whether a transcription is to be played during the day or night, it is the committee's recommendation that commercial copy be prepared within the nighttime limitation, and that an extra 45 seconds be given over to theme music. Thus, when the program is played on daylight spots, the local announcer can step in over the theme to take advantage of the extra time allowed with additional copy."

What to Wear

TO THOSE planning to attend the NAB San Francisco convention, the city fathers advertise "dresses in order for both men and women. "Summer whites" are not worn indoors (except by tourists). Boosters say the convention town enjoys the "hotel and conventioner" and conventioneers should dress accordingly.

J OINT R A D I O D A Y AT FAIRS

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

HIGHLIGHTED by a special one-hour broadcast, to be carried by all three national networks and available to the independent stations as well, Broadcasters Day will be observed Aug. 3 at both the New York Golden Gate Exposition at San Francisco. Participating in the event, first of its kind in the history of radio, will be the world's best-known personalities in many fields, according to a July 9 announcement made jointly by John S. Young, Fair and WMAZ, Macon, and Mr. Craig.

A simultaneous celebration has been arranged to go with both fairs, with special emphasis to be placed on radio's promotion of national unity through broadcast ideas. The Aug. 3 date was selected to tie in with the annual NAB Convention, which ends in San Francisco Aug. 9.

Chief events of the day on the exposition grounds in both New York and San Francisco will be tributes to radio by national leaders, climaxied by the unveiling of a commemorative plaque at both fairs. Participation of President Roosevelt in the event, either in person or by remote control, is sought by fair officials and the NAB.

Fair Officials to Speak

Although details of the broadcast, to be carried 8-9 p.m. (EDST) by CBS, NBC and MBS and nonnetwork stations linked for the occasion, have not yet been completed, the general plan includes appearances by Harvey D. Gibson, chairman of the board of the New York Fair, and Marshall Dill, president of the Golden Gate Exposition, and entertainment by radio, stage, screen stars. NAB President Nev- elle Miller is to speak for the radio industry, in 1938 during the tribute, Dr. John S. Young, Fair and television for the New York World's Fair, and R. C. Coleson, director of radio for the San Fran- cisco exposition, will be masters of ceremony at the New York and San Francisco pickups.

The two fair executives, Mr. Gib- son and Mr. Young, in joint state-
Mr. Miller

BROAD

MILLER

TENTATIVE PROGRAM, NAB CONVENTION

St. Francis Hotel, San Francisco, Aug. 4-7

SUNDAY, AUG. 4

10 A.M.

Business Session, Colonial Ball Room
Address of Welcome, Mayor Mosby
President's Annual Report
Appoint Convention Committees
Constitution and By-Laws

12:30 P.M.

Luncheon, Colonial Ball Room
Hon. Louis Johnson, Assistant Secretary of War, speaker.

2:15 P.M.

Business Session, Colonial Ball Room
Auspices NAB Sales Managers Division,
William Cline, WLW, Cincinnati,
William Scrippa, Chairman NAB
appointed a committee of five
F. P. Peter, Director of Research,
NAB, "The Unit Plan of Volume Measurement.

2:45 P.M.

Roundtable on Unit Plan of Volume Measurements representatives of ANA, NAB, Sales Managers.

3:15 P.M.

General Discussion
Vote on Unit Plan

3:50 P.M.

Auditorium Audience Measurement A. C. Nielsen

7:30 P.M.

Television
Talks by Ted Smith, RCA, and
Harry White, Director of Tele-Vision, Don Budge.

DEMONSTRATION, ROUNDTABLE

WEDNESDAY, AUG. 7

10 A.M.

Business Session, Colonial Ball Room
Address of Welcome, Rt. Hon. Mayor Rossi
Programme Committee Dr. Frank Kingdon.
Special Events Broadcasting, Mark White, C.B.S. Director of Public Affairs
Van G. Newkirk, Don Lee-MMS Special Events Director

12:30 P.M.

Luncheon (under auspices INS)

2:15 P.M.

FM Broadcasting, John Shepard 3d presiding.

4:00 P.M.

FM Broadcasters executive session.

4:30 P.M.

Reports of Committees

Unfinished Business

8 P.M.

Annual Banquet, California Ballroom, Treasure Island
Presentation of Broadcasting Trophy.
Remote Orchestra Pickup Return To Networks

FEARS that the broadcasting industry might be confronted with the threat of a nationwide strike of union musicians were entirely dispelled July 1, as both NBC and CBS were freed from the ban on remote dance band pickups invoked by the American Federation of Musicians. When KSTP, St. Paul, NBC outlet, and WRVA, Richmond, on CBS, compromised differences with their union and musicians' locals, normal remote schedules were resumed.

KSTP settled its differences with the St. Paul local July 8, ending a strike that had been called against the station a month earlier. The agreement with WRVA was negotiated July 10, with both sides represented as being entirely satisfied. Prior to the settlements James C. Petrillo, national AFM and Broadcasting that if the stations and the locals did not come to terms the National AFM might have to "shut the windows," which was interpreted as meaning a national strike.

All Remotes Were Cancelled

Trouble began in both St. Paul and Richmond following the expiration Jan. 17, of the national agreement between the AFM and all network affiliated stations, leaving the negotiators further chance to the individual stations and local unions. In most cities the new contracts were worked out with little difficulty, generally continuing the terms of the national agreement.

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

When these strikes had persisted for several weeks without result, the local unions entered the picture. On June 28 Mr. Petrillo asked NBC to stop feeding sustaining remote dance band programs to KSTP. When NBC refused to take this action, he ordered a number of top ranking "name" bands to cease playing remote for NBC which might be fed to KSTP.

Although KSTP is an outlet of the Red Network, remote pickups of both Red and Blue were banned as some of the orchestra concerned were transmitted at various times over both Red and Blue hookups. With the removal of more remote bands from its schedule, NBC decided to make a clean sweep of all such pickups until a final settlement could be reached. They cancelled all of its dance band remotes.

Richmond Situation

On July 1 Mr. Petrillo requested CBS to refrain from feeding such programs to WRVA and the same cycle was repeated. CBS refused; the union ordered "name" bands off; CBS cancelled all remotes. For either network to have acceded to the AFM request and to have cut off its service to its affiliate would have been a breach of contract. When WRVA replaced its CBS dance programs with similar programs from MBS, with which it is also affiliated, the AFM ordered several bands not to play for MBS. This network, however, did not follow the example of NBC and CBS by cutting off all remotes, but simply replaced the absent bands with others not forbidden by the union. The other networks filled the late evening hours with variety and musical programs from their own studios and from those of their affiliates.

St. Paul Impasse

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

Strike against KSTP was called June 8 when the station refused to agree to union demands for an annual payment to union musicians of more than $21,000, the station said. In an earlier statement, issued June 30, Mr. Hubbard said that KSTP was willing to sign a contract with the union, to agree to employ only AFM musicians and to pay "any reasonable wage scale" and observe any working conditions the union might set. But KSTP was always willing to negotiate with the AFM, he continued, "there is, however, a great difference between negotiations and 'ultimate,' and it is on this point that KSTP and the musicians' union are not agreed."

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

Petrillo Noncommittal

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

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

Before signing of the KSTP contract, the union also was considering the withdrawal of name bands from phonograph records, ordering them not to make records which could not be played on the air in place of the live bands which the union order had made unavailable. In addition, the Co., manufacturer of Victor and Bluebird records, was notified of this possibility.

C. T. Lucy, general manager of WRVA, has been known to go beyond the statement that the difficulties had been compromised and a satisfactory settlement reached. It is understood, however, that the controversy grew out of demands by the union that the 11-man staff band be employed continually during the entire year, whereas WRVA had employed the band heavily during the first half of the year, and proposed to meet its quota by a diminished operation during the summer months.

Jergens Spot Plans

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

Beaumont, Grove Plans

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

Armour Test

ARMOUR & Co., Chicago (meat products), will start a four-month test of thrice-weekly quarter-hour home economics programs titled "Hearing Stars," in a market MBS, in a market Wheeler on WSAI, Cincinnati. Lord & Thomas, Chicago, is agency.
Trammell Named President of NBC

Policy Changes Unlikely, He Asserts; Many New Problems Pend

NILES TRAMMELL, for the past two years executive vice-president of NBC, was elevated to its presidency July 12, it was announced by David Sarnoff, chairman of the board of directors of NBC, following a board meeting. Prior to electing Mr. Trammell the board officially accepted the resignation of Lenox R. Lohr, NBC president since Jan. 1, 1936, who on June 7 had requested acceptance of his resignation to assume the presidency of the Museum of Science and Industry in Chicago [Broad-
casting, June 15].

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

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

Rose from the Ranks

Mr. Sarnoff, in formally announcing Mr. Trammell's election, pointed out that NBC thus promoted to the presidency has come a long way from the ranks of the company.

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

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

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

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

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

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

"Asked specifically about future plans for the development of the Blue Network, Mr. Trammell stated that with the recent division of the KWK Asks 50 kw. On 680 Channel

Would Shift KFEQ to 1350 kc.; Claims Benefit for Others

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

Coming as a sequel to the so-called St. Louis baffle which involved a half-dozen stations and under which KBD procured fulltime operation last year, the application filed by KWK, president, through William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel respectively of the FCC. The former KWK application was for fulltime on the frequency conflicting with the grant to KXOK.

The 680 kc. channel is the erstwhile clear channel for KBD, San Francisco NBC-R. B. ed key. WPFT, Raleigh, however, several months ago obtained fulltime operation on the channel, thus rendering the channel duplicated. KFEQ, now operating limited time on the frequency, has pending an application for fulltime.

General Benefit Claimed

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

Operation by KWK as proposed, using a directional antenna, the FCC will render the required protection and de-

NILES TRAMMELL

BORN: July 6, 1894, Marietta, Ga., son of William J. and Beatrice Niles Trammell.

EDUCATION: Sewanee Military Academy, Sewanee, Tenn., and University of the South, Sewanee, Tenn. Member Kappa Alpha fraternity.

MARRIAGE: November 1923 to Elisabeth Huff, daughter of Mr. and Mrs. Lloyd Huff, of Greensburg, Pa., stepdaughter of Maj. Gen. Charles G. Morton.


BUSINESS CAREER: Commercial representative, traffic department, RCA, San Francisco, March, 1923; transferred to Seattle, May, 1923; following year named district manager, Pacific Northwest, Marine Division, RCA; January, 1925, appointed assistant sales manager, Pacific Division, RCA; joined NBC sales staff, March, 1928; named manager, NBC Central Division, Chicago, May, 1928; elected vice-president, Central Division, March, 1929; transferred to New York and elected executive vice-president, NBC, January, 1939.

BMI Draws Plan to Assure Ample Supply of Disc Music

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

By BRUCE ROBERTSON

A PLAN assuring radio stations throughout the country of an ample supply of disc music was presented and approved by the BMI Board of Directors on July 16. The plan, which went into effect immediately, is designed to make sure that all BMI songs, including those written and published by BMI members, are made available to radio stations without any adequate supply being depleted.

Purpose of Plan

The purpose of the plan is to establish a separate and distinct system of cataloging, recording, and distributing BMI songs to radio stations, with the aim of making sure that all BMI songs are available to radio stations without any adequate supply being depleted. The plan is designed to ensure that all BMI songs, including those written and published by BMI members, are made available to radio stations without any adequate supply being depleted.

M-G-M Project

BMI will also consider the alternate plans for building the BMI reservoir of music for industry use and their individual financing programs [Broadcasting, July 1]. Although given carte blanche to proceed along whatever line seems most likely to achieve the desired results of placing the industry in a position of independence from ASCAP or any other musical monopoly, BMI executives are moving with caution and deliberation, and it is not expected that any recommendation for or again purchase of the M-G-M catalogs will be presented to the board, or even to the NAB membership at large.

BMI Tunes Click

The BMI Tunes Click consists of two BMI tunes every day. The BMI Tunes Click is designed to provide radio stations with an opportunity to use BMI songs in their programming without incurring any costs. The BMI Tunes Click is a service of the BMI Tunes Division and is available to radio stations throughout the country.

Radio Receipts Comprise 64% of ASCAP Income

Radio's contribution to ASCAP in 1939 amounted to $4,142,024, accounting for 63.6% of the total ASCAP income of $6,561,754. Of this sum, $3,277,836 came from the fees paid by broadcasters on the basis of their gross income, while $884,188 came from sustaining fees. Breakdown of ASCAP income:

- Radio: $4,142,024
- Motion Pictures: $1,166,233
- Restaurants: $675,758
- Hotels: $226,890
- Dance Halls: $145,845
- Miscellaneous: $158,974

Total: $6,561,754

For Compositor to User

Mr. Gutman said that it is first audited by a five-man committee of BMI; executives if approved by the committee is then examined for possible copyright and is approved on that score it is reexamined by a subcommittee which makes minor alterations, such as correction of a type or spelling.

Finally, accepted the new tune is added to Mr. Gutman's supply, from which eight numbers of different types (sweet, swing, ballad, etc.) are selected for one week's releases. From there on the production is a four-week process. Mr. Gutman explained that the new tune is placed in theBMI's library, and the new tune is then made available to radio stations throughout the country.
This year
THERE IS NO SUMMER LETDOWN
IN THE WXYZ MARKET!

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

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

WXYZ offers the biggest radio dollar value in this responsive market.
This veteran adds power and impact to every line and situation by multiplying and directing the interpretation aimed at the audience.

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

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

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

WOR's power is increased more than two times by spearing it at population centers; into cities where people listen. It tucks its power away from sparsely populated areas on the West and the ocean's dead-space on the East. It is specifically designed to reach the greatest group of markets in America with the most power!

---that power-full station
GROCER, DRUGGIST Preference Found For Use of Radio Surveys Show Dealer Choices; Brand Identification Noted

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

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

The undergraduate research projects, handled as part of the regular radio work, also were entered in a contest sponsored by Ben Ludy, manager of WIBW, Topeka, who for several years has been a favori te with the to the undergraduate student doing the best piece of research work in a field related to the course, was announced to Broadcasting by Prof. Summers, first award this year went to Richard M. Mall for his study of "Occupational Differences: Listeners to Radio News". Second place was awarded Robert E. Summers for his "Dealers' Preferences in National Advertising" and third to Jean Gibbs for a study of "The University High School and Grade School Students". Among four other papers submitted by WIBW College students, not placed, but noted, was by Maxine Martin on "Product Identification by Housewives of Choice of Media.

Robert E. Summers' study of dealers' national advertising preferences was based on personal interviews with 10 retail grocers—40 drugstore proprietors and 70 retail grocers—in eight Kansas communities. In all, 260 questionnaires were distributed to 20 large stores and 40 drugstores, and 190 were returned, a 71.3% return rate, which was used them simply for entertainment, with only 16.4% making any effort consistent with the Radio Survey of Programs Advertising Products they sold. The remaining used their survey to programs featuring comedians and to sports broadcasts, each being mentioned by 46.3% of those interviewed. News was listed by 41%; quiz programs, 35.9%; paying the most attention.

Daytime serials were rated most effective for advertising products purchased by men and by women, respectively. To reach men, the drugstore gave more votes to programs featuring comedians and to sports broadcasts, each being mentioned by 46.3% of those interviewed. News was listed by 41%; quiz programs, 35.9%; paying the most attention.

The interviews were conducted as part of the 1940 Iowa Radio Audience Survey, which was based on interviews in 90 Iowa locations in counties carefully selected to represent all groups. New data in the 1940 study cover amount of reading in newspapers and magazines, reactions to Father Coughlin's broadcasts, brand data covering the day, listening, newspaper, a restaurant's menu, and other magazines.

Power to Recall

A MARKED upswing in the effectiveness of broadcast advertising's impact on listeners is disclosed in the 1940 Iowa Radio Audience Survey conducted by H. B. Summers, of Kansas State College. Indexing of listeners able to recall the name of advertised products was as follows: for the three media, 67.5%; radio, newspapers and magazines.

Prof. Summers' annual Iowa survey, started in 1938, is based on interviews in April with 9,001 families. This year, 93% of the respondents were interviewed and 99% of those were interviewed.

Prof. Summers states that the results confirm those of the 1936 study, but the proportions recalling both newspaper and radio advertisements were considerably greater in the 1940 study than a year ago, though the relative proportions of radio to newspaper advertisements recalled are little changed. In 1939, Prof. Summers found, 14.6% were able to name newspaper-advertised products in comparison with 51.0% recalling products advertised over radio. For 1940 the comparable figures were: newspapers, 21%; magazines, 14.7%; radio 87.5%.

Prof. Summers says the general results confirm those of the 1928 study, but the proportions recalling both newspaper and radio advertisements were considerably greater in the 1940 study than a year ago, though the relative proportions of radio to newspaper advertisements recalled are little changed. In 1939, Prof. Summers found, 14.6% were able to name newspaper-advertised products in comparison with 51.0% recalling products advertised over radio. For 1940 the comparable figures were: newspapers, 21%; magazines, 14.7%; radio 87.5%.

Though only about a fourth of the listeners indicated agreement with the views of Father Charles E. Coughlin, who broadcast last season over a special network, 50.5% believe that he should be permitted to continue his series, with the other 49.5% feeling he should not be allowed on the air. These figures, says Prof. Summers, show the de-
PORTLAND FIRM PLACES RECORD ORDER FOR 5 TRAINLOADS OF AUTOS.... to supply demand KOIN advertising helps create!

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

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

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

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

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

KOIN
THE JOURNAL

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

Largest Chevrolet Dealer West of the Mississippi
3 Station Sales Approved by FCC
Philadelphia Record Given Right to Acquire WHAT

TRANSFERS of ownership of three local stations, including the acquisition of WHAT, Philadelphia local, by the Philadelphia Record, were approved by the FCC July 5.

WHAT, a 100-watt outlet which shares time on 1310 kc. with WIP, Philadelphia, and WCM, Camden, N. J., was sold by Bonwit-Teller & Co., Philadelphia, for $100,000, its transfer approved with the proviso that the Commission's action "shall not be construed as having respect to a future transfer of control of the licensee corporation to the preferred applicant." The Philadelphia Record Co. or the Courier Post Co. J. David Stern publisher of Record and Camden Courier Post. WHAT was purchased by Bonwit-Teller in 1919 from the Philadelphia Public Ledger.

Other Transfers
Approved also was sale of the 61% interest in WCHV, Charlotte- ville, Va., held by Mrs. Marjela Arrington. She sold her holdings to Charles Barham Jr., a wholesale baker of Nashville, at an undisclosed price.

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

FCC Power Increases
INCREASES in power to 5,000 watts fulltime were authorized July 5 by the FCC for three stations, WFLA, Tampa, and WSUN, St. Petersburg, time-sharing stations on 650 kc., were given higher power, increased to 5,000 watts. KWFT, Wichita Falls, Tex., also operating on 620 kc., was granted 5,000 watts. CBS, New York, a construction permittee, was granted power of 250 watts night and 1,000 watts day to 880 kc. with a directional antenna. KGW, San Jose, Cal., was granted an increase although it does not operate on 1010 kc. WGGM, Gulfport, Miss., WKOK, Sunbury, Pa., KIUP, Durango, Colo., and the WFM, Gillette, Wyo., were granted increases in power from 100 to 250 watts on their local assignments.

Starting in Vincennes
AUTHORIZED for construction last November, the new WAOV, Vincennes, Ind., of 100 watts on the Chester base, 1490 kc., will go on the air about the middle of August, according to Eugene H. Kneurl, manager of the licensees Newspapers Inc., licensees corporation. Howard Greenlee, publisher of Mr. Pulliam's Vincennes Gazette, and his associates, are the owners. A. W. Arrington and Earl Lewis will be chief engineers. Other personnel has not yet been announced. The station, which will control the Lebanon Reporter and Huntingdon Herald-Press, Indiana dailies, is also the owner of WREI, Indianapolis, which will not publish any newspaper in that city.

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

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

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

Previously the FCC had adopted proposed findings involving revocation of the license of KTBG, Austin; KNED, Palestine; KRRA, Lufkin, and KSAM, Huntsville. Revocation proceedings are still pending against KGFI, Brownsville, and KAND, Corsicana—all involving alleged improper transfer of interests to Rev. Ulmer.

New Chattanooga Local
JOE W. ENGEL, since 1931 president of the Chattanooga baseball club, on July 6 was authorized by the FCC to construct a new 250-watt station on 1370 kc. in that city. Mr. Engel, an oldtime big league pitcher, is also scout for the Washington Senators of the American League. The station will be Chattanooga's third, WAOV having been established as a daytime outlet in 1936 and having recently been authorized to go 500 watts night and 1,000 day on 1250 kc. WDDD in the same city has been operating since 1925.

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

One major station reported that it has been offered a contract for 52 half-hour discs featuring Coughlin, the proposed studio from Airastors Inc. calling for Sundays, 4-4:30 p.m. (EST) starting Oct. 20. In an air announcement a few months ago, it was announced he would return in the autumn, presumably to his own station, and it was stated on his behalf that he would have more stations than ever. This was the first time his return was ever mentioned. It was stated that there would be no change in his high-pressure methods of conducting his program. All participants in the new series are said to have been in touch with him recently.

It is believed Fr. Coughlin wants to return to the air in time to be heard before the elections. Latterly he was bitterly opposed to the Roosevelt Administration, particularly its foreign policy. It is also reported that Airastors Inc., headed by Rev. Coughlin, is preparing transcriptions of talks by the Rev. Gerald H. Smith, colleague of Coughlin in the Lemke-For-Presi dent campaign fund and campaign associate of the late Huey Long.

KSD Fulltime Fete
STARTING a fulltime operating schedule, KSD, St. Louis, Mo., has observed its expanded operation through a special 30-minute program to support the growth and development of the station. The program was written and produced by Jim Dunson, with special assistance from Mr. Director Russ David. George H. Peters, assistant director, and Elmer Kloewenschild, program director of KFUS, Concordia Semi-nary, was in charge of the program, appears briefly on the program to outline future plans for the stations. For the last 16 years KSD has shared time on 550 kc. with KFUS, the FCC on May 8 authorizing KSD's exclusive use of 550 kc. in St. Louis and swing KFUS to daytime on 830 kc.

Call Letter Assignments
LATEST call letter assignments by the FCC were for the following:

WHPC, Atlantic City; WNOX, Clarksdale; WBG, Berkley, Md.; WDRC, Hartford; WPSI, New Kensington, Pa.; WFCI, Painesville, Ohio; WMAL, Washington, D.C.; WRHU, New Brunswick, N. J.; and WVOR, Norwich, N. Y.

JOHN ALDRIN, formerly advertising manager of The News, Norwich, Co., has been appointed assistant to Dr. M. W. Strother, vice-president in charge of advertising at the Norwich Pharmacy Co., Norwich, N. Y.
The biggest thing in America today is **NEWS**!

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

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

*Exclusive Affiliation*
STALE BREAD PROBLEM SOLVED
Radio Campaign Stops Bakery's Daily Quota
Of Product Unsold by Drivers

By CHARLES QUIMBY
Advising Manager
Quimby Advertising Co., St. Louis, Mo.

STALE, or more sophisticatedly termed, "yesterday's bread", is a problem that graces bakers' hair and upssets profit columns. Such a problem is so varying degrees at Quimby Baking Co., Drivers, it was suggested in returning "home" with bread, that, according to quality standards, it should have been consumed by a bread-eating public.

We turned to WWVA, Wheeling, W. Va., to execute a merchandising plan designed not only to end our stale bread returns, but also to increase our regular output. Results were noticeable, but not in proportion to cost and effort. For the same reason we came to the conclusion that radio advertising just didn't fit our business, but we couldn't make such a decision "stick" with the radio station.

After considerable study of the situation and much discussion, we reached that our radio program had too much individual community appeal. It was simply diffusing in its appeal to all bread-eaters in our territory. WWVA convinced us that radio would be effective in reaching only that territory effectively and came through with a program idea of their own, for which a "punch" was claimed. We were skeptical, especially so because an increased advertising expenditure was involved, but we dared.

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

NBC Central Division network sales department was divided into two distinct groups July 1, according to Sidney N. Strotz, vice-president of NBC, and Harry C. Kopf, NBC senior manager of the Red network.

Mr. Mccluer Mr. Kopf

Paul Kopf is now sales head of the Blue network in the Central Division with Floyd Van Eten named as sales traffic manager. Merritt Schoenfeld, John McMurshick and E. K. Hartenbower are the team.

Kopf was appointed sales manager of the NBC network as early as the middle of May.

In announcing the creation of separate sales staffs for the networks, Mr. Strotz said: "By dividing the operations there may be announcements of additions to the personnel of both departments in the near future. The action follows similar moves in the NBC Eastern and Western Divisions sales organizations and establishes separate sales forces coast-to-coast for the Red and Blue networks.

Quaker's NBC Plans
Quaker Oats Co., Chicago (cereals), on Oct. 27 will start a 52-week schedule on 38 NBC-Red stations with an estimated budget of $1,500,000.

Two important figures, H. C. Lanford of Lanford Agency, and R. E. McCall of McCall Advertising Agency, have announced that they will be co-ordinating the advertising program and will have complete control of the advertising campaign.

W. H. Harrison, vice-president and chief executive officer, has been appointed director of the cooperative advertising division of the National Defense Advisory Commission's production department under Chairman William S. Knudsen.

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

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

CLEAR indication that the Department of Justice is pursuing actively the prosecution of anti-trust price-fixing charges, as intimated in statements seen in mid-July with the dispatching by the Department of questionnaires to users of copyrighted music, has called for the filing of information on relations with ASCAP over the years. Broadcasters, along with hotels, motion picture theaters, music publishers and others identified with public performance of music, are being circumscribed.

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

Agreement Reached

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

It was learned authoritatively that this agreement came in latter June, at which time Gene Buck, president of ASCAP, and Louis D. Frolich, counsel, conferred with Assistant Attorney General Thurman Arnold and members of his staff. By agreeing to furnish the voluminous data, including confidences of company and organization, in the forms of financial reports, membership lists and the like, ASCAP was relieved of the necessity of presenting the case to the Federal grand jury of Victor Waters, Special Assistant Attorney General in charge of the ASCAP Department.

While no information has been forthcoming from official quarters regarding the Buck-Frolich conference with Assistant Attorney General Arnold, it is understood the ASCAP officials were told in no uncertain terms that the Government intended to follow through in the case, and that proceedings against ASCAP or possibly even branch off into new criminal litigation. The replies to the questionnaires, it was said, as an analysis of the ASCAP data, probably will serve as the basis for the next course of action.

With current ASCAP contracts expiring at the end of the year, and with Broadcast Music Inc. actively building a reservoir of music looking toward dropping ofASCAP membership, the Department would be inclined to move rapidly. At the hearing May 29 before Judge Goddard, Mr. Frolich had charged that the Department's purpose was a criminal proceeding to force ASCAP into a "consent decree" on the civil anti-trust suit pending in 1934. ASCAP was accused of monopolying in restraint of trade. Arguing for the Government, Mr. Water refuted any such intent.

CKRC, Revelstoke, B. C., new 1000- watt station on 1500 kc, went on the air June 23. Station license has been granted to W. R. Sherwood, listed as owner. Ford Warren is commercial manager. The station is using Canadian Broadcasting Corp. sustaining network programs and is represented by All-Canada Radio Facilities.

A PROGRAM 'FIND AT WKY

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

BY BOB EASTMAN,
WKY, Oklahoma City.

AN IDEA, together with the will of facilities to produce it, have re- sulted in this 1000 kw station being acclaimed by Oklahoma listeners. The program originates at WKY, Oklahoma City, music, 7:30 a.m. to 4:15 p.m., and behind it lies a story with all the drama, suspense and excitement of a Hollywood movie.

This Is the Story is so completely natural that one might think it was born of the most liberal WKY program men. It started over a suggestion that the station should have a program that would cater to the interests of listeners who enjoy good books—a group which forms a large part of Oklahoma's citizenry. To help incorporate the idea came Madeline Douglas Ballard, literary critic. Scores of suggestions went through the mill and were discarded. A simple "review" was not enough. There had to be thought and production behind any such venture.

Finally, one afternoon not long ago, in the radio drapes thung, Natali velvet curtains, went Mrs. Ballard and WKY organist, Ken Wright. Into an audition studio went WKY executives and program officials. The next 15 minutes saw the presentation of a program with an appeal unparalleled in the Southwest.

Characters Interpreted

First, there was a theme from the organ. It was a specially-written composition, and it entered the microphones without distortion. Engineers had worked many hours to obtain perfect reproducing of the music. Then slowly, effectively, Mrs. Ballard began her story. Description was even- tempoed, moderate; then one character entered, and next another. Mrs. Ballard became that character, and as each succeeding character was introduced, she somehow change herself into that being. Four-five-six people; women, men, children—all of different types appeared on the pages turned. Never did the voice, as it changed from sorrow to laughter from indifference to concern, came a continuous stream of soothing, inspiring music. Organ tones, blended with the voices, softened as the words softened; reaching a climax as a character shouted—music pulling like million of strings on the emotions of those who listened, shaping every moment, every thought into a well-rounded pattern.

As cold-hearted radio men listened, they also agreed to the familiar, comforting feeling of that story and its musical companion. Soon they were not working to hear, unconsciously they were transformed into the emotional puppets of a woman, a voice and an organ.

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

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

TEL-PIC Syndicate Inc., makers of the new photo-mechanical display, has increased its list of station subscribers to 150 with the addition of KBY, Phoenix; WNN, Louisville; WMB, Atlantic City; KGLU, Sanford, Ariz.

WJHP, JACKSONVILLE TAKES AIR JULY 15

THE NEW WJHP, Jacksonville's third station, begins operation July 15 as an N-B-C outlet, according to Henry G. Wells Jr., general manager of the John H. Perry station. WJHP will go on the air at 1500 watts fulltime, WJHP is affiliated with the Jacksonsville Journal, one of the Perry newspapers. Other Perry stations are WCOA, Pensacola; WDLP, Panama City, and WTM, Orlando.

Commercial manager of WJHP is Ira M. Koger, formerly of WIS, Columbia, S.C., of WOC, Savannah, and WAGS, Charleston. WJHP Program director is Lynn Gearhart, formerly with WSUN, St. Petersburg, Beecher Hayford, formerly with WCOA, is chief engineer. Other staff members are—sales, C. D. Taylor, Joyce Powell and Ted Chapeau; program, Jim Young, chief announcer and formerly of WIS, "Speed" Veal, formerly with WDNZ, Durham, and John Whitmore, formerly in charge of public relations for Mediterranean Oceanarium, and wife; Douglas Puller, and Regional Sales Manager, Clark Overton and Peter Lacy.

Dedication plans, included an brochure, introduced July 15 with civic, religious and business leaders present as guests of Mr. Perry and the station staff. Open house was observed during the day with the public invited to visit the studios in the Jacksonville Journal Building. The station is RCA operated, and is some 126,000 watts fulltime. Transmitter is located in South Jacksonville on the St. John's River.

In connection to carrying a full schedule of NBC-Blue programs, the station will offer comprehensive news through its newspaper affiliation with the Florida Times Press. The news service will be nationally represented by John H. Perry Associates.

Stephen P. Willis Named As Manager of WJNO

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

Mr. Willis, a former Cherry Jr., president and executive head of WPRO, has not yet announced Mr. Willis' successor. Mr. Cherry proposes to continue in his capacity as policy head of the station, however, and it is possible that the immediate post of manager will not be filled. Mr. Willis joined WPRO four years ago, and has been commercial manager of WSBT, South Bend, Ind.

WITH Kenneth E. Huddleston, formerly of the U of Kentucky as its educational liaison, the WINX-OXYGEN network, the WJNO-FM network, is conducting a Summer School, with half-hour daily programs, Monday through Friday, and 25 minutes on Sunday.
"WHAT'S THIS 'SALT-WATER WAY' BUSINESS WEAF IS ALL STEAMED UP ABOUT?"

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

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

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

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

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

**Check WEAF NEW YORK 50,000 WATTS - 660 KC.**

**Represented Nationally by NBC**

**SPOT Sales Offices**

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

Broadcasting • Broadcast Advertising

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

Exceptions to Be Authorized; Wheeler's Stiff Rebuke

FINDING no word of praise from any quarter in its newly completed work-Monopoly Report of its special committee, the FCC has decided to consider carefully the committee's sweeping indictment of network operations until late this year—perhaps after the Presidential elections.

First indication of this came July 10 when it was disclosed, during Senate Interstate Commerce Committee hearings on qualification of Thad H. Brown to serve another seven-year term as a member of the FCC, that exceptions to the Network-Monopoly Committee's report will be made. The Senate Committee itself had begun what amounted to an impromptu inquiry into the FCC's investigation in its examination of Commissioner Brown and of Ralph F. Colin, CBS general counsel.

Wheeler's Rebuke

Early in the proceedings July 10, Chairman Wheeler (D-Mont.) of the Senate Committee observed that if he were on the FCC, the report shows "misunderstanding of the facts" and is full of "gross misrepresentations".

John J. Tobey, counselor for CBS during the Network-Monopoly hearings, disclosed to the Committee that normally he had acquiesced to his suggestion that all parties be permitted to file briefs in line with admissions of inaccuracy in the voluminous committee report (BROADCASTING June 15, July 1). It is presumed that oral arguments will be authorized, if requested on fundamental aspects of the committee's report.

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

The Senate committee began its inquisition into the Network-Mono-

p o l e y actions of the FCC as an outgrowth of testimony previously given the committee by Col. Brown (BROADCASTING, July 1). The Adjudicative procedure herebefore has been outlined in connection with Commis-
sioner-Monopoly Committee report. It is hardly expected that the FCC will ask return of the briefs or exceptions until at least Oral arguments normally would not be held for another 30 days.

Again a Delay

The hearing—third since President Roosevelt nominated Col. Brown (BROADCASTING, July 1)—opened July 10, after the Democratic convention beginning July 15. Meanwhile, however, the Senate Committee set July 10 as a basic function as a member of the FCC, CONGRESSIONAL criticism of FCC actions and methods, revolving principally about the recent Network-Monopoly Report, continued July 10 as the Senate Interstate Commerce Committee held its third hearing on the renomination of Commissioner Thad H. Brown.

Riding fast ahead from the nomination issue, the committee receded—July 10 until after the Democratic Convention—probably until July 29—when Col. Brown and other witnesses again will be called.

CBS Stock Issue

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

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

Since the committee indicated it had not yet finished with the sub-
ject, and recessed further hearings until after the convention, confirmation of Commissioner Brown's appointment was further delayed until at least late in July. Meanwhile Commissioner Brown remained in his unique "powerless" position so far as the FCC was concerned. With his term of office having expired June 30 and confirmation of his new seven-year term delayed, he has been unable to participate in any official FCC matters since July 1. However, on June 28 Commissi-

Brown Hearing Draws Rebuke

By Senators of FCC Actions

CBS Stock Transfers and Network-Monopoly Report

Examined at Committee Session on Nomination

Dedication on July 27

Is Arranged by WBZ

WBZ, Boston, has scheduled formal opening ceremonies July 27 for its new 50-kw. transmitter at Hull, Mass. Highlighting the opening day ceremonies will be the use of the new unit as the "aerial power element, U-235, to throw the new Westinghouse transmitting plant into regular operation for the first time. Special broadcasts and fea-
tures will continue through the en-
tire month of July. Specials will be originated by WBZ's Hotel Bradford studios in Boston and at the new transmitter house.

In addition to the scientific features, the opening day ceremonies are to feature a display of thrill-ers, with entertainment by Boston radio artists, according to Vincent O'Callahan, WBZ general manager. Hull has proclaimed July 27 as WBZ Day and the town has indi-
cated active participation in the dedication.

The present transmitter at Millis, Mass., will be used until July 27 when the new transmitter goes into regular operation, the old plant will be taken over by the Government to serve as a monitoring post for the FCC, Mr. O'Callahan stated.

As comment on this incidental phase continued, Mr. Colin explained that he was appearing primarily to outline the allegedly question-

able Paramount-CBS deal and asked that he be allowed to pro-
ceed with adding remarks in con-
pictually when he chose to act upon a press service report alone with-
out investigating the source of the charge.

History of Transfers

According to Mr. Colin's ex-

planation, before June, 1929, the stock of CBS was wholly owned by 17 persons, of whom William S. Paley was the largest single stock-

holder. Paramount-Famous-Lasky Corp, with an eye on the television field, approached CBS stockholders, and negotiations Paramount agreed to buy and CBS stockholders agreed to sell half their interest in CBS for $5,000,000.

On July 14, 1938, a $5,000,000 offer was made contingent on CBS earning net profits of $2,000,000 in the two years following completion of the purchase. Even at then present evening both in:

In order to sell half the CBS stock to Paramount, the one class (Continued on page 60)

Page 30 • July 15, 1940

BROADCASTING • Broadcast Advertising
Now, more than ever, radio newscasts guarantee you an audience. Your CAB, your Hooper, your own private polls confirm this conclusively.

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


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

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

Represented Nationally by

SPOT Sales Offices

NEW YORK CHICAGO SAN FRANCISCO BOSTON

CLEVELAND DETROIT HOLLYWOOD PITTSBURGH

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

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

These maneuvers formed a spectacle or military show
to be broadcast principally as en-
tertainment, the broadcasters said,
but this year, as was declared, the
campment will be viewed much more seriously as a part
of our national defense program, mak-
ing the selection and presentation of broadcast material a serious
responsibility for the broadcaster.

No Censorship

Several of those present felt that the Army should relieve the
broadcasters of this responsibility by it-
self selecting the subject matter to be
broadcast. A suggestion was made that
the broadcasters, being provided with
several of the larger Army camps, were
able to arrange with the Army for
the program, making the
broadcast principally on
the province of the
Army. This, as
was declared, will not attem-
pt to compete with
the regular
program, or
by furnishing any special new
stations not subscribing to those
services, or by serving them
by wire without charge.

Cost of Coverage

In discussing the best means
of covering the event, the
non-network stations were concerned
with the financial angle. The cost of a
direct wire from WMFF, Plattsbu-
g, which was said to have offered the
use of an Army station for the maneuvers coverage
to New York, was reported at $745
for a 15-minute period each month.
Transcriptions seemed the
most feasible method for
many independent stations to cover the
event, and Capt. Glavin pointed out
that this method provided the
means for many exclusive shows, as
well as the important fact that
the maneuvers occur at hours not
suitable for simultaneous broad-
casting or at locations
where this would be unduly difficult or costly
enough to reach by wire.

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

Irvin Stewart is named to Defense Committee

Appointment of Dr. Irvin Stewart, former member of the
Panel of the National Defense Research Committee design-
gated by President Roosevelt to coordinate scientific
work on problems relating to national defense, was
announced July 26 by the Defense
Committee at its first
meeting. Now represent-
ing the Scientific
Committee of the
Defense
Committee, Dr. Van-
ness Hussey, chairman of the
Committee of the
Defense
Committee, is a
member of the
Scientific Committee.

Johnson Wax Spots

S. C. Johnson & Co., Racine,
Wis., on July 8 started a test cam-
paign for its new product, "Johnson's one-
minute live announcements on WSB,
Atlanta, and WTMA, Charles-
ton. The one-minute spot length, Neumab,
Louis & Broby, Chicago, handles the account.

Union Sue's Winchell

SUIT for $1,000,000 was filed June 13 in a federal court in Chicago
against RGA, NBC, Walter Winchell,
and Capt. Russell Lyons, of "The New York Daily Mirror by Joseph Curran, president of the National Maritime
Union, to seek cancelation of a
July 1 article in the Mirror. The suit also charged that publishers
of the Chicago Daily Journal, and in his Mo-
row column the following day, charged
that "hundreds" members of the Un-
ion were "being persecuted" against the
United States and were attempting
to undermine American

A suitably-garb'd quartet representing WOKU-WABY, Albany,
N. Y., is entered in the Albany division of the 1940 World's Fair Barbershop
Quartet Contest, performing under the banner "Radio Centre Four".
Recently the four mounted tandem bikes and rode through downtown Albany
(1 to 3) are Jim Nolan, Tip Corning, Carl Mattison and Walt Cummings.
Escape to WMCA for comprehensive news

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

as **PM** would say

**WMCA**

**FIRST ON YOUR DIAL**

**NEW YORK**
Children Found to Prefer Programs of Adult Type

By SABRA HOLBROOK
Executive Director, Children’s Inc.

WOMEN, CHILDREN AND RADIO

therefore the contrary. The reason is that children do not find many juvenile programs exciting enough. Gangbusters, remember, was an adult program. It is a fact that children will attend to waves by pressure from organized parents.

Meanwhile, a St. Louis judge had blunted the enthusiasm of defense counsel on Gangbusters, by which the youngsters (with their backs to the wall and eager for any alibi) admitted being influenced. . . . The Directress of the Children’s Theod- ically, a typical juvenile thriller, they are right. Surveys undertaken among children in all parts of the country prove youngsters ten and eleven listening to the shows. But the reason is not because chil- dren agree with their parents that crime stories stimulate imagination. Gangbust- ers’ popularity indicated others questioned approved the discussion of radio programs in the classroom. Radio listening, they voted, creates good general listen- ing habits, stimulates interest and curiosity, promotes research skill, develops appreciation of poetry, music and drama, and gives a child a better background to discuss top- ics intelligently.

The teachers also voted against the over-stimulation of mystery and thriller stories as creating an un- healthy atmosphere and was not the sensational. They suggested that broadcasting companies should co- operate with schools in condoning approved program lists, and that radio should be correlated with school work with discussion in class and at home.

According to Mrs. Nathaniel Singer, chairman of the UPA radio department, 95% of the parents said they were satisfied with organized radio agencies commenting on both good and bad programs; 85% are willing to let their children listen to un- approved programs, and 100% are willing to spread knowledge of approved programs and encourage their children to listen to them. Approximately 92% of the teach-

Parents’ Survey Reveals Antipathy Toward Thrillers

Youngster Found to Prefer Programs of Adult Type

THAT children are turning more and more away from the gangster, "guilty-fingered" program of radio series seems to be the outstanding conclusion reached in a survey taken of 60,000 New York, based on replies of 60,000 questionnaires sent to children in 21 selected schools of Girls, North Yonkers, as well as to their parents and teachers.

The children, ranging in age from kindergarten to the closing year of high school, reported that such super-thrillers as Gangbust- ers are given to a study in the public school. Among the 4,000-odd who indicated they were interested in the "fad" are eager for any alibi, ad- mitted being influenced . . . The Directress of the Children’s Theo- dia, a typical juvenile thriller, they are right. Surveys undertaken among children in all parts of the country prove youngsters ten and eleven listening to the shows. But the reason is not because chil- dren agree with their parents that crime stories stimulate imagination. Gangbust- ers’ popularity indicated others questioned approved the discussion of radio programs in the classroom. Radio listening, they voted, creates good general listen- ing habits, stimulates interest and curiosity, promotes research skill, develops appreciation of poetry, music and drama, and gives a child a better background to discuss top- ics intelligently.

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Young Listeners Like Adult Fare

Ohio U Discovers Juvenile Programs Less Popular

CHILDREN of junior high school age tend to prefer adult radio fare rather than juvenile programs, ac- cording to a study made by the School of Broadcast- ing at Ohio State U, Columbus. The research organization asked 551 Juniors and Senior High School, Zanesville, Ohio, to name their five favorite radio programs. At least 75% of the students' classes named at least 75% of the students' classes named...
KFBI covers Kansas like Grandpa's famous "Red Flannels" covered him ... from head to heel!
And KFBI's coverage will warm up your sales in Kansas in just the same, sure-fire way the red flannels warmed up Grandpa ... for KFBI is STAFFED FOR SELLING!
The .5 millivolt contour above shows how KFBI covers Kansas and northern Oklahoma. 52 counties lie within this area ... nearly 250,000 radio homes are in these counties. And that is nearly twice as many half millivolt counties as any other Wichita radio station claims!!!
In addition, you get a great PLUS COVERAGE (not shown on map) which brings volume mail regularly from all the other counties in Kansas ... PLUS more than 35 counties in Oklahoma based on mail received during the first two months of operation in Wichita.
To do a bang-up, effective selling job in Kansas at least cost, put on the "Red Flannels" of KFBI's intensive coverage of this great, prosperous market.
Let KFBI go to work for YOU!

KFBI WICHITA
Pioneer Voice of Kansas

5000 WATTS on 1050 Kc ... Affiliated with Mutual Broadcasting System and Kansas State Network. Represented by Howard H. Wilson Company.
Which would YOU use—

Sprinkling Can or Thimble?

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

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

John J. Gillin, Jr., Manager
Owned and Operated by the Woodmen of the World Life Insurance Society... John Blair & Company, Representatives... On the NBC Red Network... Write for Comprehensive Surveys and Maps.

RADIO STATION
WOW
OMAHA, NEBRASKA

5,000 Watts Day and Night on 590 KC Covers the Omaha Market
FCC Strengthens Emergency Rules
Clarifies Status of Amateur And Commercial Operators

IN LINE with its effort to minimize danger of improper use of radio facilities during national emergency, the FCC July 5 announced adoption of new rules to strengthen and make more effective their prohibitions restricting conduct of commercial and amateur radio operators.

Under the new provisions the Commission said it clarifies its authority to prohibit or suspend licenses in cases of violation. Rules adopted to supplement them:

Sec. 18.46 Obedience to lawful orders. No licensed radio operator shall obey or carry out the lawful orders of the master or person lawfully in charge of the ship or aircraft on which they are employed.

Sec. 18.48 Damages to apparatus. No licensed radio operator shall sufferfully damage, or cause or permit to be damaged, any radio apparatus or installation in any licensed radio station.

Sec. 18.49 Unnecessary, unidentifiable, or unnecessary conversations. No licensed radio operator shall transmit unnecessary, unintelligible, or superfluous radio communications or signals.

Sec. 18.50 Broadcast of foreign programs. No radio station in the United States shall broadcast foreign programs over radio or any call letter or signal which has not been assigned by proper authority to the radio station he is operating.

Sec. 18.51 Keep radio stations in good repair. No licensed radio operator or other person shall keep any radio station from functioning and being maintained in good repair in such a condition as to be deleterious or harmful to the public.

Sec. 18.52 False or misleading signals or communications. No person shall obtain or cause or permit to be obtained or cause or permit to be transmitted any false or deceptive signals or communications by means of any radio station.

ON HAND when the Westhinge Musical Americas program shifted from Pittsburgh to New York with the July 2 broadcast was official of the President of the agency, and NBC. Program is heard Tuesdays on the Blue, 9:30-10:30 p.m. Line up are (t to r) Allen Billingsley, agency president; Charles E. Phelps, NBC sales; Kenneth L. Watt, F&S&R vice-president and producer; Milton J. Cross, NBC announcer; Raymond Paige, orchestra conductor.

A STUDIO WITH TRICK WALLS
Slanted and curved Surfaces, With Adjustable
"Acoustivanes", Mark CBS Annex

WALLS slanted and curved so that no two sides are exactly parallel, a ceiling blocked by numerous ridges, "acoustivanes" of polished wood covering a part of each wall and backed up by nine different degrees of sound-absorbing material are among the more novel features of the first studio to be completed in the new CBS studio-annex at 49 E. 59 St., New York (Broadcasting, Feb. 1). First of seven studios which, with a floor of 40 by 60 ft., occupies an area of 210,000 sq. ft., it is just across the street from the main CBS Building, was dedicated without ceremony July 1 by a broadcast of "So You Think You Know Music, deciding quiz program.

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

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

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

Camel Band Series
R. J. REYNOLDS TOBACCO Co. Winston-Salem, N. C., on July 11 started Dixieland Music Shop, a new series for Camel, starring Bob Crosby's Orchestra, formerly heard on the Camel Caravan program, on NBC-Red, Saturdays at 10 p.m., period filled by Uncle Ezra since July 13. The Music Shop is heard on 62 NBC-Red and Blue stations, Thursdays, 7:30-8:30 p.m., except on W2J, New York, when it is presented at 9 p.m. Also featured is Bonnie King singer. Agency is William Esty & Co., New York.

Hit by Lightning
WHEN lightning struck a telephone cable near the transmitter, forcing WIBX, Utica, N. Y., off the air recently, the entire staff rushed to the studio to help get the station back on the air via shortwave pickup. E. R. Johnson, business manager, took charge of the transmitter and Program Director Elliott Stewart at the main studios. Engineer Fred Hoffman, assisted by announcers Mike Carlo and Jack Hamilton, connected the shortwave truck, WAIL, to the console. At one point Bob Mahaney, Socony newscaster, and Doc Merna, City Services sport announcer, broadcast near the truck outside the studios. Although repairs took two days, a temporary line was rigged up by 9 p.m., and only one commercial was lost. The listener reaction has been believed higher than usual because of interest in the novel operation.

MAGAZINE ARTICLE
CITES FM GROWTH
A LOOK into the past, present and future of FM broadcasting was afforded the layman in an article in the Saturday Evening Post for July 6, written by Samuel Lubell, Washington freelance writer. Focused on the recent FCC authorization of commercial FM operation in the "Renaissance of the Italian Revolution," traces pioneering FM experiences of Maj. Edwin H. Armstrong, inventor of the Armstrong system; FM transmission, John Shepard 3d, president of the Yankee Network, and Paul A. De Moultrie, considered one of the nation's outstanding technical directors, as well as other FM personalities.

Facilities show apparently advantages of FM over AM broadcasting, among them noise reduction and higher fidelity. Mr. Lubell developed as the principal factor of uncertainty the economic problem posed by displacement of present AM transmitters and receivers with FM apparatus. Part of the uncertainty lies in whether listeners will want to pay high prices for the high-fidelity virtue enough to sink money in more expensive receivers. Faced with a technical operator facing the old chicken-or-the-egg riddle in attracting advertisers, Mr. Lubell concluded to perform the chief case against FM, Mr. Lubell declared.

A novel slant on FM operations concludes the article: "Ironically, FM also carries with it the possibility of totalitarian radio rule. For if FM operators automatically erect a wall against one another, if the United States were to become a totalitarian society, FM would be a simple matter for the Government to wall out of this country any foreign broadcast. Hence, to prevent Germans from listening to disturbing broadcasts from other countries, had a special "foreign" radio station, in Europe, been created; we could prevent signals outside of Germany. FM would have done the job more effectively."

Full-fidelity FM Studio Is Constructed by WOR
CLAIMING the first full-fidelity studio built expressly for FM operation, WOR transmissions from its station, W2XOR, about July 20 from its new site at 444 Madison Ave., New York. W2XOR studio is being re-built with Western Electric audio facilities capable of a flat frequency response of ±10 cycles and a total harmonic distortion of less than .5%. The system is to have a universal signal-to-noise ratio of 55 to 60 decibels, or a power ratio between best and worst which will enable noise of 1,000,000 to 1. With the shift of W2XOR from Carteret to Madison Ave., WOR adds 5 additional engineers specializing in FM to its staff—Reinhardt E. Rast, formerly of General Electric; Robert E. Bransford, Conn., and Joseph A. Waldschmidt, research fellow of Lehig University.

ASHMEAD SCOTT, Hollywood writer-producer of the CBS Blondie series, sponsored by R. J. Reynolds Tobacco co., on Tuesday afternoons. His program will be called "Combination Cat Scratcher," a combination cat scratcher, amusement which includes the big Mr. Scott, a character he created for his cat Clarence from clawing upholstered furniture. He plans to patent the device.

July 15, 1940 • Page 37
Living Trademark for Wine

I Go Queeck Get My Citizen Papers' Becomes Symbol for Chateau Martin Announcements

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

More than half of the company's one-minute spots used on stations not belonging to its network turn up with the antics of Gaston, a "vaudevillian" Frenchman who is continually finding delight in American ways, just to add, of course, American wines. With a marked French accent and in broken English, Gaston tells listeners how intriguing are American ways, ending with, "America—she has everything—I go queeck get my citizen papers." The basic idea is that Gaston, as a Frenchman, values Chateau Martin, an American wine, over the wines of his own country.

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

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

SITE AND SOUND

KSFO Blends Movie, Radio Program Ideas

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

Using a special event car carrying portable transmission equipment, the crew each week visits whatever distant spots are covered by O'Neil's, migrating from factory or any point of interest in the State—and transcribes commentaries on the spot. In the studio, the pickups are edited and put together into a 29 1/2-minute continual commentary, with commentaries giving the illusion of switches for pickups from one end of the State to the other. The actual sound of a sawmill or a geyser is thus heard on the series, rather than a studio sound created at a fraction of the cost of direct-wire pickups. The sustaining feature has become a "fun" fan mail drawer on the show. The part-time production addi- tion to Dumm and Harper, includes Engineers Al Towne and Alian.

STATION and star were enthusiastic over the results of the recent personal appearance of Charlotte Manson, the voice of "Your Queeck Get My Citizen Papers Girl", CBS serial sponsored by Corn Products Sales Co., in Columbus. Miss Manson was guest at a host of parties and participated in several broadcasts on WBN, CBS outlet in Columbus. Here she chats with R. A. Borel, manager of WBN.

Wons for Hall Bros.

HALL BROS. PRINTING Co., Kansas City (greeting cards), on Oct. 13 will start a 26-week schedule of thrice-weekly quarter-hour programs featuring Tony Wons on 22 NBC-Red and Blue stations. Programs will be heard Tuesdays, Thursdays and Sundays with time not as yet set. Same sponsor tested Wons for 26 weeks on WMAQ ending some 15 months ago. In addition to Wons, Irma Glenn, organizer, will be heard on two shows weekly with Shirley Sadler, singer, being included from Sunday programs. Henri, Hurst & McDonald, Chicago, handles the account.

Cream of Wheat Spots

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

New Hot Springs Station, KWFC. Now on the Air

HEADED by Howard A. Shuman, partner of Clyde E. Wilson, local furniture manufacturer, in the ownership of Hot Springs Broadcasting Co., the new KWFC, Hot Springs, Ark., authorization for construction of which was granted some months ago this month is now in full time operation, according to Mr. Shuman, who announced its occupancy today.

KWFC, which has an effective range of 150 miles, is equipped with a Western Electric transmitter and 200-foot Blaw-Knox tower.

Mr. Shuman is also the commercial manager of KTHS, Hot Springs, and at one time owned part of WGB, Selma, Ala., in company with his father, Citizen manager of WGRG, New Albany, Ind. He announced his staff as fol- lows: Frank Cook, formerly of KBX, Muskogee, Okla., commercial manager; Jack Wolfer, formerly of KTHS, Sheeveport, and KCMO, Kansas City, program di- rector; Ward Hatcher, in charge of dramatic activities; Charles F. Smith, formerly of KPH, Chicago, engineer; Bill McCrory, engineer; Charles Greenley, formerly of KWKM, Enid, and the station staff is headed by George Costello, formerly with WLS and WIND, Chicago.

Letter Contest Winners In Opera Drive Selected

WINNERS in the letter-writing contest conducted by NBC last winter in connection with the radio drive to raise funds for the Metropolitan Opera Assn. were announced June 30 during the evening concert program on NBC-Blue. More than 15,000 entries were received, most of them containing contributions to the fund, along with the letters on "What the Metropolitan Opera Broadcasts Mean to Me".[BROAD- CASTING, Feb. 15] Each winner has a choice of a trip to New York as the guest of NBC-Blue, a dinner for the winning night of the 1940-41 season, or a pair of season tickets. Winning contestants are: Miss Kitty Robbins, Lewiston, Me.; Elizabeth Chilcote, Cleveland; Mrs. Charles Keating, Ann Arbor, Mich.; Miss Eleanor Martin, Chicago; R. V. Winchell, Spokane, and Lawrence Wilton, Mt. Brydges, Ontario.

Mennen to Resume

MENNEN Co., Newark, which discontinued Col. Stoopenagle's Quoize magazine earlier in the year, is now starting a new weekly. Starting April 12, is resuming the program this fall on 52 CBS stations, Sun.-Thurs., 8:45 a.m., starting Sept. 12, 22. Studio audience; operates a wide variety of questions in the value on the program, with a total of $56,000 in the contest fund. The 566 contestants correctly, he gets the money; if not, the person second in his group. Winner of $10,000 for the contestants, another $26 is awarded for the best "daffinition" submitted and $5 for the contestant who sends in the "best presentation" of the program on MBS. The station will be used to promote its shaving products, Mennen on July 15 is starting Bob Couper's "Close Cut Weekly", thrice weekly at 7:30 p.m. Both programs will be used to in- troduce the Christmas season two Mennen products, for most retailing at $1.25 and $2.25. Agency is H. M. Kiesewetter Adv. Agency, New York.
You can use the Hammond Novachord—immediately and profitably—on your radio programs. For it will give you the newest appeal in music... more different kinds of music... for more broadcasting purposes than any other musical instrument you can buy.

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

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

Shift in Assignments
With the telegram exchange between Newfoundland and the United States, handled through the State Department, the FCC initiated action whereby 640 kc. could be cleared for Newfoundland and at the same time set in motion procedures under which the Portland and Bangor stations would be in line to procure full-time regional assignments. As a result of these activities, unprecedented so far as known in regulatory procedures, WGAN at the Commission’s suggestion, has applied for fulltime on 560 kc. with 5,000 watts, and FCC Chairman James Lawrence Fly has indicated that the application will be granted.

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

Under the terms of the Havana Treaty, 560 kc. a regional in this country, could be used in Newfoundland with maximum power at 10,000 watts while 840 kc. under

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Order space today—advertising forms close July 23.

Broadcasting blankets time-buyers!

What A Buy! And that goes for the August 1 NAB too!

Convention issue, too!
BOMPROOF MIKES
Underground Shelters Ready
For British Series

FROM bombproof shelters deep in the earth "somewhere in England", official British spokesmen will continue their nightly shortwave talks to America on the British Speaks series, even if the threatened invasion of the British Isles should begin, the British Broadcasting Corp. announced July 3. Taking all possible precautions to insure continued operation, it is reported that anti-aircraft crews, supported by machine gun squads, guard the underground microphone locations. Designed to be soundproof, the war-time "studios" are protected by thick layers of reinforced concrete, reputedly capable of withstanding the heaviest bombs. The overhead artillery can go into action without disturbing the speaker or engineers beneath, according to BBC. Discussing the "modern catacombs of broadcasting", novelist J. B. Priestley, in a recent Britain Speaks appearance, said he and his fellow broadcasters in the BBC overseas service had come to take these conditions for granted. "There are different types of accommodations for speakers, according to the conditions prevailing at the time," he explained. "But even if Cabinet ministers and members of Parliament have to put up with inconveniences, the voice of Britain still will be heard. Sometimes an air raid warning sounds just as a scheduled broadcast to America is about to begin. Studios are chosen accordingly."

KRRV TO DEDICATE
REGIONAL FACILITY

SERVING the Sherman-Denison (Tex.) area with a transmitter located mid-way between the two cities, KRRV has begun operation on its new 880 kc. regional assignment with 1,000 watts fulltime. Now undergoing program tests on its new facilities, KRRV will formally dedicate the regional station July 30.

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

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

WBZ, Boston, on July 10 delivered carnations and gardenia boutonnieres to 300 timehers in Boston, Chicago, New York and Philadelphia, each with a card from Frank R. Bewes, WBZ-WBZA sales manager, announcing July 27 as the opening date of WBZ's new 50 kw. transmitter.

Los Angeles Bar Group 
Opposes Sponsorship of
Proceedings in Courts

LOS ANGELES Bar Assn., by resolution, has opposed participation by business in court proceedings. The resolution was adopted by the bar association at an annual meeting. The resolution on the books for the Los Angeles Municipal Bar Association, which includes judges, district attorneys, and other attorneys, states, "It is the policy of the bar association to oppose the active participation of business in court proceedings."

Food Firm's War Clause

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

Union Oil Change

UNION OIL Co., Los Angeles, sponsoring String of Operas on 12 NBC Pacific Red stations, Monday, July 10 at 8 p.m. (PST), has replaced the series with a new type of program titled "Where & When". New series features Mahlon Merrick's orchestra and chorus, with guest singers, in popular music of the past. Knox Manning is narrator, with Joe Parker, announcer. Bill Lawrence is stage manager, with Lord & Thomas, Los Angeles, serving the account.

NEW subscribers to International News Service are WLLH, Lowell, Mass., WETM, Mt. Myers, Fl., and WFBG, Greenville, S. C.
The WCKY Public Service Studio
only one of its kind in the enti
It's a miniature broadcasting plant on.

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

Among the luxuries are the glass-enclosed obser-
vation tower; telephone; shower bath and lavatory
destination.
ise the facilities; a stream-lined kitchen complete with re-
world. frigeraor and stove; Pullman-type berths; deep,
neels. comfortable reclining seats for eight guests; com-
plete air-conditioning and heating; window-screens
id, which slide out of sight when not needed—and a
comfortable top cruising speed of eighty miles
an hour.

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

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

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

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

An Advertising Boom?

THOUGH the pall of Europe’s war and the uncertainty of an election period may cloud the business horizon, there are good reasons to believe the business of broadcasting, were it holding its own this summer, will continue to do so and perhaps improve considerably this autumn and winter. In fact, some competent observers profess to see an advertising boom in the offing, basing their observation on reports that many companies are preparing to expand rather than contract their advertising budgets. The reasons given are convincing.

For one thing, the new corporation taxes will mean increased efforts to heighten sales volume and maintain profit levels, not to mention the “cheaper dollar” that can be spent on advertising. The increased personal taxes for the corporations as a group may reduce individual purchasing power, but at the same time more people should be employed and more consumers will have to be reached by advertising.

This will be true particularly in certain areas which will benefit from armament production, and in these areas may be expected population shifts that will require intensive cultivation. The loss of export markets is already forcing many manufacturers to concentrate on the domestic market, and that means greater advertising need.

A good example is the motion picture industry, whose gigantic European market is practically lost; the result has been a sharp increase in its advertising budgets. Even those industries which must curtail out put on account of preparedness activity are not likely to want to lose their public identity, and will necessarily continue some institutional advertising to keep their names before the public.

The New York Times reports that, in line with their own decisions to keep prices of products as low as possible, advertisers are urging media to keep their rates from getting “out of hand”. Remembering World War I, the Times says, these advertisers are insisting they will not repeat the experience of that period, when they were forced to pay for soaring costs of newsprint, paper, printing ink and other material that went into the physical production of media.

Frisco or Bust?

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

A convention is only as good as the men who convene and their leadership. San Francisco, after having been promised the meeting for half-dozen years, finally made the commitment stick.

There have been complaints aplenty from Eastern and Midwest broadcasters about the long haul to the Pacific Coast in these tense times, and a sloughing off of attendance from last year’s record high is indicated. This would be unfortunate, because the stakes are big—bigger than ever before. Every NAB member should be on hand to take part in actions that will inevitably affect his business and his future.

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

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

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

Broadcasters should learn at first hand of the developments on the Washington National Defense front. They should discuss, draft and develop the best possible plan for the broadcasting industry, and volunteer cooperation to the 17th degree. The industry, totally aside from the Defense Communications Board plan, should have an accredited representative or coordinator working with the major board—the National Defense Commission. All this can be done possibly, through the impact of a united broadcasting industry meeting under one roof for the common good.

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

Well Deserved

HIS HOSTS of friends and associates in and out of the industry who work with delight the selection of Niles Trammell as president of NBC. Considering ability, experience and personality, the NBC board and its chairman, David Sarnoff, could not have made a better choice. Niles Trammell’s career, even since he left the Army in 1918, has been in radio. He has run the gamut from newspaper broadcasting; he knows every phase of the art and the industry, and he has acquired himself with distinction in every job he has held in the RCA family. It was a merit promotion, well deserved, and we hope and expect it will be followed by other promotions from the ranks.

Niles Trammell, new president, leaves the post he has occupied for 4½ years with best wishes of all who have had the good fortune to know him and to be associated with him. A man of great intellectual capacity, strong leadership qualities and distinguished military background, he succeeded in knitting together into a smoothly operating and efficient executive organization. Under Niles Trammell’s able direction, NBC during his tenure it grew both in prestige and profits. The new position he assumes as president of the Chicago Museum of Science and Industry is made to order for his particular talents. He is a man of many healthy hobbies, which this particular job will doubtless give him an opportunity to exercise. As Niles Trammell said, "Adieu, and the best of all good things to you and yours!"
PERHAPS it was his collegiate participation in tennis and swimming that is responsible for Joe Weed's pioneering of sponsored sports programs in broadcasting. That he took his athletics seriously is quickly apparent to anyone who gets a look at the Weed collection of letters, photographs, newspaper clippings, and medals.

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

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

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

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

 In 1925 he again switched, but still under the Hearst banner. He joined the staff of W. W. Claflin, then New York representative of the three Hearst Pacific Coast papers—the San Francisco Examiner, the Seattle Post-Intelligencer and the Seattle Post-Intelligencer. He remained with the Chess organization for two years, leaving in 1927 to become sales manager of the Bulle Clock Co., New York. But advertising still held its appeal and in 1929 he joined the Paul Block organization in a sales capacity, remaining with this newspaper rep firm until 1933 when he entered radio. And it was a grand entrance too, for his initial broadcasting assignment was that of New York manager of the newly-formed New England Network, embracing five important stations—WEEI, WTIC, WJAR, WTAG and WCHS. In 1934, his representation of the New England chain was extended to cover the entire country and a Chicago branch office, managed by Joe's brother Neal, was opened. Business was brisk and things were climbing high when, in 1936, the New England Network was disorganized by the leasing of its Boston outlets to CBS.

 But Joe had a sales organization operating in New York and Chicago and, retaining the remaining New England stations as individual clients, he organized Weed & Co., which today has a staff of 17 and offices in New York, Chicago, Detroit and San Francisco. A total of 21 stations stretching from Maine to California and from Montana to Florida, are now on the Weed clients' roster. In addition to the U. S. list, the Weed firm has organized their ten Canadian stations and Joe Weed is known as an authority on Dominion radio.

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

 Joe married Ruth Pedersen in 1935 and they live in Larchmont, N. Y., where they cherish four children, William, 4; Mary Elizabeth, 2, and Cornelius John, who was born last September. He belongs to the New York Athletic Club, Wykagyl County Club, the Friendly Sons of St. Patrick and the Courtenay Club.

 Nicholas Pagliara, former program director of WEF, WSB and the West Virginia Network, has been named general manager and supervisor of sales of WEF, St. Louis University station, which operates commercially under the supervision of Father W. A. Burke, S. J., faculty director. He succeeds A. S. Foster.

 David G. Taft, 24-year-old son of Senator Taft, chairman of Cincinnati Times-Star, owners of WRCO, Cincinnati, and brother of Hubert Taft Jr., general manager of the Times-Star station, has joined the station's sales department. Young Taft recently returned home from his Harvard senior year. He is a graduate of Taft Preparatory School, Watertown, Conn., and Union College, Schenectady, N. Y.

 Philip M. Traylor has joined the law offices of Andrew W. Bennett, Washington attorney and counsel for radio consumer organizations. A graduate of the University of Delaware and of the Law School at the University of Virginia, Mr. Traylor is the son of Capt. F. P. Traylor, U. S. Navy.

 Bert Lambert, of the sales staff of WBBM, New York, has resigned to join WNEW, New York. Mr. Lambert formerly was with Hearst Radio and KTW, Philadelphia.

 B. A. McDonald, formerly with WFIL, Philadelphia, on July 15 joined the sales staff of the Philadelphia station, succeeding Jack Deiluscy, recently transferred to NBC in New York.

 B. S. Whitmer, manager of WFG, Columbus, Ohio, is a president and one-third shareholder in United States Ga, operating under the FCC for a new 250-watt station on 1510 kc. in Charlotte, N. C. The station, which will be 100% independent and serve the sales department store market, and secretary, treasurer, and bookkeeper, Dorothy, are dealers in clothing, hardware and implement dealer, each also owning one-third stock.

 Lindow Stays at WFBM

 Lester W. Lindow, for the last few months on leave of absence from his post as sales manager of WCAE, Pittsburgh, to assume position of "acting" manager of WFBM, Indianapolis, on July 1 resigned from the Pittsburgh station. Mr. Lindow was associated with WFBM. Mr. Lindow joined the sales force of WCAE about six years ago, periods of association with the Hearst advertising department in New York. He became WCAE sales manager in 1938.

 Fred L. Rowe

 Fred L. Rowe, sales director of WICC, Bridgeport, Conn., died in a local hospital July 6 following an illness of six months. He had been with WICC since 1929. He is survived by his mother, daughter, son and three brothers.

 Edward R. Weeks, 72, of Binghamton, president of the National Musicians Dealers Assn. and head of a big local music store for which he operated a daily program on WNBW as the Old Stager, was killed June 30 by a lightning bolt while he was 17th hole of the Binghamton Country Club's golf course.

 FCC approval of a book transaction, whereby John C. Clark, president of the Clark Ad. Agency of Binghamton, N. Y., would personally handle the agency's advertising business, is sought in an application filed July 2. Mr. Clark's agency, al-National Independent Broadcasters, is seeking a license to operate WNBW, and he is in turn 99% owner of the agency.
Meet the LADIES

NANCY GREY, formerly of WWJ, Detroit, is the new morning woman on WTMJ, Milwaukee. Nancy Grey started in the deep depression year of 1932 to build a reputation as "America's most traveled commentator." To keep programs stimulating for women, she goes direct to the world's glamarous centers where she interviews important people on fashion, art, music, literature, the theatre. An airline pilot for distinguished service in promoting travel, as have transcontinental railroads. With Grey recently went to the West and Mexico with recording machine, sending back interviews by air. Recently she won the annual radio poll of the Milwaukee Journal as "favorite woman commentator" for the eighth straight year.

Don's Beam

KGNJ, Amarillo, Texas, has honored Don McNell, m.c. of the July Breakfast Club, by naming the huge light atop the station's antenna mast the Don McNell Beacon. According to reports the beacon was dedicated by "shooting off a hot shell of fireworks, with bacon and toast," emblematic of the Breakfast Club. The top of the new beam is the highest point in the Texas Panhandle.

Bud and Company

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

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

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

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

LELAND GILLETTE, formerly arranger and vocalist with the Four Notes quartet with Fifer Dee & Molly and recently with Buddy Rogers orchestra, has joined the announcing staff of WJAJ, Chicago.
JOE MIHAL, former All-Conference tackle from Purdue U, has joined the announcing staff of WBBM, Chicago, replacing Wayne Grinstead, resigned.

W. H. LOWE, formerly of KBOO, Portland, Oregon, has joined the announcing staff of KYW, Philadelphia, in Philadelphia.

EDWARD SAMMIS, who was in charge of the magazine division of the CBS publicity department, on July 15 joined Look Magazine as a staff writer in New York.

JOE GRADY, graduate of La Salle College, Philadelphia, has joined the announcing staff of WABC, Philadelphia.

BOBBY BROWN, Hollywood supervisor for the past several months of the weekly CBS Melody Ranch program, sponsored by Wm. Wrigley Jr. Co. (chewing gum), has returned to Chicago, resuming his post as program director of WBMM.

BOB ROSS, Hollywood writer, has joined the staff of the CBS Amos 'n' Andy program, sponsored by Campbell Soup Co. Besides contributing program ideas, he will also handle publicity and promotion for the series. This is said to be the first time the comedy team has employed outside assistance for their program.

LEN STEVE ROBERTSON, announcer of WEBC, Duluth, was married June 29 to Angie Dunning.

JOE BOYLAN and James Guilfoyle, Hollywood writers, are in New York to confer with agency executives on a new Western series, The Fighting Marshal. The “crime doesn’t pay” half-hour dramatizations are based on the life story of 75-year-old Col. Evertt D. Dix, first U. S. Marshal of Oklahoma territory, who will be featured as narrator.

DELL GIBBS, formerly of WRUF, Gainesville, Fla., has joined the publicity staff of WFAA, Dallas. Awarded the 1940 Nathan Burkan Memorial Contest first prize award of $100 for his paper on “Radio Infringement of the Interpretive Rights of the Musical Artist and the Rights of the Phonograph Record Manufacturer,” he holds B.S. and LL.B. degrees from Florida U.

KARL WEBER, attorney of NBC-Chicago, is the father of a girl, Lynn Scott, born June 29.

MARJORIE DUHAN, advertising copywriter of Charles Scribner’s Sons, New York, and previously of MBS, has joined WOR, Newark, as secretary to Mitchell Benson, WOR commercial program manager.

ROBERT COLBY, formerly NBC junior announcer, and of WOR, Newark, has joined the announcing staff of WOR.

FOXY CASE, CBS Pacific Coast public relations director, recently presided over the opening session of the first annual meeting of the Institute of Public Relations held at Southern California U, Los Angeles.

W. H. LOWE, Jr., former assistant to the editor of the Los Angeles Times, has joined the editorial board of the Los Angeles Record.

R. THOMPSON MABIE, formerly of WQAM, St. Joseph, Mo., has joined the staff of WABB, Aberdeen, S. D., as production manager.
Morrell to Return

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 9 will resume its Chats About Dogs, featuring Bob Becker, on the NBC-Red network for 30 weeks. This program, off the air for the summer, was formerly heard Sundays 4:45-5 p.m. Never has it not been sold but day will remain the same. Henri, Hurst & McDonald, Chicago, is agency.

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

IT NEVER FAILS!

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

WDBJ

ROANOKE, VIRGINIA

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

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

Broadcasting • Broadcast Advertising

WCKX

MORE POWER!
(1000 Watts)

100 Watt rate until Sept. 1
and a BONUS of SHORT WAVE COVERAGE over CKFX! Reach over 100,000 radio homes by long wave and many more by short wave forever...all at current low rates until September 1st.

VANCOUVER CANADA
U. S. Representatives: WEED & Co.
MYRON KIRK, handling new business for Shererin K. Ellis & Co., New York, for the last 14 months, is resigning July 31 but has not revealed future plans. Mr. Kirk was formerly radio director of Ruthrauff & Ryan, New York.

JOHN P. KANE, former president of his own agency in New York, has dissolved the company to join Cecil & Pressley, New York, as general executive and manager of the creative department.

THOMAS FREEBAIRN-SMITH, CBS Hollywood announcing producer, will take a leave of absence effective Sept. 1 to supervise the radio department of Ruthrauff & Ryan, that city. He will produce the weekly CBS Big Town series, sponsored by Lever Bros., when the program is resumed after a summer vacancy. Shows feature Edward G. Robinson and Oma Munson.

JOSEPH T. AINLEY, radio director of Aubrey, Moore & Wallace, and prior to that the radio director of Leo Burnett Co., Chicago agencies, has opened the J. T. Ainley Co., production firm at 306 N. Michigan Ave., Chicago. Charles Penman, formerly production manager of the Don Lee Network, is associated with the firm.

T. A. Mccalloch Campbell, who now heads those departments, will become business manager and account executive.

PAUL V. WILLIAMS, formerly of Sehi Ad, Agency, Chicago, has joined Stack-Goble Adv. Agency, Chicago, as account executive.

McKEE & ALBRIGHT, Philadelphia, has discontinued its Hollywood production office.

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

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

HILLMAN-SHANE ADV. AGENCY, Los Angeles, has started a monthly house organ, Repeats, which is being mailed to a select list.

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

WALTER CRAIG, radio director of Street & Finney, New York, on July 10 flew to Hollywood for a week's business trip.

HERMAN GROTH and Lester Pfeitz, formerly account executives of the John H. Dayman Co., Chicago agency which retired from business early in July, have joined Aubrey, Moore & Wallace, same city, in similar capacities.

GEORGE LAFLIN MILLER has left Wildrick & Miller, New York, to become general accounts director of Doreus & Co., New York office.

WEIL, New Haven, has appointed William C. Rambeau Co. as national representatives.

**Philip Morris on WEAF**

PHILIP MORRIS & Co., New York, which has planned a test campaign for Dunhill Major cigarettes using the quiz program Name Three, formerly sponsored by the company on MBS, has shifted the program for 13 weeks on WEAF, New York, instead of WOR, Newark, as reported in Broadcasting, July 1.

Bob Hawk again is m.c. of the series, which will be heard Sundays, 7-7:30 p.m., until Oct. 6, when General Foods Corp. returns to the NBC-Red network with Jack Benny. Agency for Philip Morris is Blow Co., New York.

**WFBM Appoints Katz**

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

**His Pal, the Lion**

WHEN the Goodman Wonder Shows set up in Duluth recently, WEBF through a series of special pickups covered virtually every concession of the carnival. DeAlton Neher, staff announcer, gained notoriety in his own right at the motorshow when he rode around the perpendicularly wall in a small car with a lion for a companion. He tried to keep talking during the episode, gave way to excited shouts in his midst, and finally had to content himself with superlatives of surprise and wonderment in the microphone, eventually finishing the ride and signing off the program standing up.

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

**Hofheimer's, Inc.**

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

**National Representatives**

EDWARD PETRY and COMPANY
**American Plug—For Picnic Lovers—Downtown Tent Tags—Programs for Sale**

Minnesota Milk

**PUSHING** the state’s “Dairy Month” in cooperation with newspapers, 11 Minnesota stations carried gratis quarter-hour shows daily during June. Dairies, farmers and milkwagon drivers’ unions participated in the drive. The Milk Foundation of Minnesota, featured Amanda Snow in a special series on WTCN, Minneapolis, with recordings of each show shipped to 11 other stations—KATE Alice; KDAL, Duluth; KFAM, St. Cloud; KGDE, Fergus Falls; KROC, Rochester; KVOX, Moorhead; KYSM, Mankato; KWNW, Winona; WBLN, Virginia; WLE, Minneapolis; WMPG, Hibbing, WCCO, KSTP, WDGY, and WMIN, in the Twin Cities, which did not carry the Amanda Snow broadcasts, present commercials lifted from the show. Milk drivers’ unions participated in paying recording costs for the 200 discs used. The promotion was handled by McCord Co., Minneapolis agency. Under direction of W. E. Thompson, executive secretary of the Milk Foundation.

Niceties and Markets

TYING in with the sponsor’s theme of high-powered advertising, all Bread commercials are localized by plugging specific picnic spots and locations of vicinity. Each of the plant managers, according to a new summer policy announced by Campbell-Millville Bakers, handles the Taystee Bread account. Information is gathered in cooperation with the chambers of commerce and tourist bureaus of 25 different cities where the product is advertised.

**Esso Reports**

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

Youngstown Tags

**STAFF members of WKBN, Youngstown, O., are sporting novelty promotion license plates on their autos. Closely resembling ordinary license tags, the plates have a white background and black letters—“WKBN” in large letters across the plates, with “CBS” and “570 kc.” vertically at either end.**

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

**Oklahoma Light**

**CARRYING out the station’s red-and-white color scheme, KOMA, Oklahoma City, has started disbursements of tickets to listeners and studio visitors.**

**BROCHURES**

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

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

**KDIO, Sedalia, Mo.—10-page pictorial brochure incorporating corporate organization and market data with plant and studio description.**

**WTG, Chicago—File-size folder with insert describing pulling power of summer advertising title, “Like the Old Swimming Hole, Too, Is a Summertime Success?”**

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

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

**KIPW, Wichita, Kan.—Jumbo pie folder promoting Dinner Bell Time feature.**

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

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**For Political Fans**

WHN, New York, is sending to advertisers and agencies copies of “Your Government & Mine” booklet containing biographical sketches of the Presidents, election statistics and other matters of special interest during a campaign year, with a list of WHN’s news and commentary broadcasts on the back cover. The booklet is enclosed in a folder showing W-M-G-M’s Leo, the Lion, with blackboard, “Thought you’d like a copy of the enclosed booklet with my compliments.”

**Trailer Teasers**

INSTEAD of using the regular coupon answer campaign, on the return of Singin’ Sam on WABY, Albany, in a series of programs for the National Child Labor Co., the station’s production department arranged teaser spots by using one character of a Singin’ Sam number from a quarter-hour disc. The song was presented after a brief “and now, a transcribed radio preview.” No further identification was given until conclusion of song when the announcer explained Sam would be heard regularly starting July 1.

**Gotham Slogan**

“NEWS of the World Plus a World of Entertainment” is the new slogan WHN, New York, has printed on the ear cards promoting the station’s news program in New York, New Haven & Hartford Railroad trains and Fifth Avenue coaches. The red-and-blue card shows a woman’s hand twisting a 1010 dial on a map of the world.

**Dealers Greeted**

KYW Philadelphia, for the opening of the new five-car Allen Co. line, invited 250 dealers of G. A. Horrell & Co., in the Philadelphia area, to come to the station to hear the company’s new show.

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**OFFICIAL RULING ON THE PLAY**

**ALWAYS A HIT! Gulf Sportscast—8:15 to 11:05 P.M.**

**CALL LETTERS of WHEC, Rochester, displayed on the rightfield fence at Red Wing stadium, serve as a supplemental scoreboard. On questionable plays the official scorer turns on the H for hit and the E for error, the letters being outlined with brilliant neon lighting.**

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**Sure of His Pay**

NOVEL contract is that of Chester M. Cowan, of New York (vaccine products), with Jean Hersholt for continuation of his dramatic program, Dr. Christian, on CBS stations, Wed., 8-30-8:35 p.m. (EDT), with repeat, 7:30-7:55 p.m. (PST). Contract, it is reported, sets the doctor against any eventuality that may cause suspension of the sponsoring. In event the program is dropped for any reason, including war, the sponsor is contractually obligated to pay Hersholt $15,000 for every 13 weeks period the show is not broadcast, through to expiration date in January, 1942, it is said. Agency in McCann-Erickson, New York.

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**Plugs for Programs**

WTAG, Worcester, Mass., on July 6 started a 10-day direct-mail ad campaign in index of WTAG programs. Each week a printed sheet describes an available program along with rates. A file folder carrying out the theme is supplied.

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**QUIZ OF KIDDIES**

Adult-Level Questions Used by Alka-Seltzer

**MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), is broadcasting a happiness program called Red as summer substitute for Alcle Templeton show. New program which was launched July 6, is on the air daily at 5:30 p.m. until Friday nights, 9:30-10 p.m. (CDST).**

Every week five school children under 16 with high IQ’s are quizzed by Joe Kelly, who also doubles as announcer for Alka-Seltzer’s National News. Kelly is the questioner who prepares the questions submitted by listeners. Zenith Universal portable radio sets are awarded to following questions whose solicitation is used. Questions are on average adult level. Three winning questions win $100. The next five win $50 Savings Bond. Other two contestants receive consolation prizes of $20 each. Winners continue on subsequent programs and are eliminated from further shows only if they’re not among three winners. It is planned to give youngster who “stays on” the most weeks a grand prize. A prominent educator discusses his or her experiences with participating children on each program.

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**Sidenote**

As contributing editor of Time Magazine, and editorial assistant on Life, edits the People section. Frank Pearson, Chicago NBC announcer, handles commercials, while Edward Simmons, of Wadie Agency, Chicago agency handling the account, produces the show, Kiddies Quiz, was conceived by Louis G. Cowan Co., Chicago programming firm, and was sold by James Parks, radio director of General Amusement Corp., Chicago.

More than 8000 questions were received following the first broadcast. The program is an outgrowth of an idea from an old man, president of a Chicago public relations firm bearing the same name and co-owner of the Musico program.
he puts his stamp opposite KLZ

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

RADIO SURVEY Associates, an independent group interested in the betterment of radio programs, with headquarters in New York, on July 10 held a meeting at Deer- ing, N. H., to announce and dis- cuss the recent survey on radio conducted by the group among New Hampshire clubwomen. The meet- ing was arranged by Mrs. Joseph E. Goodbar, director, Mrs. Clark Williams, associate director, and Mrs. Henry H. Meyer, secretary.

Stating that such independent radio surveys help keep broadcast- ers informed on public attitude to- wards programs, Dr. Joseph E. Goodbar, New York attorney, gave a summation of the New Hamp- shire survey, which received a 70% return. First choice of all programs as well as of musical programs went to symphony and opera broad- casts, the most prominent being the Ford Sunday Evening Hour.


With the exception of the liquor concerns whose advertising is not accepted by the networks, nearly all of these advertisers are also among the leading users of chain radio.

(CBS) and the Metropolitan Opera programs (NBC).

Most popular in the education and public affairs classification were Lowell Thomas (NBC); In- formation Please (NBC); various quiz programs and the Chicago Round Table (NBC). Cited as best religious programs heard recently were those of Dr. Lorimer of Franklin Street Church, Manches- ter, Vt., and Dr. Harry Emerson Fosdick of Riverside Church, New York. Leaders in the entertainment field were Jack Benny, Charlie McCarthy, Julia Sanders & Frank Crumit, all on NBC. Two- thirds of the votes for best farm- home type program went to NBC's Farm & Home Hour.

Most Convenient Time

 Asked “What hours are most convenient for listening to the radio,” 50% selected the evening from 6 p.m. on; 18% said early morning, 7-10; and the smallest percentage voted for late morning, from 9 to noon.

Favorite children’s programs were Irene Wicker's Stories for Children (NBC) and the Sunday Children's Hour (NBC). According to Dr. Goodbar, “it is signific- ant to note that the only adven- ture programs receiving votes were Lone Ranger (NBC) and Orphan Annie (MBS), which indicates that parents are generally not in favor of adventure programs for their children, and those who do favor them prefer adventures that create admiration for personal courage and self-reliance, without too heavy a portion of horror and shiv- ering fear.”

In making suggestions to im- prove radio, the New England women demanded “less time devoted to advertising, less intrusion of advertising material within the body of a program, and less adver- tising of products of questionable value.” They suggested more use of radio in schools, more spelling bees, concert music, and more historical plays and stories, also proposing less jazz and swing and fewer super-emotional programs.

At the luncheon meeting Mrs. Goodbar and Mrs. Williams gave short greeting talks and other speakers were Miss Harriet Sel- bert, director of religious educa- tion at New York's Christ Church, and Miss Marion Dickerman of the Dalton School, New York.

The importance of expression of public opinion on radio matters was emphasized by James Lawr- ence Fry, FCC chairman, at the Dallas luncheon April 18, arranged by Miss Madeline McMurrin, chairman for Texas of the Radio Survey Associates [BROADCASTING, May 1].

WJAG, Norfolk, Neb., July 4 helped rescue three bridge workers by tons of earth in a landslide five miles away. A phone call from a neighboring farmer to the station resulted in an appeal being broadcast which led to immediate rescue by other neighbors who hurried to the scene. Nebraska Highway patrolmen also got their word via WJAG.

NOW! WHILE VACATIONISTS ADD $15,000,000 TO SOUTHERN COLORADO’S PURCHASING POWER

YOU CAN ADD KVKR

at $50 PER HOUR

Evenings—Less Earned Discounts

• Penetration . . . coverage from within the rich Colorado Springs and Southern Colorado market . . . is now available to CBS advertisers using the Mountain Group at the

unprecedented low cost of $50 per evening hour less discounts earned. Daytime rates are even lower! For details of this amazing buy, ask CBS or The Katz Agency, Inc.

KVOR • COLORADO SPRINGS

CBS Station for Southern Colorado

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

(Affiliated Management) REPRESENTED BY THE KATZ AGENCY, INC.
NEW form of weekly radio listing has been adopted by the Washing- 
ton Sunday Star. Occupying two 
full pages, including advertising, the 
sheet folds into a 16-page book-
let. Simple folding and cutting in-
structions are provided. Charging 
premium rates, the Star easily sold 
available space. Designer of the 
listing is Gene F. Walter’s 
Lewis Agency, Washington. It is 
available to one newspaper in any 
community, the charge being based on 
lining.

Weather Chat

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

Nitrate Campaign

CHILEAN NITRATES S A L E 
S Corp., New York, again this year is 
planning a series of weekly half-
hour transcribed programs featur-
ing Uncle Natchel to start late this 
fall on about 20 Southern sta-
tions. Transcribed by Transameri-
can Broadcasting & Television 
Corp., the programs include songs 
by Uncle Natchel and dramatiza-
tions of Southern historical events. 
No further details on the campaign 
for natural Chilean nitrate have been 
decided, according to O’Dea, 
Shelden & Canaday, New York, the 
agency.

Fair Honors Wallace

TOM WALLACE, executive vice-
president of the Russell M. Seeds 
Co., Chicago agency, known as Uncle 
Walter’s 
Radio House program sponsored by 
Brown & Williamson for Sir Walter 
Raleigh Smoking Tobacco, on July 7 
was honored when the New York 
World’s Fair named the day after his 
program. He appeared at special cere-
monies at the Fair.

INDUSTRY SPEAKERS ON SCHOOL AGENDA

PRACTICAL radio speakers will 
spotlight the annual Radio Work-
shop conducted by the Radio Coun-
cil of the Chicago Board of Educa-
tion in cooperation with the Chi-
cago Teachers College which opened 
on July 1 and will continue for six 
weeks until Aug. 9. Guest speakers 
include representatives from stations, 
agencies specializing in radio, 
heads of radio departments of uni-
versities and writers for radio pub-
lications. Regular classroom courses 
are conducted by members of the 
Radio Council, headed by Harold 
W. Kent. They include work on sur-
veys, production, continuity writing 
and speech before a microphone.

Guest speakers from the radio 
field include: Ken Bok, cont-
ent editor of NBC, Chicago; 
Judith Waller, educational director 
of NBC, Chicago; Al Hollender, 
pérerity director of WJJD; Myrtle 
Stahl, educational director of 
WGN; Arnold Hartley, program di-
rector of WGES; Wynn Wright, 
producer of NBC, Chicago; Lavinia 
Schwartz, educational director of 
WLS, Chicago; Malcolm H. Cat-
ty, director of WENR; Jack O’Dell, 
newscaster of WFL; Harriette 
Bradley, educational director of 
WFL; Margaret Wiley, timebuyer of 
J. Walter Thompson, Chicago 
and John C. R. Turner, director of 
the Chicago Daily Times; Edward 
Cedel, Midwest manager of 
Broadcasting News; James 
H. Jones, educational director of 
Broadcasting News; George 
Jennings, radio council of 
Chicago Public Schools, and W. 
Kent, director of the Radio Coun-
cil.

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

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

Contempt Plea Denied

LOS ANGELES District Court of 
Appeal refused without comment 
in early July a petition filed by David 
E. Hume, Eagle Pass, Tex., attorney, 
and Philip Tapper, publisher, to set 
aide contempt charge sentences 
imposed upon them in Superior Court. 
They had sought to carry into Federal 
Court a suit against the California 
State Attorney General to prevent his 
interfering with broadcasting of racing 
news over XELO, Tia Juana, Mex. 
Broadcasting, July 11. Hume and 
Tapper claimed they “could not get 
a fair hearing in the Superior Courts of 
California.” Superior Judge Engel 
H. Wilson, of Los Angeles, had fined 
Hume $1,000 and Tapper $500 for 
contempt. Hume appeared in the 
Los Angeles court as counsel for 
Piedras Negras Broadcasting Co. operating 
XELO. Tapper is said to be associate 
publisher of a local sheet”, which has 
a tie-up with XELO in the 
broadcasting of racing news.

KROGER NOW IN ITS 5th consecutive 
YEAR ON WMC

An amazing record of consistent 
results has been rolled up by the Kroger Grocery & Baking Company, through the Ralph 
H. Jones Adv. Agency, over WMC. 
Since 1935, more than 1500 national spot 
programs have been broadcasted over WMC’s 
999,040 radio homes, telling the merits 
of Kroger’s Hot Dated Coffee and Kroger’s 
Clock Bread [since 1938]. 
The results speak for themselves in the 
continuation of this vast schedule for 1940.

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

National Representative: 
THE BRANHAM CO.

MEMPHIS

KARK—LITTLE ROCK

July 15, 1940 • Page 55
There is a Market Where the State's Largest Industry Will be Expanded

60%
It's Served By

WCSC
CHARLESTON, S. C.
Free & Peters, Inc.
Representatives

Studio Notes

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

KMPC, Beverly Hills, Calif., following a custom established several years ago, is broadcasting the twice-weekly 1940 series of Hollywood Bowl morning hearth concerts, Howard Rhi ne, station announcer, presents notes on the programs to be heard during the season. Series of 17 broadcasts continues through Aug. 29.

WITH the presentation July 9 of Show Boat City, by Miranda Axin, on KGVO, Missoula, Mont., the Script Library, division of Radio Events, Inc., New York, celebrated the 200,000th broadcast of its scripts. First broadcast of a script represented by the library was made June 22, 1932, on the Yankee Network, with the presentation of the Nocturne series by Georgia Buckus, who had just resigned as dramatic director of CBS. At present 125 authors are represented by the Library, with royalty fees ranging from $200 paid for "A Lonesome Voice" original to the $1 paid by stations for six Crime Quiz spots per week.

WNY, New York, has arranged with Dr. Frank King, director of the Citizenship Educational Service, to present a series of weekly programs to popularize the ideals of American Democracy. The broadcasts are conducted by prominent New York foreign language department translates the scripts into Italian for repeat programs.

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

HAL BURDICK, author of two NBC network features, Night Editor and Dr. Kate, will produce and direct the Bohemian Club's famous "Low Jinks" a radio comedy production, which will be presented July 27 at Bohemian Grove, 76 miles north of San Francisco, Cam mcn Paul, host of the WOKO production, will play the leading role in a more serious production to be presented at Bohemian Grove Aug ust 3. Charles Runyan, KMO-KGO ceo, has written the music for a Family Club "Flight" which will be staged soon at the club's "Farn" on the San Francisco peninsula.

LAWRENCE WITTE of the radio publicity department of N. W. Ariz. & San. New York, and author of the syndicated column "Statie", on July 4 started a weekly quarter-hour Radio Spotlight program on WNY, New York, during which he gives news of radio personalities and programs Mr. Witt's formerly conducted programs on KLY, Philadelphia, WDEL, Wilming ton, and the former WPG, Atlantic City.

NEW RECORD in remote broadcasts for WOR, Newark, was set June 28 when 9,000 rolled up in a total of 22 under the direction of James Mac Field, field director of the WOR engineering department. Fifteen engineers traveled over 750 miles in New Jersey and New York, using over 30 field amplifier sets to cover every thing from a horse race, a new orches ra, including baseball in Brooklyn and the dedication of a new section of New York's Belt Parkway.

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

WX, Oklahoma City, originating Southernmost Serenade, for NBC-Red since October 1939, has expanded the feature to a half-hour and shifted it from Thursdays to Sundays, 12-12:30 p.m. (CST). The program, featuring Lee Norton as Pancho and his Caballeros, has been one of two weekly net works regularly originating at WX.

As JOHN MacKINNON, announcer for WQXR, New York, reported, Aug. 29, his network work for the network was "for the best campaign of spot announcements by a retail advertiser. Brown & Haley, candy manufacturers, won first place for the best campaign of spot announcements by a general advertiser.

Louisville's Wave

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

LOUISVILLE'S WAVE
INCORPORATED
4000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

EATING CROW was Nick Stemm, general manager of WSKY, Syracuse, N. Y., as he handed the Nick Stemmler Cup to co-captains of the Wayne Dickson football team of the Christian Brothers Academy in Syracuse. Their team won a perm a nent six-point title with a victory over Clinton City High School League trophy and their third and final leg by beating out Nick's alma mater, North High. The presentation was made at Municipal Stadium field just before a double-header of the Syracuse Chiefs, of the International League.

Flubs to Aid Red Cross

KLZ, Denver, and its em ployees donated $127.10 to the Red Cross recently on the weekly Boners' Court of the station. For several years KLZ announcers and program personnel have been flubbing for the air on the air to be tried for mistakes they have made. If judged guilty, they pay five or ten cents fines. Since the program started $46.30 has been collected. This amount, along with $24 from KLZ employees, $100 from the station management, is donated to the Red Cross, "Red Cross Night," made up the contribution. On "Red Cross Night" each announcer paid a double fine, whether found guilty or innocent.

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

KCMO, Kansas City, recently increased the time of eight daily newscasts from five to 10 minutes to give additional coverage. With 17 hourly newscasts daily, KMCO is devoting a total of 4 hours 20 minutes of its 15-hour schedule to news.

WLAC, Nashville, on July 6 started originating its Old Dixie Debroker feature as a weekly CBS coast-to-coast transmission. The network pickup resulted after a census of the station indicated regular listeners of the program in more than 10 towns in Tennessee, Kentucky and Alabama.

IN AN exhibit of 50 radio advertisers, under auspices of the Tacoma Adver tising & Sales Club, the Weidark & Goldberg spot announcement campaign for the Clipper, took first place for the best campaign of spot announcements by a retail advertiser. Brown & Haley, candy manufacturers, won first place for the best campaign of spot announcements by a general advertiser.
WORTH THE EFFORT

TO RAISE money for the Finnish Relief Fund and the Red Cross, WSCS, Charleston, S. C., recently staged a 40-mile race between Dr. Arne L. Souminen, Finnish physician who operates a health camp in Summerville, S. C., and an 11-year-old race horse. Dr. Souminen held his own during the first part of the run from Summerville, but when he reached the track at Charleston the children were too much for his tired, swollen feet, and he had to give up. Even though the horse won, Dr. Souminen felt the race was worth the effort in view of the charity receipts.

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

More Cole

FOLKS down around Charlotte, N. C., like Grady Cole so well for his work as CBS regional farm editor at WBT they name their babies after him. Recently he received a note—the 65th of similar nature—from a listener advising of the christening of Grady Cole. The note, in part, declared: “We have just named our new baby boy Grady Cole—in your honor. Please play ‘Careless Love’ on your Alarm Clock program over WBT tomorrow morning.”

WJJD Changes Home

RALPH L. ATLASS, president of WJJD, has announced that the Chicago station will move about Oct. 1 from its present site at 201 N. Wells St., to the Carbide & Carbon Bldg., 230 N. Michigan Ave. Plans call for more than 7,000 square feet of studio and office space with wood-paneled executive offices and a blue-and-gray color scheme. Johns-Mannville is designing and constructing the new WJJD studios with specially equipped recording devices, the latest in high-fidelity engineering equipment and mechanical ventilation. Four studios will be built. Announcers and musicians will have special lounges. Sales offices of WIND, Gary, Ind., in which Mr. Atlass has an ownership interest, will be located in the new quarters.

THE VOICE OF MISSISSIPPI

WJDX N.R.C.

JACKSON SETS THE PACE

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

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

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

Al Sarli

— His Piano
— His Orchestra

FEATURED ON ST. LOUIS KWK

for Ten Years

<table>
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<tr>
<th>WHOM BUY NEW SOAP?</th>
<th>WBNS LISTENERS RESPOND QUICKLY!</th>
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<td>SBNS . . . Central Ohio's Only CBS Outlet</td>
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BROADCASTING - Broadcast Advertising

July 15, 1940 • Page 57
Grocers, Druggists Prefer Radio

(Continued from page 22)

McGe & Molly (Johnson's Wax), 61.6%; Fred Allen (Ipana, Sal Homeo- 
dine; Rosemary, 48.6%; "The Life of Tums), Prof. Quiz (Teel), Kay 
Kysy (Lucky Strikes), 45.2%; Bill Bébert (Caffeine & Honey & Al- 
mond Cream), 41.9%.

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

Among the 70 grocers 
interviewed 69 had radio sets in 
their stores, but only 11% used 
them liberately to bring in programs 
and advertising products sold in 
the store. The survey indicated. Ratings 
of types of programs for advertising 
products to be purchased by men 
and by women were followed in the same 
pattern as ratings made by the 
druggists. Sports programs were 
ranking high with men, with 46%; 
commercials, 41.3%; news, 
39.1%; quiz programs, 27%; popu-
lar music, 25.8%. Daytime seri-
als led in appeal for women, with 
61.6%, followed by evening dra-
catic series, 33.0%; popular or the 
cheatras, 32.1%; quiz programs, 
25.8%.

The grocers, in checking pro-
ggrams they listened to regularly, 
scored comedians at the top of the list; 
Benny's Jello program was 
listed as heard by regular 
61.5%; Chase & Sanborn Hour, 
60%; Kraft Music Hall, 56.6%; 
We, the People, 
60%. The next five programs, 
all named by 22 to 28% of those 
replying, included Wheaties 
baseball broadcasts and four even-
ning dramatic programs—Campbell 
Playhouse, One Man's Family, Lux 
Radio Theatre and Big Town.

Products and Media

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

Comparative newspaper 
and magazine 
ratings made by the 
druggists on the specific products 
eggregated:

Cosmetics—radio 61.6%, 
magazine 56.3%, newspaper 
2.6%; shaving supplies—64.1%, 
21.5%, 10.2%; medicine—69.7%, 
22.4%, 7.9%.

General ratings totaled: 
Shortening—radio 62.3%, 
magazine 5.7%, newspaper 26.4%, pipe to-
bacco—58.4%, 15.5%, 10.6%; cof-
fee—6.6%, 26.9%, 75.5%; breakfast foods—76%, 4.3%, 15%.

To test dealer opinion as to rela-
tive effectiveness of different media 
for advertising, the drug-
gists and grocers were asked to 
name the campaign, conducted 
during the last 12 months on behalf 
of any product sold by the dealer, 
which each considered most effective 
in stimulating sales in his store. 
Both druggists and grocers 
named radio as the medium used in 
such campaigns, far more frequent-
ly than any other medium. Drugg-
st listed most frequently the campaigns 
of Fibber McGee & Molly, Chase & Sanborn, 
and Carters Little Liver Pils, and Gil-
lette razor blades, in all of which 
radio was either the only or the major 
medium used. Grocers listed 
most frequently campaigns 
behalf of Procter & Gamble products, 
both generally and for specific 
products, and Wheaties, where radio 
was used as the primary agency. 
Grocers also stressed the value of 
product offers or contests in connection 
with radio campaigns.

The survey indicated, that, 
on the whole, reaction to advertising 
by women is equal to or greater 
than the reaction by men. 
Revenue studies have shown that, 
while the average some 
number of listeners able to identify 
the product advertised.

The 250 women interviewed, 
only 48.5% indicated that they 
used products advertised on the 
programs to which they listen regular-
ly. Of those, 37% indicated that 
"use of product" as the basis of 
comparison,

Fibber McGee & 
Molly Television, 77%; 
Irene Rich, 72%; 
Kathleen Norrie, 71.5%; 
Jack Benny, 60.1%; 
Benny, 58.5%; 
Hilltop Housewives, 56%; 
New American Album of 
Familial Music, 55.5%; 
& Sade, 57%; 
Dorothy, 56.1%.

Types of Programs

The leading eight programs 
from the standpoint of proportion of all 
250 households contacted, who 
listen to the program and also use 
the product, were: Jack Benny, 
60.1%; Kraft Music Hall, 
36.6%; Chase & Sanborn Hour, 
30.8%; Fibber McGee & Molly, 
25.2%; Fred Allen, Lux Radio Theatre, 
American Album of Familial Music, 
16.8%; Alec Templeton, 16%.

As between different types of 
programs, comedians ranked first both in 
product identification and use of the 
product advertised, with 93.5% 
of their listeners identifying the product 
and 53.3% using the product. 
Following in order were quiz 
programs, with 85% of listeners 
identifying the product and 40% 
actually using the product; 
30-minute 
dramatic programs, 80% and 
49.7%; variety programs, 80% and 
36.5%; popular music, 74.2% and 
33.1%; daytime serials, 71% and 
37.8%. The average registered for 
all programs was 72.7% identifying 
the product and 46.5% using the product.

NBC's FM station, W2XWG, New 
york, is now maintaining a daily pro-
gram schedule from 3 to 11 p.m., 
Mondays through Fridays.
**Television Notes**

Images Span 1,800 Miles

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

DuMont Tests

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

Not Recognized

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

Tennis Coverage

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

Films for Television

A DEAL has been completed between Television Film Corp, of America, Hollywood, and Don Lee Broadcasting System, Los Angeles, for the former company to supply specialty made short subjects for weekly television over W6XQO. A series of five-minute musical shorts, made exclusively for television, have been completed and were produced by Don Milner in standard width and reduced to 16mm. for television. Engaged in the series are Cliff Nazarro, Wingy Manone, Ann Lee and Jeanne Evon. Arrangement with Don Lee network is in the nature of a test, with other films to be supplied if results prove satisfactory. Deals are also being negotiated for servicing video stations on the East Coast.

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

CBS Stockholm Correspondent

DAVID M. ANDERSON, native of California, who has been in Stockholm since May of last year, has been appointed CBS correspondent in the Swedish capital, according to a July 1 announcement by Paul W. White, CBS public affairs director. He went to Stockholm to teach English to Swedes and to a colony of Jewish refugees there. He has been working with foreign newspaper correspondents in recent months, and has been doing nightly news broadcasts in English over Stockholm's Motals station.

**Equipment**

THE FCC on July 8 authorized the construction of the new Pen Island transmitter of WABC, New York, for which Western Electric equipment has been ordered. The present Wayne, N. J. site will be abandoned in favor of the new location on a tiny promontory in Long Island Sound off New Rochelle, N. Y. [Broadcasting, May 11.]

AN RCA transmitter and associated equipment has been ordered for the new KEFN, Las Vegas, Nev. [Broadcasting, June 15] but plans for its construction are still in abeyance. Broadcasting inadvertently reported June 15 that the station will be owned by Ernest T. Twauhe, who advises that his father, Ernest Twauhe Sr., is sole stockholder, though the junior Twauhe, now with KUSF, Santa Fe, N. M., will be manager.

WESTERN ELECTRIC equipment, ordered through Northern Electric Co., has been installed by CJOR, Vancouver, B. C., which on July 15 increases its power to 1,000 watts on 600 kc.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: 1-50 kW transmitter, KTSM, El Paso, Tex.; 250-K transmitter, KYCA, Present, Ark.; 1-100 kw, Santa Ana, Cal.; WMJN, Cordele, Ga.; WGOV, Valdosta, Ga.

WESTERN ELECTRIC Co., New York, has announced the new 9A universal phonograph reproducer, which plays both vertical and lateral-cut recordings at the flip of a switch. It is claimed that the reproduction of the record is flat up to nearly 10,000 cycles for both types of recording. Two main assemblies, a self-contained vibrating system and a permanent magnetic circuit, comprise the internal mechanism of the diamond-stylus instrument.

WESTERN ELECTRIC transmitter, Lingo tower and RCA speech input equipment are being installed for the new WAOV, Vincennes, Ind., scheduled to go on the air in mid-August, with 100 watts on 1450 kc. Station will be owned by the Vincennes Sun-Commercial.

CBS Stockholm correspondent

Even better service for Hoosier listeners from their favorite station... and even better value this Fall for advertisers who "Use the HOOSIER Station to Reach the HOOSIER Market!" Plan now to put this extra power to work for your product.
FCC Rebuked at Brown Hearing  
(Continued from page 30)

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

When CBS earned more than the stipulated $2,000,000 and Paramount stock, caught in the market crash, had declined to about $10 per share, the CBS holders of Paramount stock decided to exercise their option to turn it back to Paramount at $85 per share. Of the original 58,282 shares, 47,448 shares remained in the hands of the CBS stockholders who had participated in the original transaction. It was learned that Paramount, unwilling to depopulate its own cash position, had decided to sell its CBS holdings to acquire funds to repurchase its own shares. After further negotiations Paramount placed a price of $5,200,000 on the 62,250 shares of Class A CBS stock.

The group of CBS stockholders who still owned the 47,448 shares of Paramount stock (two of the original 17 having otherwise disposed of their Paramount holdings) negotiated with a group of bankers who agreed to pay a substantial part of Paramount's CBS stock if it could be acquired at a favorable price. The price per share set by Paramount amounted to $82.21 a share. The bankers then offered to invest $2,000,000 on this basis. The CBS stockholders involved also considered the $82.21 price advantageous and accepted the bankers' offer, acquiring a part of the stock they had sold to Paramount, and retaining the remaining part to CBS' treasury, subsequently selling to the banking group a part of the CBS stock they had repurchased.

Book vs. Actual Value Questioned further on points stemming from the 1929-31 Paramount transaction, Mr. Colin explained that in 1931 CBS stock paid a 5% dividend. After paying interest on the purchase price actually amounting to only 4½ times earnings power at the time CBS bought some of its own stock, even the present depressed market the stock is worth more than three times what the company paid for it, he commented.

The Paramount deal was in no sense a stock-rigging transaction, he said, commenting that persons such as bank analysts talked of "investment" would not accept any arbitrarily set purchase price for stock unless the stock actually was worth that price. The deal was a purely business one.

As for minority stockholders, he continued, 14 of them held 1.67% of CBS stock at the time, and although the book value dropped from $51 to $40 a share, each share was actually worth $1 more because the stock was undervalued.

The deal, he pointed out, was not a dependence on the book value as an indicator of a favorable price, stating that while CBS stock on June 1 had a book value of only $77.92 per share, it was actually worth $18. In considering the worth of common stock, the stock's earning record is more important than book value.

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

Observing that the FCC at that time was not authorized to go into such transactions, at least to the present extent, Chairman Wheeler explained that insofar as the question of its participation in the NBC-Monopoly Renewals, the FCC would not nor could it, by contract, sell to the network organization.

He continued that it resulted into a question of his fitness to hold the office, he further Commissioner Brown issued a report unwarrantedly injurious to CBS or other parties.

Allowed to run through a section of the digest of evidence included in the network-monopoly study, correcting "misstatments of Mr. Colin and other things that CBS, as an entity, was merely a party to the Paramount transaction; that the money involved amounted to $2,000,000 instead of the $5,200,000 stockholders who realized 2,501 shares there were 14 holding only 2,115 shares, about 1,500 of which were held by close associates of CBS officials actively involved, himself among them.

Wheeler's Retort As Mr. Colin reeled off his list of corrections, Chairman Wheeler sounded the caution: "Every one of these (commissioners) (FCC) should be careful not to give misstatements of fact injuring a company or a person. There are too many loose statements of fact by many Government commissions."

William S. Paley, CBS president, did not make the "cool million" attributed to him earlier by Sen. Tobey out of the Paramount transaction, he explained. It was agreed that amount, and other large amounts, from sales of portions of his stock to other parties, among them Brown Bros. Harriman & Co., he continued. At this Chairman Wheeler pointed out that the record, derived from the FCC report, clearly states that President Paley made his money from the Paramount deal, emphasizing his observations on "misstatements of fact." "

At one point in this review, when he was taken to task for placing technical answers to questions posed by Sen. Tobey in the hands of De-"W. V. Angebot, & Co. head ac-"countant, Col. Brown declared: "If the digest misled me, it mislead two other members of the committee, to wit, Commissioners Walker and Thompson."

Termed Misleading CBS Counsel Burns pointed out that a principal weakness of the Network Monopoly Report lies in its lumping together of networks, yielding generalizations that lead to misunderstandings. He said it would be confiscatory to Commission action in regard to networks. As Sen. Tobey, Commissioner Brown and Mr. Colin proceeded into a three-section-by-"section discussion of various con-"clusions in the FCC report covering station-network relations, Judge Ware expressed his opinion in opposition to the FCC conclusions.

In a final flurry just before Chairman Wheeler announced a recess until Congress reconvened, Sen. Reed (R-Kan.) again up-"braided Mr. Colin for his June 21 statement: "In your own interest, I think you'd better retract the state-"ments you made about Senator Tobey," he declared. "If you've got any criticism of anybody, you should direct it at the FCC."

Explaining that he wished to set the record straight on that point, Mr. Colin stated: "Based on facts as developed here, I am wholly willing to withdraw any statements charging malice to Sen. Tobey."

Sample Transmitter Log Receives FCC Approval A MODEL "transmitter log" prepared by Lynn C. Smelley, engineering director of NAB, in cooperation with the FCC, as-"istant engineer in charge of broad-"casting, has been approved by the FCC as one which meets all of the official requirements. An exchange of correspond-"ence on May 31 and June 2 be-"tween C. E. F. and A., NAB assis-"tant to the president, and T. J. Slowe, FCC secretary, resulted in the approval.

Upon receipt of the FCC's approval, the NAB dispatched to all members of the transmitter log with instructions for use. The FCC asked for sufficient copies of the transmitter log, together with the previously drafted program log, to provide its field force with copies.

Johnson Buys Out Bassett E. F. Johnson Co., Waseca, Minn., radio transmitting equipment manufacturer, announced that it has acquired assets connected with the antenna and con-"cable business as part of Bassett Radio Mfg. Co., Niles, Mich., and has moved this division to Waseca. The Johnson Company manufactures and markets the flexible concentric cable, rotary beam, and high fre-"quency coaxial antenna lines as well as its other products.
THE 1940-1941 version of the co-operatively sponsored Show of the Week program will have the new appeal of comedy stars instead of name bands when it returns to MBS Sept. 29, Sundays, 8:30-7 p.m., according to Redfield-Johnstone, New York, agency handling the show. A permanent orchestra directed by Vincent Lopez will be featured, with Buddy Clark as singer. Tentative guest stars include Lou Holtz, Abbott & Costello, Henry Youngman and Black & Sully.

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

Union Problem

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

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

GOLP teams of KWK and KMOX St. Louis, met July 14 in a match and medal play inter-station tournament at Sunset Hills Country Club. The KWK team included Bob Richardson, national sales representative; R. T. Convey, president; Bruno Houf, of the studio band; V. E. Carmichael, co-winner of the 1938 Broadcasting trophy at the NAB Atlantic City convention; John W. Tennis, program director; Johnny Neblett, sports announcer. The KMOX squad by Jim Alt, announcer, also includes Fred Bailey; Ben Feld, musical director; Art Langsfeld, musician; Sy Casper, of the sports staff; Merle Jones, manager.

MBS Preparing For Cooperative Union Angle Hovers; Agency Seeking Local Sponsors

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

Spots for Records

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

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

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

CFRB KNOWS

WHAT CANADA'S RICHEST MARKET WANTS TO HEAR!

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

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

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

(1) CFBR's year round mail response averages over 200,000 letters per month!

(2) In a recent coincidental telephone survey, conducted between the hours of 5 and 6 P.M., for a full week, more than 4 times as many people reported being tuned to CFBR as reported any other station!

In a highly competitive medium this overwhelming preference for one station is proof of the success of that station. For example, CFBR's "sustaining" policy has always been aimed at giving the vast listenership what it wants, not what the station felt it might, or should want! And—in addition to carrying the cream of the Canadian sponsored programs, CFBR is the only Columbia Broadcasting System outlet in Ontario!

So this is an invitation to you to investigate the tremendous listener response of Toronto's CFBR.

Prominent advertisers, whose sales have increased proportionately with the station's growing audience, have placed their programs over CFBR, for as long as ten years!

Get the complete details of CFBR's popular coverage in Canada's wealthiest market!

BROADCASTING • Broadcast Advertising

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Sponsored News Continued in Canada; Delay in Policy Agreement Foreseen

By JAMES MONTAGNES

SPONSORED news is still heard on Canadian broadcasting stations despite an announcement by Transport Minister C. D. Howe, in charge of radio, at Ottawa, that sponsored news would soon be a thing of the past. No solution to the problem which meets with approval by the private broadcasters, the Canadian Broadcasting Corp., and the newspaper interests has as yet been evolved.

At an informal Toronto meeting July 4 plans were discussed for the final solution of the sponsored news situation. It is understood the CBC proposed a CBC news service made up of all news services available in Canada to be released four or five times daily, but this did not meet with approval of private broadcasters' representatives as it was felt such a service could not be sold.

Present at the meeting were Maj. Gladstone Murray, CBC general manager; Dr. A. Frigon, CBC assistant general manager; E. C. Bushnell, CBC program director; H. E. Godfrey, Canada radio economics supervisor; Jos. Sedgwick, counsel for Canadian Ass'n. of Broadcasters; Evans, CAB secretary-treasurer.

Early Accord Unlikely

As a result of the meeting it is evident that an early solution to the sponsored news problem is not in sight, despite Minister Howe's statement in Parliament that a solution would be found by the end of July. As one CBC official explained, it is a big problem, and will not be rushed to a settlement. The Toronto meeting July 4 recessed for a full meeting of the CBC committee of the board of governors and the committee from the CAB to be held at Ottawa July 17-18. Until then the situation stands as it was, with the only change in newscasts being the provision that there must be no commercial announcements in the body of the news.

Transradio via Shortwave

No change, it is understood, has been made in the manner in which Transradio Press services its Canadian clients by shortwave. This also is left in abeyance until the larger question of sponsored newscasts is ironed out. International Transradio Press is a division of Transradio, Ltd., London, and is understood that INS has offered to put in Canadian service at an unrevealed annual price.

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

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

Sedgwick Heads CAB Group

The CAB committee to meet with the CBC board committee is composed of Harry Godfrey, CBC, chief engineer, Toronto, and CAB president; Reginald Brophy, CFCF, Montreal; George Herbert, CBC, radio facilities, Toronto. The CBC board of governors committee comprises J. W. Godfrey, Cameron W. Fuller, Alan B. Plaunt, Maj. Gladstone Murray, Dr. A. Frigon, and either Rene Morin or N. L. Nishanoff, CBC board chairman and vice-chairman respectively.

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

Radio Leaders Scheduled To Address Engineers at Pacific Coast Convention

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

More than 19 speakers are scheduled, with papers on TV, sound equipment, transmitters and kindred subjects, according to William A. Lindsay, there must be a general chairman. In addition there will be seminars and roundtable discussions. Besides representatives of the radio industry, participants in the session will include outstanding faculty members of engineering and research departments of various universities and colleges.


EISLER ENGINEERING Co., Newark, has developed a new compact laboratory unit for schools and research laboratories, designed for construction of electronic tubes, inductance lamps, radio, television and FM present tubes, mercury switches, am- poules, viols and similar products.
BANGOR DECISION OF FCC APPEALED
CHARGING illegal, arbitrary, capricious and discriminatory action by the FCC June 18 in dismissing an application to transfer control and license of WLBY, Bangor, Me., Congress Square Hotel Co., on July 5 appealed the FCC decision to the U. S. Court of Appeals for the District of Columbia. WLBY seeks a court order reversing the FCC action and securing "a full, fair and open hearing" upon the application.

The controversy grew out of an application, filed May 4, 1949, by Thompson L. Guernsey, principal stockholder of Maine Broadcasting Co., licensee of WLBY, requesting the FCC to revise the station license to make Congress Square Hotel Co. licensee in fact of WLBY, concurrently with a transfer of control. Citing failure of Mr. Guernsey to prosecute his application, the FCC issued a final order June 18 dismissing the application and denying the request of Congress Square Hotel Co. for hearing.

In its appeal Congress Square Hotel Co. maintained that until the instant order it was the established administrative policy and interpretation of the FCC that such an application, when complete, would be acted upon "even though the transferor no longer desired that the transfer be effectuated and even though the transferor might seek formally to withdraw the same." The appellant also held that such an application would be designated for open and public hearing under the same established policy. Incorporated in the appeal proceeding was a motion directed to the appellate Court to suspend further proceedings in the case until disposition of FCC v. Columbia Broadcasting System of California in the U. S. Supreme Court.

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

New GE Crystal Unit, Thermocell, Introduced
ANNOUNCEMENT of a new crystal unit for broadcast service—Thermocell—was made July 3 by General Electric Co. in anticipation of the relocatability of standard broadcast stations in compliance with the Havana Treaty. Declared to have a guaranteed temperature-coefficient of less than one part per million per degree, the G30 is guaranteed to maintain transmitter frequency within 10 cycles per minute, or minus, at any specified points in the broadcast band. Demand for more precise frequency control led to the development of the new cell. More than 700 of the 830 standard broadcast stations will be affected by the Havana Treaty shifts, it was stated.

The low temperature-coefficient of the quartz plate is possible through use of X-ray equipment during manufacture which determines the angle of crystal cut. From a cold start, the new crystal is ready to go on the air in less than 15 minutes, It was claimed. Only 7/8 inch in diameter, the unit fits standard octal sockets and is easily adapted to an existing circuit. Adjustment of the crystal to almost the exact frequency is made at the crystal laboratory. Since the frequency is slightly dependent on the circuit in which the unit is used, final alignment is made after installation in the crystal circuit by means of a trimmer condenser.

WNEW DELIVERS! 6 powerful reasons why:

1. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) 2. THE NATION’S BIGGEST MARKET. (The 50-mile metropolitan trading area.) 3. ONE-THIRD THE COST of any New York network station. 4. RADIO’S OUTSTANDING PROGRAMS. (“Make Believe Ballroom” with Martin Block, “Milkman’s Matinee” with Stan Shaw. And many others.) 5. LOCAL ADVERTISERS know WNEW moves most goods—fastest. 6. MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

Syracuse, N. Y.

1st in Food and Drug Advertising
Because
1st in Merchandising Service
WRITE for details

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

Broadcasting • Broadcast Advertising

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Rancher to Stand Trial
For Slaying Announcer

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

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

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

FROM five different points in Great Britain, CBS on July 13 presented a first-hand picture of British preparations to fight Nazi invasion as seen through the eyes of five news correspondents. Participating in the transatlantic broadcast were Edward R. Murrow, chief of CBS European correspondents, Erland Eehlin, Larry Leemun, Eric Bawer and Vincent Sheean.

Case for Advertising

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

AAA Statistics Volume

VOLUME IX-a of Market & Newspaper Statistics was released late in June by the American Assn. of Advertising Agencies (36 to other than AAA members). The volume deals with the 56 cities of over 100,000 population in the United States and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1939. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income and returns, audited newspaper circulations, lineage, retail rates, general rates, the differential between retail and general rates, and an analysis of some sections of A.B.C. Audit Bureau counts which deal with circulation inducements.

Hunt for Heaster

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

ONE of San Antonio's avid sportsman pilots, Ted Brown (left), or- ganizes a gang of mechanics who fly to Monette Shaw and Hoyt Andes, WOAI announcer, who was with Brown on Your Children, heard twice weekly on WOAI and Texas Quality Network, the celebration of Delaware Punch Co. of America.

NAB's Research Group

Perfected Research Setup

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

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

Facts for Canadians

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

The Amateur Pays

TO ASSIST the war relief campaign, WMCA, New York, is donating all proceeds to the Red Cross earned on its new Hike & Hall program, a weekly amateur show where the amateur pays for the privilege of being heard. The program starts July 15 from WMCA's studios at New York World's Fair and allows anyone to give a speech on a musical instrument at the rate of $3 per minute. Overtime is $6 a minute, and if the amateur wants a musical accompaniment by a member of Lee Grant's orchestra he pays 50 cents.
Right of Courts to Overrule Congress In Copyright Protection Is Contested

LEGAL position of the broadcaster using phonograph records is succinctly stated by Zechariah Chafee Jr., professor at the Harvard Law School, in an article on "Unfair Competition," appearing in the June issue of the Harvard Law Review. Reviewing the history of unfair competition legislation, he distinguishes between the patent or copyright protection for originality and the legal decisions preventing passing off (a process wherein one product is passed off as being another better-known product) which protect good will.

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

Use of Recordings

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

"Take a similar harsh situation today. A, a prominent conductor, and his orchestra, swings a familiar Bach air which is recorded by B, a gramophone manufacturer. A could copyright his arrangement of Bach, but doesn't. The statute does not provide for any copyright of the record. The defendant broadcasting station uses the record as an electrical transcription, against express orders from A and B. This practice infuriates A, because he and his orchestra frequently broadcast. Can A and B, who have not protection under the Copyright Act, enjoin the station's unauthorized use of the record as Unfair Competition?

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

Crooner and Drummer, Too

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

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

Independents to Attend General NIB Meeting

INVITATIONS to the 400 independent broadcasters, not affiliated with major networks, were dispatched July 10 by National Independent Broadcasters Inc. for a general convention in San Francisco Aug. 4 to be held in conjunction with the annual convention of the NAB.

With many problems of peculiar interest to non-network broadcasters on the agenda, President Harold A. Lafont and Secretary-Treasurer Lloyd C. Thomas, of NIB, said they foresaw good attendance. During the last year, since permanent organization of NIB, Andrew W. Bennett has been retained as counsel and Washington executive of NIB and has been instrumental in procuring measures of relief for independent stations from the FCC and in other quarters, it was pointed out. On the agenda will be such matters as copyright, Broadcast Music Inc., proposed restrictions on performances of phonograph records and FCC regulations of special interest to independent non-network stations.
**KPO, San Francisco**

Armour & Co., Chicago (street), 3½ weekly, thru Lord & Thomas, Chicago.

Mellon Building, Wilmington, Del. (Main and 6th), 5½ weekly, thru Dillard Jacobs Agency, Atlanta.

United Baking Co., Schenectady (canned foods, breads), 4½ weekly, thru M. H. Hackett, N. Y.

California Baking Co., San Francisco (coffee), 7½ weekly, thru McCormick-Stillman, San Francisco.

McEnery Co., Avery Island, La. (pimento juice), 6 weekly, thru John H. Dunham Co., Chicago.

California Fruit Growers Exchange, Los Angeles (citrus), 3 weekly, thru Lord & Thomas, Los Angeles.

Mutual Citrus Products Co., Anaheim, Calif. (powdered lemon juice), 3½ weekly, thru Charles H. Mayne Co., Chicago.

Cook Products Corp., San Francisco (canned products), 5 weekly, thru Rufus Rhoades & Co., San Francisco.


**WOR, Newark**

Alfred W. McCann Laboratories, New York, 4½ weekly, direct.

Vanti-Pla-A Corp., New York (beverages), weekly sp., thru Erwin, Wasey & Co., N. Y.

Graceland Management Corp., Elizabeth, N. J. (funeral park), weekly sp., thru Green-Brook, Elizabeth, N. J.


Quaker Oats Co., Chicago (cereals), 5 weekly, thru Ruthrauff & Ryan, Chicago.

**WHN, New York**


Shubert Theatrical Productions, New York ("Separate Rooms"), 6½ weekly, thru Elaine Thompson Co., N. Y.


Thomas J. Lipton Inc., Holoken, N. J. (tea), 8½ weekly, thru Young & Rubicam, N. Y.

Armour & Co., Chicago, 3½ weekly, thru Lord & Thomas, Chicago.


Franklin County Coal Co., Chicago, weekly sp., thru C. Franklin Brown & Co., Chicago.


Haskins Brothers, Sioux City (Blue barrel soap), 2½ weekly, thru Presto & Gamble Co., Cincinnati.


**WHO, Paris**

Charlotte, N. C.

**KFW, Hollywood**

Milmar Inc., Los Angeles (importers), 8 weekly, thru Barnes-Chase Co., San Diego, Calif.

Chrysler Corp., Detroit (Dodge cars), 5½ weekly, thru Hurd & Ryan, Inc., N. Y.


**KFBP, Great Falls, Mont.**

Paine Spook Co., Oakland, Calif., daily sp.


Pen Jel Co., Kansas City, 10 sp., thru B. M. Industry, Kansas City.

**KFW, Chicago**

Armour & Co., Chicago (Treet meat loaf), 3½ weekly, thru Lord & Thomas, Chicago.

California Baking Co., San Francisco (coffee), 7½ weekly, thru McCormick-Stillman, San Francisco.

McEnery Co., Avery Island, La. (pimento juice), 6 weekly, thru John H. Dunham Co., Chicago.

United Baking Co., Schenectady (canned foods, breads), 4½ weekly, thru M. H. Hackett, N. Y.

California Baking Co., San Francisco (coffee), 7½ weekly, thru McCormick-Stillman, San Francisco.

McEnery Co., Avery Island, La. (pimento juice), 6 weekly, thru John H. Dunham Co., Chicago.

**KFCO, Fort Worth**


Carnation Co., Milwaukee (Che Choo), 9½ sp., thru Neisser-Mayerhoff, Chicago.


Grove Labs., St. Louis (tonic), 65 sp., thru W. H. Kasson & Sons, Chicago.

**WHK-WCBL, Cleveland**

Lacquardex Co., Hartford (auto police), 5½ weekly, thru Wilson & Haight, Hartford.


Quaker Oats Co., Chicago (puffed cereal), 8½ weekly, thru Ruthrauff & Ryan, Chicago.

**KOA, Denver**


Hollywood Services, Denver (bead), 7 weekly, thru Woolley & Hunter, Denver.


Industrial Federal Savings & Loan Assn. Denver (finances), 1½ weekly, thru McCormick-Erickson, Denver.

**KFW, San Francisco**

Sunnyvale Packing Co., San Francisco (Rancho Soups), 6½ weekly, thru Lord & Thomas, San Francisco.


Standard Oil Co. of Cal., San Francisco, 2½ weekly (starting Oct. 5), thru McCormick-Erickson, San Francisco.

Loma Linda Food Co., Arlington, Cal. (Rice), 5 weekly, thru Lillian Sheldon Adv., Los Angeles.

**KSFQ, San Francisco**

Southern Pacific Co., San Francisco, 6 weekly, thru Lord & Thomas, San Francisco.

**KCMO, Kansas City**


**WRAP-KGKO, Fort Worth**

Delta Airlines, Fort Worth, 26 sp., thru KGKO, Fort Worth.
IF YOU will gaze deeply into the crystal ball, Sahib. Yogi Standard will read the future for you ... Aha! The Sahib manages a radio station! How does the Yogi know? ... Listen, Bud, it couldn't spot a station manager five counties away, there would be 11 million and one unemployed in the United States today! 

BUT NOW ... I see a trip for you ... I see a beautiful harbor, a handsome western city ... I see aviation fair ... I see a takeoff from the San Francisco Chamber of Commerce, or their dogs.

I SEE tall, dark men ... And short blondes ... And red heads, and bald heads, and throbbing, splitting heads. Ah, yes! A convention!

NOW THE Yogi hears music. Even now, it can be heard in the corner of the room, thru McCarty, that city, spon- sored by the magazine. And now, the Yogi can hear the excitement of the match.

MY FRIEND, you are shortly to hear Good News! In that very same Standard headquarters, you will hear an exciting discussion. All is not revealed, but the news concerns Tax-Free music—a completely new Tax-Free setup.

YOU WILL come into Money! Heed the message of Standard at the NAB Convention, and your wealth will outlast your children. Money can come in such a manner, that the present one will be to your advantage. How does the Yogi press these things? Bud, who is now present for the joint as long as the Yogi has—its nothing, really.

Are Your Transcription Topics Up to Standard?

Radio Publicity Prize
FIRST PRIZE of $25 for the best job of promotion publicity by Westinghouse to the Chicago station. The title for this program will be, "The Chicagoans," and will be aimed at the Chicago market. The station should have a spot contract with the Westinghouse advertising department.

Radio Publicity Prize
FIRST PRIZE of $25 for the best job of promotion publicity by Westinghouse to the Chicago station. The title for this program will be, "The Chicagoans," and will be aimed at the Chicago market. The station should have a spot contract with the Westinghouse advertising department.

Lake, Spiro & Kohm, Memphis
agency, has placed a year's order for 300 spot announcements on WWL, New Orleans, for Phogulf Inc., adver- tising Mexican Heat Powder, Pento cre's "Fantasia," and a spot on Doritos and St. Joseph's Aspirin.

Canusa Mfg. Co., Toronto (me- dical equipment), has signed a contract for a weekly radio program on WCLE, Cleveland, Ohio. The program will be broadcast by Westinghouse.

Progressive Optical System, Fresco, Cal. (chain optical house) on July 1 started sponsorship of World on Parade, a news broadcast on KGO, San Francisco, Monday through Fri- day at 8:30 a.m. (PST). The account is placed direct.

United Diathermy Inc., Los Angeles (machine for home use), on July 8 started sponsoring the five- weekly hour Early Morning News on KFMB, Beverly Hills, Cal. Firm also sponsors a similar five- weekly program on KFMB, Holly- wood, and plans to add other stations in Southern California. Sidney Gar- finkel Adv. Agency, Los Angeles, has the account.

Sachs' Opening Special
MORRIS B. SACHS, head of the Chicago retail clothing firm of the same name, has announced the opening of a new store. A new store has been opened in the city of Chicago, and is consistent with the requirements of radio.

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KALtenborn's Oil
Analyst Sends Neat Reply to Coast Hecker

A RATIONAL approach to an unchanging proposition is illustrated by the recent reply of H. V. Kaltenborn, NBC news analyst, to a criticism challenging him to a duel. On a business letterhead identifying him with the oil industry, a San Francisco complainant addressed his terse ultimatum to Mr. Kaltenborn in case of suit: "Propaganda Bureau, Washington, D. C.": "I consider that you are a menace to the security of the welfare of the United States. Therefore I challenge you to a duel with guns, swords, or fists at such time and place as you may choose."

Responding the following day, June 8, Mr. Kaltenborndeclared: "I should be delighted to accept your duel, but what about traveling expenses, or do we meet midway in Chicago? Of course, we might save travel and expenses by substituting words for swords and puns for guns. And we can fire those at one another by mail. Or what do you say to pouring a little olive oil to calm the waves of controversy?"

Sunday Night

CLIMAXING its Monday broadcast day with two hours of late evening music, KSL, Salt Lake City, has started three distinct half-hour broadcasts, morning, noon, and midnight as a fitting close for Sunday radio listeners. At 10 o'clock, guest chorale groups from Utah music centers are heard. The ZCMI string ensemble directed by Albert Southwick, who is in charge of ZCMI Department Store, is carried during the next half-hour, with Sunday Evening on Temple Square, an organ program from the Mormon Tabernacle, and Reflections in Musical History, on Monday midnight. With these three programs to solidify the two-hour presentation, all continuity is handled by William Adams, with Albert J. Southwick handling production.

Where's the Fire?

AS A public service and to relieve the load on the local telephone exchange at Fairbanks, Alaska, at the sound of a fire alarm, interrupts whatever program is on the air with a short announcement giving the fire's location. The station reports that the new service has eliminated the Jam of calls that heretofore resulted every time a blaze was reported.

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Five or Ten Studio audience members can now win special cash prizes during the weekly NOVEL Balloon Buck Show, sponsored on MBS by Illinois Meat Co., Chicago, following a reorganization to a weekly Labor Court program. Bill Anson and Bob Selon select contestants from the audience who are offered the alternative of picking $5 on the spot or not participating, or taking a chance on a question, which, if answered correctly, doubles the original $5 prize. If the contestant fails to answer the query, he must give $4 of the original $5 to “Jack the Crackpot,” the money then being added to the amount which the next contestant can win. Neissner, Moro, Chicago, handles the Illinois Meat account.

Labor Relations

TO PROMOTE public interest in the principles of arbitration for industrial disputes, WMCA, New York, is presenting a weekly Labor Court program during which arbitration cases are tried, the decisions of the board being full legal records. The board consists of three arbitrators, permanent member of which is Samuel Zuck, authority on labor relations. The scope of the radio labor board includes all employee relationships, whether or not union contracts are involved.

Balloon Bucks

NOVEL man-on-street series started July 8 on WHK, Cleveland, is Balloon Busters, featuring Announcers Carl Mark and Francis Pettay in front of the city’s Terminal Tower. Equipped with a dozen inflated balloons, each containing a question on a slip of paper, the announcers thrice-weekly invite passersby to puncture a balloon, answer the question and win a dollar.

Canton Greeting

GREETING the community’s newest citizens, WHBC, Canton, O., has started a new thrice-weekly birth announcement program, New Citizens. Parents are congratulated over the air by Janet Baker, and the sponsor, a local dairy, mails greeting cards to each baby. Hospitals cooperate by supplying names and arranging for mothers to hear the program.

Guns of the Air

HUNTING enthusiasts are invited to participate in the instructive sessions of the new Gun Club of the Air on KGNC, Amarillo, Tex. General information on hunting, rifles, shotguns and cartridges, their use and maintenance, are discussed by local sportsmen and rifle experts conducting the sessions.

Average Americans

TYPICAL American families, selected weekly from each State for an all-expense-paid tour to the New York World’s Fair, tell their experiences in weekly broadcasts on WMCA, New York, originating from the station’s studios in the John-Manville Bldg. at the Fair.

Naval Lore

TRACING exploits of U.S. naval vessels and their commanders in war and peace, Colonial Network on July 2 started the new weekly series, Famous Naval Men & Ships of History. Originator and m.c. of the series is Lt. Arthur C. Sullivan, USNR.

Under the Earth

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

Know Their Sponsors

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

Under the Earth

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

Advertising Dope

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

Covered All-Star Game

ANNUAL All-Star baseball game played July 9 from Sportman’s Park, St. Louis, was broadcast from 3 p.m. to approximately 8:45 p.m. by CBS, MBS, and NBC Blue. Mel Allen, sports commentator of WABC, New York, and Frank Law of KMOX, St. Louis, covered the event for CBS; Red Barber, WHR, Newark, Bob Elson, WGN, Chicago, and John O’Hara, KWK, St. Louis, covered for MBS; and for NBC, Ray Schmidt and Tom Manning did the reporting.

Winter or summer the KFYR schedules carry a full quota of satisfied advertisers.

See that your fall availability requests for preferred spots reach us early.

KFYR BISMARCK, N. DAK.

MEYER BROADCASTING COMPANY

NBC Affiliate • 550 Kilocycles • 1000 Watts Night

National Representatives:

John Blair & Company

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

It is a matter of scientific pride with telephone engineers that every network program be carried to each station with fidelity. That is why Bell Telephone Laboratories have worked, and continue to work, searching out new and better facilities for the transmission of network programs.
BMI Plans

(Continued from page 18)

are prepared for radio presentation, he stated, adding that this is the first time stations have ever had a regular supply of music arranged especially for them. The introduction of a control room, where music can be amplified and modified, between the performers and their audiences, he said, makes arranging for radio a problem differing in many ways from that of arranging the same time for performance in a theatre or concert hall.

Public domain music, always in demand, is today more popular than ever. Mr. Gunther stated, expressing the belief that this trend toward the old, familiar songs will continue for some time. With world conditions as they are, he explained, people instinctively reach back to the old songs, reminiscent of the days when there was security. There is also a definite trend toward a better type of popular music, he said. The widespread broadcasting of classical music has made the listening public unsatisfied with tunes that are flimsy or poorly constructed, and while most listeners may not realize it, they have become more critical of what they hear and are insisting that the popular tunes have real musical merit.

For Saturday Morning

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

ON JULY 6 The Old Diet Dobber, daily gardening feature for more than six years on WHKC, Columbus, started on a coast-to-coast CBS hookup, and is now heard Saturdays, 9:05-9:30 a.m., as well as daily on WLAC.

In its survey of gross circulation costs since 1930, CBS takes into consideration the growing number of U.S. radio homes since 1930, from 12,000,000 to over 28,000,000 families; the 28,000,000 families in CBS area Sunday; and a jump from 128% to 1936 of the 128% of all radio families living in CBS primary evening areas; CBS network growth from 1940 to 1961 stations by January, 1940, with increasing primary coverage through new stations and increased power at twice the rate of increase in the total number of radio families. The 48% cost decrease is based on the rate of a CBS evening half-hour on entire network, plus 50% for talent each year.

Costs to the individual advertiser are cut still further, according to CBS, by the increase in listening. The advertisers point out that in 1930 an average of 76% of all radio families listened sometime each day, for an average of 3.9 hours daily, while in 1940, 86% of all radio families listen an average of 8.1 hours daily. On this basis CBS claimed a 190% increase in the hours of family listening each day in its primary evening areas in the last 10 years.

Citing cab program ratings for the median CBS evening half-hour program, CBS claimed a 99% increase in program ratings since 1936, jumping from 7.2 to 14.3. It also pointed out that all network ratings have increased since 1936, from 7.5 in 1936 to 12.8 in January-February, 1940.

Combining the effect of all these factors in estimated net circulation costs, CBS claimed a minimum increase since 1936 of 154% in actual audiences delivered to the sponsor of the median CBS evening half-hour program, with CBS time and talent costs increasing much slower than this. With CBS program audi-
FTC's Procedure Criticized by ANA

APPEARING as representatives of the Assn. of National Advertisers, C. B. McMillan, ANA secretary, and I. W. Digges, counsel, on July 10 attacked various phases of Federal Trade Commission procedure in a complaint filed by the Attorney General's committee on administrative procedure in Washington. During the investigation the committee has been holding hearings at which private parties are given an opportunity to present their suggestions on procedure of Government administrative agencies.

The representation's principal criticism lay with the FTC procedure in issuing complaints against business concerns relating to alleged failures of advertising claims before there has been any determination on the merits of such charges. McMillan declared this practice on complaints "often results in very real damage to business concerns since the publicity accorded complaints may be used by competitors to damage a merchant's credit and name, and also makes a bad impression on the public. Mr. Digges recommended that complainants be held harmless if defendants have an opportunity to answer, and that both sides of the case be made public simultaneously.

FCC Reforms

At an earlier hearing, on June 27, Duke E. Patric, counsel for the Federal Communications Bar Assn., advocated reforms in FCC procedures, designed to ensure independence of decision. Charging there was "no shadow of independence," Patric took the view that the FCC officials presiding at FCC hearings, Mr. Patrick recommended that all examinations and reports of the various FCC commissions be organized under a separate agency, such as the Department of Justice, and assigned as needed; also that steps be taken to advance the status and dignity of FCC officials if this function is retained.

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

On July 11 Russell P. Place, NAB counsel, advised the committee by letter that NAB's endorsement of Mr. Patrick included three exceptions: (1) the FCC should be encouraged to express its principles and policies in formal regulations without undue procedural obstacles; (2) judicial review of rules and regulations of the FCC should be vested in the U.S. District Court for the District of Columbia; (3) in all quasi-judicial cases, there should be an opportunity for facts to be judicially found by an independent inferior court.

Mr. Place urged in particular that in cases involving suspension of broadcast licenses, and "where the licensees' entire business is at stake," there be provided a separate and independent determination of the facts as well as the law.

Covers Willkie

WITH radio established as a principal campaign medium, NBC on July 13 announced the appointment of Charlie (Bud) Barry as special announcer assigned to GOP Presidential Candidate Willkie's broadcast platform during the 1940 campaign. Starting with Mr. Willkie's acceptance speech in Ind., Barry will accompany the Willkie campaign party wherever it goes, acting as general contact man for NBC as well as handling all the NBC appearances of the Republican candidate. His duties will parallel those of Carleton Smith, NBC's former Boston announcer. Barry, who entered radio in 1937 when he joined WGBW, NBC Washington, was born in Ft. Wayne, Ind., and received his education in the Mass. Institute of Tech. He played basketball and was a member of the track team at Harvard. As a radio executive Barry has also been associated with the Mutual Broadcasting System, the National Broadcasting Co., and was the Sunday program director at NBC.

Few Continuities Catch FTC's Eye

Only 1 Out of 25 Scanned Is Selected for Investigation

COMMERCIAL radio continuities with few exceptions are maintaining their responsibility for advancing valid advertising representations, according to figures released July 16 by the Radio & Periodicals Division of the Federal Trade Commission. The figures analyze results of the Division's scrutiny of advertising claims in newspapers, magazines and radio during the first half of 1939.

Of a total of 334,528 commercial radio scripts and transcribed programs, only 4.2% were marked by the FTC for revision. An examination of the continuities indicates only initiation of inquiry and does not represent any final adverse action by the FTC, the Division explained. During 1939, 123,646 magazine advertisements were examined, 12.1% of which were marked for further investigation. Of 124,793 newspaper advertisements checked, 7.9% were marked.

Industry Breakdown

The Division examines scripts supplied by national and regional networks and by individual stations, as well as transcriptions supplied by producers of commercial recordings. Of a total of 24,618 national and regional network scripts examined, 16.4% were marked for revision; 15,262 local network scripts and 6.5% of regional network scripts. Among individual stations, only 3.1% were marked.

Some of the continuities, 2.3% of the 113,927 supplied by low-power local stations were marked 3.5% of 100,000 supplied by medium local stations; 4.4% of 19,786 by high-power regional stations (up to 10 kw); 5.5% of 15,919 by large regional and clear-channel stations. Of 305,787 continuities furnished by individual stations, only 0.5% were marked. Of 4,127 transcriptions examined, 13.4% were marked.

KKXO, St. Louis independent station, on July 9 originated the major League All-Star baseball game between Detroit and St. Louis, for NBC-Blue. KKXO normally feeds its broadcasts to a six-station hookup in Illinois and Missouri. Hyde Park Brewing Co. sponsored, but waived the commercials to make the all-star pickup.

Station Control By Westinghouse

WESTINGHOUSE has completed with "uninterrupted routine" its first fortnight of full operation and measurements in its new radio station WPXW, since cessation of its programming-sales arrangement with NBC, according to announcements made by Walter C. Evans, manager of the company's radio division. The new operation was launched July 1 at a pre-opening executive meeting in Baltimore attended by A. W. Robertson, manager of the Westinghouse Division.

In discussing the new broadcasting activity under his direction, taken over from J. W. Watts, Evans stated: "We take over at a time of unusual opportunity for usefulness to the public. When there is such universal consciousness of the problem of our collective security, it seems important to point out that while national defenses be not a state of mind, it proceeds from a state of mind.

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

"Westinghouse, with 20 years broadcasting broadcasting in the nation's history, is fully prepared to serve in any national emergency. At this time we renew our pledge to broadcast only those things which bear upon the public's interest, convenience and necessity. Broadcasts which bear on this vital subject will always reflect an accurate and trustworthy approach.

Information presented over our transmitters under the guise of news will be news. As now, it will be carefully culled and filtered through the medium of our personnel. We will not be responsible for the program department, and its operation as we remain mindful of the incalculable power of the instrument entrusted to us."

KBIX Setup Changes

APPOINTMENT of O. C. Benjamin as station manager of KBIX, Muskogee, Okla., was announced July 11 by Tams Bixby, Jr., vice-president and general manager. Another personnel change. Mr. Benjamin will continue as sales manager. Tams Bixby, Jr., named chief executive and Ed Edmonson, formerly program director, was named assistant to Mr. Bixby. Mark Weaver has been named assistant program director, handling network and local traffic as well as programs. John Black and Willard Davis, named chief announcers and Ed Edmonson, formerly program director, were added to the announcing staff. Allen Hall, new to radio, is in the area of promotion and merchandising.
Network Commentators in Paris Safe; German Shortwave Operations Confuse

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

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

Others Now Safe

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

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

German Operations

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

The German acquisition of Norway, Denmark, Holland, Belgium, and Northern France, including of course all of the radio facilities in these countries, both local and international, has caused a great deal of confusion among shortwave fans in America. Programs are heard from stations with familiar calls but operating on different wavelengths and in such a way as to lead some listeners to the belief that practically all of Europe has been hooked up into a single German-controlled network.

Listening posts at CBS and NBC, however, report that as far as they can determine, Germany is no longer operating the stations and networks in the conquered territories. Whether Don is claiming for himself the weekly prize he offers for the "best one" of the week, was not reported.

DETROIT, ST. LOUIS FIRST TO SEEK FM LICENSES

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

James F. Hopkins, president of WJBK, Detroit, filed July 10 for a 2,000-watt Class B station, in that city, to cover an area of 3,050 square miles, and was followed two days later by the St. Louis Star-Times, licensees of KXOK, St. Louis, and KFPRU, Columbia, Mo. Elsey Roberts, publisher of the newspaper and head of the stations, and Chet Thomas, manager of KFPRU, who is identified also with the management of the St. Louis outlet, personally filed the applications.

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

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

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

WJR
DETROIT
50,000 WATTS
CBS

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

THE GOODWILL STATION

BROADCASTING • Broadcast Advertising
July 15, 1940 • Page 73
Engineers Inspect Yankee FM Site

Some 350 IRE Delegates Take Trip to Paxton Transmitter

CLIMAXING a week-long annual convention held in Boston, more than 250 members of the Institute of Radio Engineers were given a tour of some 50 miles from Boston to Paxton, Mass., June 29, to inspect the Yankee Network facilities. Some 800 transmitters, WIXOJ, located atop Mount Ansebunkt, outside of Worcester, were shown.

The turnout, considering the fact that the excursion was held as the closing feature of the convention, was significant. Among the delegation of IRE delegates stayed until late to hear a special relay demonstration.

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

New Equipment Inspected

In addition to the giant 50,000-watt REL transmitter, biggest regular FM plant in the country, the visitors were regaled with the sight of WIXOJ's new antenna setup which will include a special steel mast, and with towers up the mountain, effectively improving the station's coverage.

The group will still leave for a picnic dinner and to hear Major E. H. Armstrong demonstrate the capabilities of FM with a relayed program that originated in Yonkers (WIXAG) and was sent via WJMN and WXFW to the Massachusetts station, some 250 miles distant. The large attendance, considering the mileage from Boston, indicates that the adventures were in a hurry to return home after the week-long conclave, far exceeded expectations.

FM Sets on Market

STROMBERG - CARLSON Mfr. Co., New York, which has been promoting its FM sets with spot announcements on WQXR, New York, for some time that its nine FM models, equipped with the 42 to 60 mc. band spread, are ready for the market. These sets have been moved extensively in regions where FM stations are located during 1940. The table model sets sell for $74.50, while console models, with AM as well as FM, range from $169.50 to $595, with phonograph combinations running from $265 up.

FM For Radio Ranges

CITY AERONAUTICAL Authority has purchased four General Electric 250-watt FM transmitters to control radiator equipment in the company's reports. The FM transmitters will be used by operators on the towers to control remote radio ranges set up by the CAA on Hinchinbrooke, Sandwich, Woodboro, and Ralston Island, near Juneau, as beacons for aircraft flying the beam over that area. Such facilities have also provided that weather reports may be given to aircraft by remote radio ranges by the operators on the mainland.

Brazil Plans Campaign

A D'AMIGO to promote tourism between Brazil and the United States, Brazil is planned by the Brazilian Government, and will be opened in New York, Chicago and perhaps San Francisco, according to the U. S. Department of Commerce.

Argentine Expansion

The DUTH radio manufacturing firm, Philips, is planning to expand production at its plant at Ushuaia, Argentina, compensating for disruption of its Netherlands facilities, the U. S. division of the company, formed July 11 by Vice-Consul Joe W. Dalstrom, Buenos Aires. This expansion is being fostered by growing demand for American radio products. The Philips company accounted for half of the imports of 100,000 sets to Ushuaia last year. Argentine set sales amount to about 200,000 a year, most of them domestic products. The system exports to the country, mostly parts and tubes, totaled $1,837,264 in 1940, $1,860,716 in 1948 and $2,621,806 in 1937.

BROoks BARRINGTON, news edi- tor of KXOK, St. Louis, and a cap- tain in the anti-aircraft reserve, is as- sisting in the inspection of a transmitter pushed by the Army in the St. Louis area.

Better Reception, More Stations Loom, Says FM Group in Replying to Attack

ANSWERING the anonymous four-page mimeographed attack on frequency modulation, titled "Why Frequency Modulation?", mailed from Birmingham, Ala., to engineers and newspapers throughout the country during the past two weeks FM Broadcasters Inc. has prepared a reply, "Frequency Modulation... And Why Not?"

Denying that either listener or broadcaster will benefit from the introduction of the FM system of broadcasting, the anonymous letter charges that FM will "drive the small stations out of business."

FMBI explains that many more stations will be required under FM, that the introduction of these stations would of course make a juicy little diet for the manufacturers," and as FM will also "mean a complete replacement of present day receiving sets, the total runs into a tremendous figure," it declares.

Static and Fidelity

FM's claim that it is "irresistible because least interference is received," is met by the statement that, according to "any number of research bureaus", only about 3 per cent of listeners are obliged to turn their broadcasting with an amount of static great enough to be deemed disturbing.

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

Turning then to the receiver, the letter continues: "Commercial high-fidelity receivers can be purchased, but they are high priced. The desire has so far been expressed by not more than 15% of radio set purchasers, and the practice of these users has been to immediately destroy the actual high fidelity of the set by setting the ‘tone control, so that they receive an ex- cess of bass and low frequencies rather than enjoy the high fidelity of the station."

FMBI notes that FM answer, it is because this position "minimizes the noisy background which affects the intelligibility of the amplitude modulation receiver and makes it sound brittle when highs are introduced."

The advantage that "permits hundreds and even thousands of listeners to hear the same program with no cross-interference in the U. S. service and a네로 standard broadcasting" is not mentioned in the attack, states the FM reply. "To expect this transmission is significant."

On the one hand, since FM opens the way for transmission without interference, even radio engineers cannot define, the FM Broadcasters state that their method offers "a degree of naturalness that approaches far closer to actual sound than is possible with any form of radio transmission. Not just a higher treble range, but the entire frequency range is ‘perfectly re- ceivable.’" In a conclusion, the FM Broadcasters declare, "You have an impetus to business, economy, efficiency and an improved competitive service to the nation. On the other hand you have the prospect of a carefully en- gineered broadcast being faced with unwanted progress and a little American institu- tion."

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

Better Reception, More Stations Loom, Says FM Group in Replying to Attack

ANSWERING the anonymous four-page mimeographed attack on frequency modulation, titled "Why Frequency Modulation?", mailed from Birmingham, Ala., to engineers and newspapers throughout the country during the past two weeks FM Broadcasters Inc. has prepared a reply, "Frequency Modulation... And Why Not?"

Denying that either listener or broadcaster will benefit from the introduction of the FM system of broadcasting, the anonymous letter charges that FM will "drive the small stations out of business."

FMBI explains that many more stations will be required under FM, that the introduction of these stations would of course make a juicy little diet for the manufacturers," and as FM will also "mean a complete replacement of present day receiving sets, the total runs into a tremendous figure," it declares.

Static and Fidelity

FM's claim that it is "irresistible because least interference is received," is met by the statement that, according to "any number of research bureaus", only about 3 per cent of listeners are obliged to turn their broadcasting with an amount of static great enough to be deemed disturbing.

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

Turning then to the receiver, the letter continues: "Commercial high-fidelity receivers can be purchased, but they are high priced. The desire has so far been expressed by not more than 15% of radio set purchasers, and the practice of these users has been to immediately destroy the actual high fidelity of the set by setting the ‘tone control, so that they receive an ex- cess of bass and low frequencies rather than enjoy the high fidelity of the station."

FMBI notes that FM answer, it is because this position "minimizes the noisy background which affects the intelligibility of the amplitude modulation receiver and makes it sound brittle when highs are introduced."

The advantage that "permits hundreds and even thousands of listeners to hear the same program with no cross-interference in the U. S. service and a네로 standard broadcasting" is not mentioned in the attack, states the FM reply. "To expect this transmission is significant."

On the one hand, since FM opens the way for transmission without interference, even radio engineers cannot define, the FM Broadcasters state that their method offers "a degree of naturalness that approaches far closer to actual sound than is possible with any form of radio transmission. Not just a higher treble range, but the entire frequency range is ‘perfectly re- ceivable.’" In a conclusion, the FM Broadcasters declare, "You have an impetus to business, economy, efficiency and an improved competitive service to the nation. On the other hand you have the prospect of a carefully en- gineered broadcast being faced with unwanted progress and a little American institu- tion."

More than a third of all de- legates registered at the convention attended as guests of the Yankee Network, coming from Boston in a fleet of chartered buses.
Over 95% Of All F-M Stations On The Air Use One Transmitter

Whose?

REL’s, of course!

If you are planning to build an F-M station, Radio Engineering Labs., Inc., offers you a record of experience and progress unsurpassed among F-M transmitter manufacturers.

REL’s experience is your insurance when buying an F-M transmitter. The stamp of approval is placed on REL F-M units by nearly every F-M station on the air. Over 95% of them use REL transmitters. Too, Major Armstrong, inventor of F-M, collaborated with REL in building the first F-M station on the air.

All REL F-M transmitters from one to 50 kw. employ the Armstrong method of modulation with crystal control of frequency . . . and all REL F-M transmitters are guaranteed to conform with the latest FCC rules governing high frequency broadcast stations.

We invite broadcasters to profit by REL’s leadership in F-M transmitter manufacturing. Get the tested best . . . now!
No Paley 'Ham' Award To Be Made for 1939

THE William S. Paley Radio Amateur Award, made annually to the "ham" showing the most proficiency and the best record for research and experiment for the preceding year, will not be awarded for 1939. This was announced by the CBS president, July 15, who stated that the American Radio Relay League, national amateur organization, had reported that no award was justified for last year. However, it was added that plans are now under way to broaden the scope of the award's requirements so that "past records" and not necessarily the record for a particular year can be taken into account.

Canada Travel Series

TO STIMULATE tourist travel in Canada, which the Canadian Government is eager to promote despite the war, the Canadian Railway Assn., Montreal, on July 15, starts a series of programs on 47 NBC-Blue stations titled Canadian Holidays to run through the summer. The programs feature travelogues by Malcolm LaPrade, with musical background, and will be heard in New York. It will be heard Thursdays, 8-8:30 p.m. (EDST). Account was placed directly by the association, which comprises the Canadian National and Canadian Pacific railroads.

Eight Stormed Out

EIGHT New York metropolitan area stations were off the air shortly after 7 p.m. July 11 for periods up to a half hour. The breaks were caused by damage to power lines of the Public Service Co. of New Jersey caused by one of the most severe electrical storms in recent years. WOB, which had an unbroken record of 11/2 years and won the Western Electric trophy early this year for its 1939 record, was forced to lose that distinction. Other stations affected were WJZ, WIP, WINS, WNBW, WOY, WHOM and WHAT.

ESTIMATES of 1940 population of 400 or more, 650 or more, and 300 or more were compiled by the U. S. Census Bureau, with more than 125 counties finding out. Although the figures are preliminary and subject to final adjustment.

Delays Perils Havana Treaty

(Continued from page 18)

for the FCC to promulgate the proposed allocations, most of which are specified in the treaty. All present broadcast licenses have been extended to Oct. 1 in anticipation of the treaty allocations. There is no disposition to make the allocation effective prior to the November Presidential elections because of the inconvenience that would be caused listeners in recalibrating their sets, particularly push-button models.

Nevertheless, it is felt the Commission should act with celerity by exchanging lists with Mexico, Canada and Cuba as provided in the treaty, and then set the actual "moving day" sometime ahead, permitting conflicts and discrepancies to be worked out. Thought is given in this connection to a possibility of a March date. But as far as formal word from the FCC is concerned, it has only stated that the reallocation will be handled "in due course."

Canada Reported Anxious

Reports also have been received here that Canada, beset with a war situation, is anxious to have the treaty provisions operative with greatest expedition. Inter-channel interference caused by the operation of Mexican and Cuban stations on wavelengths used in Canada is said to be seriously hampering Canadian wartime broadcast operations, according to these private reports.

Beyond that, it is felt that undue delay might lead to Mexican and possibly Cuban repercussions which could block effectuation of the allocation proposed. It has been generally agreed that the treaty as now devised inures to the benefit of all nations concerned, particularly since Mexico and Cuba never before have been parties to a compact involving allocations of broadcast facilities among the nations of this Continent. It is entirely possible, it is thought, that these nations might, if the occasion arose, seek additional concessions, particularly exclusive channel assignments.

Mexican Election

The treaty was hailed as a diplomatic triumph because efforts had failed during the preceding decade to work out arrangements with the Southern countries on elimination of interference through scientific allocation. Provision is made in the treaty to accommodate every station in the United States with equivalent and better assignments than heretofore allocated, except for breakdowns in certain clear channels to which agreement was procured. The other signatories agreed to engineering principles devised in this country, providing definite limitations on interference to be caused stations in the other nations. Of paramount significance was the provision for elimination of the border stations.

With a change in administration in Mexico as a result of the Presidential elections of July 8, there may be further complications in connection with border stations. How far border station operators may go in the matter of allocating stations to Mexico, which has not yet agreed to the proposed treaties, is not yet known. It is stated that the treaties are not necessarily the record for future years.

Dangers of Breakdown

The rigid conformist group at the Commission feels that the rights of this country can be preserved only if the treaty is enforced as drafted. Should the question of clear-channel duplication arise, it is felt it might well be considered after the treaty allocation is fixed. The first 25 channels provided could be handled on its merits with maximum protection to stations in this country, it is pointed out. Moreover, it is felt that it if the question of this country is to break down the clear channels, contrary to treaty, it may as well be done if we are obligated in good faith to let these countries know what our intentions may be. That is the tacit understanding under the treaty, it was pointed out.

It is even reported in some quarters that Mexico and Cuba probably would agree to this country abrogate the treaty terms and thereby be in a position to negotiate possible better terms for themselves. Moreover, it is known that the border stations are interested in blocking the treaty to preserve their own operations.

The FCC clear-channel opposition presumably grows out of the allocation provisions which would give to NBC and CBS owned and operated stations as well as to affiliates of those networks the lion's share of the Class I-A or fully clear channel assignments in this country. Anti-network views of at least three members of the FCC were clearly demonstrated in the Network Monopoly Report [Broadcasting June 15] since the recommendations were to alter from top to bottom present network operations, particularly those of NBC and CBS.

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BROADCASTING • Broadcast Advertising
Personnel Prospects

Whether the President had veered from the original personnel plans respecting the Committee could not be learned in authoritative quarters. It has been reported (Broadcasting, July 1) that the committee might be headed by a junior cabinet officer, Adolf A. Berle Jr., Assistant Secretary of State, or Breckenridge Long, Special Assistant to Secretary of State Cordell Hull. A new name mentioned in this connection, aside from that of Chairman Fly, is Lowell Mellett, one of the six Presidential secretaries, former executive editor of the Scripps-Howard Newspapers and head of the National Emergency Council, recently abolished. He is headquartered in the White House and is regarded as the top public relations advisor to President Roosevelt.

It appears a foregone conclusion that such well-known communications executives as Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, Rear Adm. Leigh Noyes, director of Naval Communications, and Comdr. Joseph F. Farley, chief communications officer of the U. S. Coast Guard, will be on the committee. The original plan was for a five-man board.

A subcommittee for the broadcasting industry presumably would comprise a representative for the NAB, representatives for the major networks, and possibly other important industry figures making for a cross-section of all broadcasting activity. At least the conversations with Government officials likely to serve on the committee have been in that direction.

Desire to have an industry co-ordinator appointed to the Knudsen Committee stems in part from the view that the industry should have a spokesman in the highest defense councils. It is presumed Mr. Miller reached the decision to communicate with Chairman Fly in this regard after conferring with industry leaders. It is felt that the importance of radio as a medium of mass communication should not be overlooked and the industry should have a voice in conduct of communications actively during the war emergency, aside from the proposed subcommittee functions under the projected Defense Communications Committee.

Meanwhile, the FCC, under direction of Chief Engineer E. K. Jett, moved quietly but swiftly toward its objective of setting up a 24-hour communications watch with the $1,600,000 fund allocated to it from the National Defense budget. Because of the confidential nature of the work, little publicity has been given to developments. The setting up of extensive monitoring operations at the enlargement of some 500 additional field personnel is the major phase of the FCC's effort to detect and stamp out any possible subversive activity in communications. Requirements of proof of ownership in radio and communications operators already is well along, including issuance and recording of fingerprint licenses forms (Broadcasting June 15, July 1).

Organization of the Commission's new field inspection staff, to maintain the 24-hour watch, is being handled by Chief Engineer Jett and George Sterling, inspector in charge who has been given immediate supervision of the activities. Qualifications and records of hundreds of available prospects for the field work, taken from Civil Service lists, are being checked closely. The FCC also has purchased consider- able direction finding equipment, receivers and other types of apparatus already manufactured to fit into its plans to set up some 100 additional detector stations in all parts of the country to tie into its major established monitoring stations.

Inspectors Training School

As part of this development, the FCC has established in Baltimore a training school for regular inspectors to aid in instructing the new field forces. A substantial number of inspectors now are attending these courses. Chief Inspectors from various sections also have been summoned to Washington to assist in the formation of plans for the new national defense policing of the air and related activities.

In all scuttling reports of danger to the status quo of broadcasting and other communications operations, Chairman Fly asserted that reports have been "far-fetched and unwarranted" and particularly unfair to broadcasters. Beyond the fact that no plans have been made to interfere with operations in any way, he said that the Government "is not qualified to take over broadcasting." Should we become involved in the hostilities, Mr. Fly indicated, there might be some "particular things" the military services might want to do, but he added these would not involve actual taking over of operations.

Surveillance System

The expanded monitoring activity, to curb espionage and possible Fifth Column developments, will involve establishment by the end of the summer in every State of the country and its territories and possessions of about 100 fixed detector stations, along with portable direction finder trucks. This will provide the most extensive and efficient radio surveillance in existence.

It is expected the FCC will add some 100 in the coming months, engineering clerks to its staff for field duty during the entire emergency, supplementing the some 200 or more now in the field. Detector stations will not be concentrated at any one spot, but rather will be located at strategic places throughout the country.

The seven existing major monitoring stations will be supplemented by three others, to serve as key operation centers in guiding and inter-communicating with the 100 detector fixed stations. All frequency bands will be observed, recordings made, simultaneous bearings taken. When suspicious transmissions are heard, one or more contiguous base stations will dispatch direction finder trucks to cover the transmissions and seek to locate the source and check the signals.

Of significance to broadcasting operations will be efforts to detect broadcast propaganda, particularly in the foreign-language broadcasting field. Little elucidation is available from the FCC on its plans in this regard. It appears clear, however, that the FCC proposes to record, wherever possible, all foreign language commentary broadcasts as a means of detecting and ferreting out propaganda. All down the line, it is reported, station licensees have been cooperating to the fullest extent with the FCC.

Washington D.C.
Bye-Bye Red Ink!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales tool for their station. For a real money-maker, choose —

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Just Blown In! In connection with the world premiere of the movie, "Grand Ole Opry," held June 28 in Nashville, this is group of New York agency, advertising in various papers, as they were properly in the event from all over the country by WSM, Nashville. The film, produced by Republic Studios in Hollywood, has been heard by thousands on WSM and now extended to NBC-Red for J. Reynolds Tobacco Co. (Prince Albert tobacco). In honor of the WSM stars in the movie, and noting the picture as the first full-length feature ever made using the name and stars of a regular radio program, the station played host to this multitude at a three-day shindig built around the Grand Ole Opry motif of "fiddle and guitar" music and square dances. Just off the New York plane and ready to board the special Opry bus after being greeted by Harry Stone, WSM manager, (1 to r) were Turner, J. Mathes & Co.; Linnell Nelson, J. Walter Thompson Co.; Sheldon St. Hickox Jr., NBC-Blue; Elizabeth Black, Joseph Katz Agency; John Hymes, Lord & Thomas; Frank Conrad, McCann-Erickson; Henry Ringold, Edward Petry & Co.; John B. Crandall, Benton & Bowles; John Schultz, Erwin, Wasey Co.; Frank Silvernail, Pedlar & Ryan; William Maillifert, Compton Adv. Agency.

Intricate FCC Requirements for FM Cause Drop in Expected Applications

FCC officials and others on the national radio scene have sharply revised their estimates of probable applicants for FM or "staticless" broadcast stations since they have had opportunity to analyze and digest the new rules, engineering standards and the exhaustive application form.

Whereas, based on inquiries received from all parts of the country, FCC officials and applicants anticipated a flood of applications, possibly 1,000 as soon as the new rules became effective, many of the applicants, once inclined to revise their estimates to possibly one-half that number, and then only after a considerable time has elapsed.

Nothing Overlooked

The infinite detail of the application form (No. 319) [Broadcasting, July 1] searching deeply into all aspects of the applicant's background, family, financial and other relationships, together with the rigid requirements on technical, financial and other matters, are enough to deter the average applicant from even attempting to apply, particularly by newcomers. Moreover, broadcast station licensing is a process familiar with the intricate details of FCC procedure are scratching their heads wondering how they will be able to provide all of the data required without virtually stopping all other operations.

As a result of this, it is now expected that many possible newcomers, as department store owners, newspapers, and even those who had radio "get-rich-quick" ideas, will either throw in the sponge or delay their filing in hope the Commission will modify the drastic requirements.

As Broadcasting went to press (July 12), not a single application for an FM station under the revised rules had been filed. This was understandable, however, since the applications had been available for only a week and a minimum of a month is thought necessary to execute the complicated forms. The fact that more than 150 applications previously had been filed under the experimental rules augurs for at least that many applications as soon as the data can be accumulated by the parties involved. The FCC estimates that as many as 1,000 possible applicants had stormed it with requests for information regarding applications prior to even the first deadline.

While too early to gauge general reaction to the allocation rules, it is indicated that the new and unaccustomed applicant to alter the channel assignment. The rules specify six channels for towns of less than 25,000 with coverage radii of about 12 1/2 miles; 22 channels for metropolitan areas of more than 25,000 with coverage radii of about 31 miles, and the remaining seven channels for big coverage stations, comprising two or more large cities or metropolitan areas with a substantial audience.

Want Better Facilities

Advance indications are that most of the applicants will seek the seven wide-coverage assignments. Such stations would be permitted not less than 50 kw with probable coverage of 70-100 miles. Should there be an influx of such applications, justifiable on the record, it is likely that the Commission will decide to revise its channel classifications and increase the number to whatever number the facts may warrant, correspondingly reducing the totals in the other classifications. This problem may wind up in another allocations hearing restricted to the matter of frequency assignments.

Aside from the fact that the stiff requirements for FM will discourage many outsiders from attempting to become broadcasters, lack of experienced personnel to manage and operate new FM operations is a primary consideration. On the other hand, established broadcast stations already have experienced personnel, which probably would be loath to leave present jobs to take a gamble with a new service, just turned commercial. As in most every other situation, it is expected that on the long haul, the natural laws of supply and demand will govern development of commercial FM. Meanwhile, large-scale campaigns are being launched by set manufacturers in anticipation of licensing of FM stations throughout the country.

Shed for Mutual

IN ADDITION to its financial results showing the Republican Convention, MBS reports that the four-day session resulted in a combined loss of 53 1/2 pounds by its convention crew of 20 persons. Fulton Lewis Jr. lost the most, 10 pounds; Dave Driscoll came back seven pounds lighter, and Quin Ryan, Wythe Williams, Ed Content and Adolph Opfinger each shed five pounds. Bill Dolph reversed the trend by gaining three pounds during the sessions, a feat in which he was unique among the MBS staff.
Fading Overcome in Radio Photos

Sweep Circuit Is Utilized in Press Wireless Experiment

PHOTOGRAPHS radioed 12,000 miles from the West Base of the U. S. Navy Antarctic Expedition were published July 8 in the New York Times. The remarkably clear pictures represented the first public showing of results of a new radio-technique, employing a specially developed "sweep circuit" to combat selective fading, devised by researchers of Press Wireless Inc.

The new development is particularly significant since the 12,000-mile transmission was accomplished by a 500-watt receiving station in the Antarctic. Heretofore selective fading of the carrier frequency, even with high-power stations, had caused streaking and distortion of radioed pictures. The new "sweep circuit", inserted between the scanning apparatus and transmitter, even out peaks and valleys of the radio transmission and thus eradicates streaks otherwise appearing in the photograph, caused by the change in density of the tone, according to the Times.

After the Night

The photographs reproduced July 8 were sent from the West Base station, KTKR, to the Press Wireless receiving station at Baldwin, L. I. The signals then were transferred automatically to a telephone circuit and passed on to the studios of Times-Wide World Photos, where photo-scanning apparatus converted the sound signals into light rays and reproduced the pictures.

A regular photograph transmission schedule from the Antarctic is planned by the Times-Wide World organization, whenever radio conditions permit. As the expedition is inactive because of the long Antarctic night, only interior views probably will be available for some time. But after the sun appears and the scientific parties return, their outdoor rounds, highlights of their work are to be photographed and radioed to New York. The transmitting set in the base camp is under supervision of Clyde Bailey, radio engineer of the expedition.

FAMILY KITCHEN PRODUCTS
Co., Phoenix, Ariz. (pie crust mix), has named Advertising Counsellors, Phoenix, as agency and is using radio and newspapers. I. N. Shun is account executive.

U. P.

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE NEWS

COVERAGE

UNITED PRESS

BROADCASTING • Broadcast Advertising

July 15, 1940 • Page 79
Here is a listener's blueprint, an ABC of FM, which might well adapt itself to conditions in explaining to their audiences and to inquirers what FM actually means to them. Aside from being the president-manager of an important station, the author is an electronics engineer and former Yale professor who early foresaw the possibilities of FM.

By FRANKLIN M. DOOLITTLE

Many times in the past few weeks I have been asked to explain what frequency modulation radio means to the radio listener. As you know, frequency modulation is the new type so-called "staticless" radio which has been approved by the FCC and will, in the next few months, gradually supplant commercial as more FM receivers are sold.

The public is now pretty well informed about Malcolm H. Armstrong's latest invention, but perhaps it is still a little doubtful as to how the advent pages will be realized. The public thinks that present radio receivers will be useless for frequency modulation reception. These questions are being asked:

Will new sets be required and will these sets receive their regular stations and programs which are now used and enjoyed?

Will the regular stations continue to operate? Will new stations spring up to transmit these new ultra-high frequency programs?

Evolutionary Effect

Things are happening fast. First, let me say that while frequency modulation is revolutionary in the technical sense, as it gives radio its first effective method of fighting static and interference, it will be evolutionary in its effect on radio as a whole.

Yes, it is true that present receivers, the ones you now have in your homes, will not receive FM programs. While it is possible to provide a so-called "converter" so the present speaker and sound system in present sets can be used, the use of such converters will be temporary until sets are replaced.

Here's what's going to happen:

Frequency modulation will be introduced to the radio public as a new band on your present standard broadcast receiver. The receiver will not cost very much more than it would if this band were omitted.

Noises Omitted

How will these new receivers appear? Well, many sets will have one tuning band for frequency modulation, one for the standard longwave broadcasting, and a third for foreign stations—three bands. The appearance of the sets will be entirely conventional and they will be ultimately available in the various priced models with the exception of the very cheap ones.

Now, what do you get for your money? Why did the FCC give this new frequency modulation radio wide applause and approve it without hesitation?

Well, you will find that you can receive perfectly even during the heaviest thunderstorm. On your present radios, when lightning flashes, you hear a tremendous roar and crackle. Frequency modulation radio reduces this to a whisper at all during such a storm—no roar, no thunderous booms.

But what about all those noises and crashes that mar radio reception these days, from electric shavers and vacuum cleaners, and so forth, are gone under frequency modulation and that naturalness of reception is greatly enhanced. There is an astounding difference in quality between the two types of broadcast. Under the new type radio, you'll think the performers are right there in the room with you, that's how natural it is.

Regular Programs, Too

What about the set-up of stations? In general, you will receive the regular network programs. And, in addition, there will be special programs originated by frequency modulation stations which give even greater fidelity than is now practicable on network broadcasts that are transmitted on wire lines. Because, as you probably know, frequency radiation does not need wires to transmit network programs. One station can pick up another station's signal without loss of quality to you because every station is a direct means to every other station.

And here's more. There will be no "whistles" in the background from stations on adjacent channels. Even the "hiss" of your own receiver to which you are accustomed will be gone, and you will be able to hear every detail of a program in a new manner.

Greater Enjoyment

That's something to look forward to. Frequency modulation will bring you greater radio enjoyment. It will not deprive you of present radio programs or cause existing stations to discontinue.

But it will, in a short while, bring you these new programs which will not only realize greater fidelity, greater enjoyment.

I have, in this short article, attempted to give you—simply and directly—just what is ahead for frequency modulation. Much already has been said about the technical advantages of the Armstrong invention. Much more will be said.

In a very short time, the major question that will be asked about a radio receiver will be:

"Has it a frequency modulation band?"

A GUEST BADGE and medal were the reward of Harold J. Frank (left), manager of the recently inaugurated WSBF, Ogdenburg, N. Y., for the station's cooperation in publicizing the terms of a Foreign Wars convention there July 3. Kenneth Ullman, State radio publicity director for the FVW, pins the badge as Announcer Joe Goers looks on.

Neb. ASCAP Delay

NO DECISION in the case of Nebraska versus ASCAP will be reached until that state's Supreme Court meets early this October, according to Herman Finkelstein of Schwartz & Frohlich, ASCAP counsel. Mr. Finkelstein stated that ASCAP had filed and served the papers asking dismissal of Nebraska's appeal. For a new trial after a three-judge court found the Nebraska anti-ASCAP law to be unconstitutional [Broadcasting, April 1].

Swift Time Signals

SWIFT & Co., Chicago (meat products) on July 29 will use ten-weekly time signal announcements on WBBM, Chicago. Sponsor has purchased a 25-minute Saturday feature on the same station, featuring Norman Ross and consisting of sidelines on news and musical transcriptions. J. Walter Thompson Co., Chicago, is agency.

NEX subscribers to Transradio Press Service are stations WMQB, Milwaukee; WFR, Greensville, S. C.; WSOO, Sault Ste. Marie, Mich.; WMTS, Ironwood, Mich.; WIBH, Idaho Falls; WLBJ, Bowling Green Ky.; KGFI, Brownsville, Tex.; WOIB, Yarmouth, Maine; the latter currently under construction.

For: musical and technical details of the Armstrong invention. Much more will be said. In a very short time, the major question that will be asked about a radio receiver will be:

"Has it a frequency modulation band?"
JOHN F. GRINAN, radio pioneer who entered the field in 1906 and has been associated with many of the giants of broadcasting, has retired recently for a visit to the eastern states. Mr. Grinan is a member of the electrical board of directors of the West Indies, and heads all communications on the island, including broadcasting. He erected the first broadcasting station in Jamaica.

JACK SAYERS, CBS Hollywood, assistant program director, has resigned effective July 20, 1940, and will return to New York of his own volition. Sayers will again handle WBTN, St. Louis, in a similar capacity. Edward DeGray, formerly with WBTN, St. Louis, has succeeded him at WBT, Wilbur Edwards.

CLARK STANDIFORD has resigned as manager and program director of the new KORN, Fremont, Neb., and W. J. Brice, formerly with KGFW, Kearney, Neb., has taken the manager-cum-management position. Fred Christiansen, program director for the new KORL, Omaha, has been transferred to the sales department of WABS, New York.

FRED O. GRIMWOOD, consulting engineer and owner of KLCN, Blytheville, Ark., has been retained by KXOK, St. Louis, to supervise construction of its new 5,000-watt transmitter and antenna system. Grimwood served in a similar capacity for KLBO when the station first went on the air. The new equipment is expected to be in service by early autumn, when KXOK will shift to 630 kc. with 5,000 watts unlimited.

JOHN BERNDOM, talent division salesman of WGN, Chicago, is the father of a boy, John Anthony.

LATE Personal Notes

AL DAVIS, announcer of KGVO, Missoula, Mont., has resigned to practice his law degree this spring from Montana State U. Jimmy Barber, KGVO program director, has been offered the presidency of Davis & Schweger, Los Angeles music publishing company, in addition to his present duties. Davis & Schweger is being recorded by Al Golden and his orchestra, and along with six other Davis & Schweger bands, will receive intensive promotion during the coming months.

BOB SHIELD, announcer of KDKA, Pittsburgh, recently married Elaine Craner, daughter of the late Sisters trio heard on the station.

JOHN BOLER, president of North Central Broadcasting Co., regional chain of Minnesota, North and South Dakota, was host at a cocktail party at Chicago's Mayfair, July 11, for Chicago agencies and the press.

BERNARD WEINBERG, co-partner of Milton Weinberg Adv., Los Angeles, is the father of a boy born July 8.

KNOX MANNING, CBS Hollywood commentator, has been signed to play a major role in the film "Meeting in the Moonlight," to be produced by Warner Bros., under direction of Frank Capra.

JOHN N. LAING, formerly of NBC, New York, and recently WPEN, Philadelphia, is the new program director of KORL, Omaha, and is also the program director for KORC, Lincoln.

DAVID S. BALLOU has been made manager of the new WIGN, Merced, Cal.

JACK MURRAY, as a guest of WEEI, Boston, is the father of a girl born July 5. Mrs. Murray was the former Peg Grady of the WEEI general service department.

STANLEY LEVY, formerly a salesman of WIND, Gary, Ind., has joined the local sales staff of WBBM, Chicago.

LESTER GOTTLOB, MBS publicity director, on July 9 left New York on his annual trip to discuss publicity policies with various Mutual affiliates. Gottlob plans to visit Buffalo, Cleveland, Detroit, and during the week of July 15, will handle MBS publicity at the Democratic convention in Chicago. After stops in Minneapolis, St. Louis and Dallas, Gottlob plans to visit San Francisco for the NAB convention.

LOUIS BERG, member of the CBS Hollywood script writing department for the last three years, will marry Robert Johnstone, oil company executive, on Aug. 16.

RAY ERLENBORN, CBS Hollywood sound effects engineer, has been promoted to the production department contact man.

WILLIAM T. KNIGHT, III, son of the general manager of WTOP, Savannah, Ga., has been named vice-president of the Knight Draper Co., the nation's largest newspaper advertising agency.

WILLIAM SLOCUM, Jr., publicity director of CBS in Washington, on July 8, was transferred to New York. He succeeded William T. Knight, who has entered a 50-year-old drug broadcasting concern.

WILLIAM LUTHER, manager of the new WIGN, Merced, Cal., has resigned.

Burt Squire, recently with the Henry Souvaine program agency and formerly head of the New York State Network formed by the Hearst interests, has joined J. W. Pepper, New York agency, as radio director. He succeeds L. N. Marks.

JIM McNAMARA, of the maintenance staff of KYW, Philadelphia, on June 29 married Jeannie Jackson. Roy Anspach has joined the control staff of KYW for vacation relief.

MARY GRADY, program manager of KROD, El Paso, underwent an emergency appendectomy recently. Her condition is reported satisfactory.

SYD GOLD, sales director of Tel-Tic Syndicate, New York, is in Los Angeles to establish West Coast offices. He announced 122 new station subscribers to the service. Gold will be headquartered in Los Angeles after attending the NAB convention.

BILL WATSON, formerly of KROG, Weasler, Tex., has joined CBS, New York in Los Angeles, will succeed him in Atlanta.

J. E. RUDOLPH has been named the head of the sales department of WLB, Cincinnati.

FCC Field Shifts

With defense activity pointing to a national transfer of FCC field personnel to new localities, the following switches were announced: Broadcasting July 12 by the FCC: Joseph W. Reimel, Jr. from the Kansas City field office to New York; Joseph H. Eichel, from Chicago to New York; James E. Barr, New York to Washington; Samuel W. Lichtman, Grand Island, Neb., to Chicago. All have been transferred from FCC service, and their future plans were not announced.

Call it "Gumption"

Call it what you will, but when the newspapers say—

"Most ambitious undertaking by an independent station for the coverage of the convention (Republican National) is that of WPEN. Completely out-manned by sister stations which have been bolstered by the networks, WPEN's Special Events Department is winning the plaudits of its local radio row."

Behind the Mike with Raymond Williams, Philadelphia Daily News June 24, 1940

"WPEN turned out the only independent station to try bucking the networks in Convention coverage in any elaborate manner and made it a good job. It had its control room and booths at Convention Hall and also wires in to the Wolcott Hotel, Union League, Heymann Bldg., and other points of vantage that the networks occasionally missed out on." George Lilley, Radio Editor, Philadelphia Record June 30, 1940

It means only one thing . . . that WPEN does a progressive thor- ough, independent job in Public Service and keeps a weather eye on interesting special events which will continue to add to its ever-growing audience.

WPEN Phila. 1000 Watts

FAIR VISITORS...make the St. Francis your home while in San Francisco Take advantage of the gracious service, famous cuisine and central location. You'll enjoy the Pageant of the Pacific more if you are at the St. Francis. 1000 rooms from $4

BROADCASTING • Broadcast Advertising

July 15, 1940 • Page 81
P&G Adopts Serial

PROCTER & GAMBLE CO., Cincinnati, which has taken over Those We Love, former Standard Brands program, is expected to start the program the first week in October on NBC-Red, Saturdays, 8:30 p.m., although the contract had not been set when BROADCASTING went to press. The program probably will be presented for DuPont through H. W. Kastor & Sons, Chicago.

Mrs. FDR's Radios

THAT Mrs. Franklin D. Roosevelt's penchant for making people gifts of radios, was disclosed by Harlan Miller, Washington correspondent in his July 11 column in the Washington Post. "She buys them by the wholesale," Miller reported, "sometimes around a hundred a year, to give to friends and acquaintances. Probably she buys more radio sets than any other individual."

B & W Placements

BROWN & WILLIAMSON TOBACCO Co., Louisville (Big Ben smoking tobacco), in Aug. 8 will start sponsorship of the weekly Renfro Valley Barn Dance 7:30 p.m. (EST) with rebroadcast for Western stations at 10 p.m. (EST) on 18 NBC-Red stations with three occasional yet to be decided upon. Stations selected are WVL WAVE WSM WMC WBRC WSB KYOO WLY WPA WBAP KPJR WOAI KTBS KARK KGKX KSD. Options are $150 every four weeks. Sponsor is also buying twice-weekly quarter-hour Twilight Tailors as a spot schedule on WHO, Des Moines, Russell M. Seeds Co., Chicago, handles the account.

PROCTER & GAMBLE Co., Cincinnati (Those We Love), whose Life Can Be Beautiful daytime serial is currently running on NBC-Red without a Chicago outlet, and on CBS, on July 15 started the five-weeky quarter-hour show on transcription of WMAQ, Chicago, 5-15 p.m. (CDST), Compton Adv., New York, handles the account.

CLASSIFIED

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face for additional emphasis. 500 words maximum.

Help Wanted


Good Salesman—Proven record high sales over long period. Young, aggressive with ideas. Desires change. Box 977, Broadcasting.


Commercial Manager or Salesman—Over 6 years production, executive and sales experience. Good references and successful ideas. Box 979, Broadcasting.


Young man—with some accompanying schooling desires position in radio. Box 975, Broadcasting.

Situations Wanted


Good Salesman—Proven record high sales over long period. Young, aggressive, with ideas. Desires change. Box 977, Broadcasting.


Commercial Manager or Salesman—Over 6 years production, executive and sales experience. Good references and successful ideas. Box 979, Broadcasting.


Young man—with some accompanying schooling desires position leading up to announcers post. East Coast preferred but will go anywhere. All information on request. Box 977, Broadcasting.

Salesman—Representative of one of the leading talent organizations. Has been working in the business for several years. Desires change. Box 978, Broadcasting.

Announcer—With good talking voice. Desires change. Box 979, Broadcasting.

Radio Engineer.

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—ANY DAY

R.C.A. Communications, Inc.
96 Broadway, New York, N. Y.

Radio Engineering Consultants

7134 Main Street, Kansas City, Mo.

BROADCASTING

FM RULES & STANDARDS

Complete Reprints Ready!

Including:

- Standards of Good Engineering Practice Governing High Frequency (FM) Stations: 43-50 Mc.
- Adopted by the FCC June 28, 1940
- Text of Rules Governing FM
- Adopted by the FCC June 22, 1940

One to 9 copies, 10c each • 10 or more copies, 5c each

BROADCASTING

For Sale

BCA TNV 75-B field intensity equipment. Herb Hollister, KPAB, Wichita, Kansas.

3 Manual 11 Step Wurlitzer Pipe Organ—With many additional combinations added for broadcasting. Available only because of change in studio location. Excellent condition. This unsurpassed real organ will be sold for little more than an electric. Write WJJJ, Chicago.
American Radio Liked by Latins

Federal Official Says They Like News Programs Especially

INCREASING popularity in Latin America of radio programs originating in the United States, particularly news reports, is indicated in consular reports reaching the Department of Commerce from the Latin American countries, according to John H. Payne, chief of the electrical division.

While it is frequently reported that reception in certain of the countries is not good, due to adverse atmospheric conditions or technical limitations, the excellent quality of the programs is commented upon in most of the communications.

Mr. Payne said that transmission of radio programs to Latin America is considered of mutual benefit, since it makes available many of the high-quality programs heard in the United States. Radio is a medium through which the Latin American public is informed of our customs, culture and endeavors.

Popularity of News

News reports emanating from American shortwave broadcasting stations are probably acted on as the greatest single factor in enhancing the popularity of American broadcasts among Latin American listeners. Mr. Payne said he believes, too, that emphasis on entertainment value which characterizes American broadcasts also contributes greatly to their popularity.

Publication in newspapers and other periodicals in Latin America of schedules of shortwave programs originating here and beamed on Latin America is being effected by the Department of Commerce in close cooperation with the Department of State, Radio Manufacturers' Assn., and the broadcasting industry. Mr. Payne indicated that a greater volume of shortwave programs is put on by American broadcasters than in any foreign country.

Weekly schedules of forthcoming radio programs, especially prepared or selected on the basis of known preferences of Latin listeners in Latin America and frequently presented in the languages most widely understood in that area, are distributed in Latin American countries through the foreign offices of the U.S. Government.

MINNESOTA-IOWA stations and regional networks, disregarding their competitive status, joined with tourist and booster associations last month for an on to Minnesota program, promoted by WCCO and the Minneapolis Star-Journal and carried jointly over the Northwest network of CBS, the Minnesota Radio Network and the Iowa Broadcasting System. George Grim (left) and Ed Shane faced a battery of 11 microphones in the WCCO studios, and the newspaper interests which include the Star-Journal, ran this picture in eight columns after its artist had painted in the various call letters. A special cast of foreign language broadcasts of the State, enacting the arrival of a typical out-of-state family at the Minneapolis Aquatennial July 21-22. An official "Aquatennial March", composed by Rollie Altmeyer of WCCO, was broadcast for the first time. Promoting the event by direct mail, KSTP has forwarded giant illustrated invitations to the trade.

Ban on Foreign Tongues By Two Boston Stations Brings Council Backfire

FIRST repercussions to banning of foreign language broadcasts by stations as a result of the war emergency came in Boston June 28 when City Council Russo said he would demand a probe of WMEX and WYOP unless a satisfactory explanation is given of purported refusal to permit Italian broadcasts since Italy's entrance into the war.

The stations, in conformity with newly-instituted policy, reported that they decided to eliminate foreign language programs. WMEX, authorized to operate with 5,000 watts in lieu of its present local assignment, has decided to eliminate all foreign language programs because of its condition in coverage status, it was declared.

Mr. Russo said that it had been reported to him that the stations forbid broadcasting in a foreign language "with the exception of advertisements". He said that as a member of the city council representing all people regardless of race, color or creed, he wanted a satisfactory explanation that unless such a move was made it was his intention to introduce before the council an order demanding "an inquiry into this condition".

Expands FM Schedule

W2XMN, FM station owned by Maj. Edwin H. Armstrong at Alpine, N. J., has increased its daily schedule to include a special three-hour program of full-fidelity recordings, now operating Mondays through Saturdays, 11 a.m. to 3 p.m. These programs offer both classical and contemporary music, marches and other selections chosen to display the noise-free, full-fidelity characteristics of FM. W2XMN continues its regular transmission of CBS programs from 4-11 p.m. weekdays and 3-6 p.m. Sundays.

AROWITZ & HEIT, New York store selling Het-Knit clothes, about Sept. 16 will start a spot announcement campaign using New York stations only, according to RoSETTE Adv. Agency, New York, recently appointed to handle the account.

Cudahy Names B-S-H

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), has named Blackest-Sample Hummer, Chicago, as agency. Media plans will be announced later.
FCC Schedule

WHILE seeking to avoid a summer recession, the FCC will operate on a somewhat curtailed schedule during the remaining months of the summer, with provisions made to handle routine business by less than a quorum of its membership.

Chairman James Lawrence Fly declared July 8 that the FCC does not propose to close down for the summer to the same extent as in the past and that such hearings as necessary will be held. The FCC held a regular meeting July 5 but is not scheduled to hold another session until July 19. There may be one other full FCC session prior to resumption of the normal schedule after Labor Day.

Applications

**JULY 2**

WTBY, Troy, N. Y. — CP directional change.

WGAN, Portland, Me. — CP new trans., change antenna from 650 to 500 kw.

**JULY 3**

WEAF, New York, N. Y. — CP move trans., directional antennas.

NEW, Capital Beltway, Co., Washington, D.C. — CP increase to 250 kw.

WBMQ, Fairmont, W. Va. — CP increase to 6 kw.

WING, Dayton, Ohio. — Trans. control to Charles Sawyer.

**JULY 5**

WSNJ, Bridgeport, N. J. — Class IV, 150 kw.

WEBB, Portsmouth, N. H. — License new trans., increase power.

WDQD, Richmond, Va. — License new station.

WBJJ, Bowling Green, Ky. — License new trans.

**JULY 9**

KZSO, Santa Rosa, Cal. — CP change to 1 kw. new trans., directional.

**JULY 10**

KLZ, Denver, Colo. — License new station.

**JULY 15**

**Continued from Page 83**

**APPLICATIONS FOR LICENSES**

New Video, FM Tubes Are Announced by GE

TWO NEW three-electrode transmitting tubes, Types GL8002 and GL8002R, designed for use as radio-frequency power amplifiers at ultra high frequencies, have been announced by the General Electric Co. The GL8002R is equipped with a milled-copper radiator for forced in service. Responsibility for the final dimensions of the GL8002 and GL8002R are maximum length of 4 11/16 and 5 8/24 in. and maximum diameters of 1 7/8 and 3 11/16 respectively. The inductance to the three electrodes is minimized through the use of multiple leads for both the filament and grid connections.

**Opinion on Wages**

CARETAKERS at radio transmitting are covered by the Fair Labor Standards Act and must be paid at least $1.25 an hour. The minimum of 30 cents an hour with time-and-a-half for overtime above 40 hours a week. This opinion was announced July 8 by Rufus G. Pocock, associate general counsel of the Wage & Hour Division of the Labor Department. It was issued in response to an inquiry by Joseph L. Miller, NAB director of labor relations. According to the interpretation, a caretaker is a person for transmitting grounds and performing horticultural work could be regarded as an employee not as a domestic servant and therefore exempt.

**Government Regulation Of Programs Proposed**

GREATER Government participation in the programming of broadcast stations and networks is proposed in the National Policy for Radio Broadcasting. [Hartog & Brothers, New York $3]. Author is Cornelia B. Rose Jr., who conducted an inquiry on behalf of the National Economic & Social Planning Assn.

Public interest is not sufficiently safeguarded by the competitive system of broadcasting, because the system is principally an economic concept of organization. She maintains that the government should take positive measures to encourage improvement as well as minimize evils. Network systems should be the basis of American radio, she says, adding that they should become fully national in character. The 1954 act is going on the air should be made to rest with broadcasters, she says.
Arbitrators Fix Minimum Talent Rates
For Network Key Stations in Chicago

DECISION handed down July 12 by a three-judge panel of the American Arbitration Assn. establishes the following minimum rates for the services of radio artists employed on commercial programs broadcast by network key stations in Chicago:

For quarter-hour programs, ac-
tors in various categories (includ-
ing actors on dramatic commercials) are to be paid $8; singers in groups of three; soloists, $10.

Negotiations have not yet led to an agreement on this matter.

KRAFT's Meow
BLUE angora kittens provided the "live announcement" July 15 by KRAFT, Miami, in its programs with NBC, the world's largest network. International Radio Sales, New York, had to get permission from the SPCA to send out blue-eyed kittens to 25 New York-timebuyers for its Miami client. A special version was produced that included the desired effect, which was guaranteed to come out in the same color as the blue angora. The report was sent to Walter Kattengell, and tags bore the label "The KAT Goes Blue." Steve Hamann, New York, handled publicity.


Network Changes
GILLETTE SAFETY RAZOR Co., Boston, on July 5 renewed Elmo Davis and the News on 88 CBS stations, Tues., Wed., Fri., 7-8 p.m. Agency: Mason Inc., N.Y.

CUMBER PRODUCTS Co., Bedford, Ohio (Energizer), on July 10 renewed The Sowing of Brothers on 81 NBC stations, Thurs., 6-7:30 p.m. (EDT). Agency: Young & Rubicam, N.Y.

STANDARD OIL Co. of California, San Francisco, on October 8, substituted Radio School Broadcast on 12 NBC Pacific Coast Blue stations, Thurs., 12-11:30 a.m. Agency: Seabury & Co., San Francisco.

STANDARD OIL Co. of California, San Francisco, on November 8, substituted Standard Convoy Night on 4 NBC Pacific Red stations, Thurs., 8-9 p.m. Agency: Young & Rubicam, N.Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Big Ben mix), on October 6, substituted Navy Yacht Club Radio Dance on 21 NBC Red stations, Mon., Thurs., 7-9:30 p.m. (EDT). Agency: Russell M. Sheets Co., Chicago.

Networks Sending Same Staffs for Democrat Session

NBC Arranges to Use Films For Television Coverage

With announcement by NBC that it will offer visual coverage of the event in the New York area by televising special Pathe newsreels, radio coverage of the Democratic National Convention, opening July 13 in Chicago, will parallel that at the Republican Convention in Philadelphia late in June.

Using substantially the same staffs as at Philadelphia, the networks have completed plans for blanketing the principal events of the Chicago conclave. In addition, NBC’s SIA newsreel division, which sent a special six-man crew to Philadelphia for independent rights on special films, will do the job at Chicago [BROADCASTING, June 15, July 1].

Pathé to Send Films

According to terms of an agreement between the Pathé News, announced July 10 by Alfred M. Morton, NBC vice-president in charge of television, the newsreel organization during the convention will ship about 1,000 feet of black-and-white film by plane to New York City. The films, to be made exclusively for television and covering both the opening and evening sessions, will be transmitted twice daily, at 3:30 and 9 p.m. starting Monday, July 11. NBC television transmitters stop at the Empire State Bldg. in New York. The 10-minute film reviews of convention activities will be telecast in New York the following day. In announcing the film coverage of the Democratic convention, Mr. Morton pointed out that no technical facilities existed in the Chicago area to relay the television programs direct from the convention site, as was done via coaxial cable between Philadelphia and New York during the GOP convention.

NBC’s commentator-anouncer group will have a staff of 25 at the Chicago convention, with WGN, Chicago key station, handling a large share of the assignments. The NBC commentator staff includes Quin Ryan, Fulton Lewis Jr., Wycie Williams, Arthur M. Evans, Arthur Sears Henning and Ruth DeYoung Kohler. Mr. Ryan and Frank Schreiber, WGN special features director, will be in charge of MBS broadcasting activities, with Carl J. Meyers, WGN chief engineer, in charge of engineering; Adolph Opfinger, network traffic; Lester Gottlieb, publicity.

The same six-man crew that handled WLYW-WSAI pickups at Philadelphia has gone to Chicago for the same job. Headed by Cecil Carmichael, the staff includes Peter Grant, Elizabeth Bemis, Marsha Wheelier, Fred Thomas and James Cassidy. WLYW and WSAI plan to originate seven programs daily.

GOP SESSION COST NETWORKS $364,700

Costs of covering the Republican National Convention to the major networks ran well over $550,000 when all reports were in, topping preliminary on-the-spot estimates by approximately $100,000 [BROADCASTING, July 1]. Of this total more than $200,000 was accounted for by rebates for time and talent made to advertisers whose programs were cancelled or cut back in order that the listening public might follow every step in the process of nominating a Presidential candidate.

Out-of-pocket costs of convention coverage were set at $150,000 by NBC, $250,000 by CBS and $48,000 by MBS, a total of $448,000. Commercial cancellations cost NBC $37,700 for time and $28,000 for talent rebates. CBS lost $125,000 in time charges and $45,000 in talent rebates. Mutual cancellations totaled $1,200. Combined total costs came to $304,700.

NBC’s commentator-anouncer group includes Walter Lipmann, Raymond Clapper, Lowell Thomas, H. V. Kaltenborn, Earl Godwin, Bauschke, Carleton Smith, George Hicks and Charles Lyons.

NAB Legislative Board Seeks Free-Radio Plank In Democratic Platform

A PLEA on behalf of the broadcasting industry for inclusion of “free radio” plank in the convention platform, will be made to the Resolutions Committee of the Democratic National Convention in Chicago during the week of July 15 by NAB President Neville Miller.

Miller and members of the NAB Legislative Committee had appeared before the Republican resolutions Committee on behalf of such a plank.

In addition to President Miller, it is likely that Harry C. Butcher, CBS Washington vice-president and member of the Legislative Committee; John A. Kennedy, West Virginia Network, chairman of the Legislative Committee, and F. M. Russell, NBC Washington vice-president, will appear before the Democratic board.

Cheyenne Gets Second Station

A SECOND station in Wyoming’s capital, Cheyenne, was authorized for construction by the FCC in a filing announced July 11 which writes finis to long litigation involving rival applicants. Earlier [BROADCASTING, June 11], the commission had granted a new station in Cheyenne to Western Broadcasting, Inc., of Cheyenne, authorizing 250 watts on 1370 kc.

The new grant is to Frontier Broadcasting Co., which was given 1600 kc. in a 250 watts decision on July 14, 1940. Coincidently, the Commission denied an application for the same frequency by Paul W. Shantz, now manager of KLO, Ogden, Utah, and dismissed the application at his request.

The Frontier grant, though it involves the frequently raised issues of absentee and newspaper ownership, was obviously made in pursuance of the new policy of granting all comers providing they meet the technical requirements and will cause no appreciable interference to other stations. By line 2 of this policy of “survival of the fittest,” the Commission has already made dual local grants in the form of common carriers as Salisbury, Md. (where one dropped out) and Las Vegas, Nev. [BROADCASTING, June 15].

President of Frontier is S. H. Patterson, owner of KSAN, San Francisco, and owner of one of the nation’s largest networks, which holds 25% of the stock. Cheyenne Newspapers Inc. publishing the Wyoming Tribune and the Wyoming Tribune & Leader, the city’s two dailies, and their publisher, Tracy S. Shantz, is 25% owner. The bank holding the greater part of the stock is the Grover Bank of Cheyenne, as executors of the estate of J. H. Schroeder, holds 25%; William C. Grove, manager and chief engineer of KSAN, owns 9%; United Mine Workers 10%; John Arl, hotel owner 5%.

WJTN REORGANIZES STAFF AFTER SALE

Complete staff reorganization of WJTN, Jamestown, N. Y., was announced July 10 with the appointment of Simon Goldman, of Carthage, N. Y., as executive, president and general manager. Mr. Goldman has been acting manager for several weeks and was formerly associated with WSYR, Syracuse, in its sales department. Com- ing from Colby, Y. T., is W. J. Shantz Jr. of Utica, program director, replacing George Callison, who has been transferred to Detroit. W. J. Shantz was formerly with WPRO, Providence, and WCAU, Philadelphia.

Tom McKee, who has been with WJTN for 18 months, is chief announcer. He was formerly with WPNX, Wilkes-Barre, Pa., and WKWB, Buffalo. Musical director is John P. Lewis, formerly of WJTN, former member of the Utica Symphony Orchestra. Mr. Spokes, recent graduate of Syracuse University, is the promotion and publicity manager.

WJTN recently was sold by Col. Harry C. Wilder to Jay E. Mason, of Schley, N. Y. [BROADCASTING, June 15]. Col. Wilder continues to operate WSYR, Syracuse; WTRY, Troy, and KEEN, Keene, N. H.
A buying center for WLW-advertised products

In the three rich Ohio counties that make up the Springfield trading area, listeners have consistently shown a preference for WLW. As a result, these consumers likewise show a preference for brands advertised on WLW—a buying habit that inexorably influences Springfield merchants and wholesalers in stocking their shelves. This situation is repeated in scores of trading areas in the great territory served by the Nation’s Station.

NEW YORK: REP. TRANSAЕERICAN BROADCASTING & TELEVISION CORP. CHICAGO: WLW, 230 NORTH MICHIGAN AVE.

WLW THE NATION’S most “Merchandise-Able” STATION
Consolette Speech Input System...
with Interlocked Push-Button Switching

HIGH FIDELITY...unexcelled flexibility...in a modern, complete speech input system, ideal for one and two studios! That's the RCA 76-B1, for simultaneous broadcasting and auditioning—with push-button control for more circuit combinations with simpler switching operations.

Monitoring, auditioning, cueing, and talk-back are all under push-button control. The high-fidelity program channel affords 6 mixer controls—4 microphone pre-amplifier input channels with switching control for as many as 6 microphones. Location of control knobs and correct slope of panel give greatest visibility and ease of control. High power output to line and loudspeakers. Hinged top and chassis mounting for instant accessibility of parts.

And all at a price that even the smallest station can afford! Get the facts on RCA 76-B1—write today for complete data.

No Other Consolette System offers Push-Button Flexibility plus All These Features!

- Independent Auditioning and Program Channels
- Talk-back facilities for two studios and remote lines
- Emergency Amplifier and Power Supply
- 6 Step-by-step Mixers—Dual Turntable Faders
- 6 Remote Inputs—Push-Button Cueing Control
- New Illuminated Scale VU Meter
- Two Line Repeating Transformers
- Plate Current Meter and Relay Power Supply
- Attractive Appearance—Two-Tone Umber Grey Finish

There is an RCA tube for every purpose in broadcasting.