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

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

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

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

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

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
"GITTIN' UP" IS A PLEASURE

IN THE CENTRAL ATLANTIC STATES

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

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

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

"GITTIN' UP TIME"

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

"BREAKFAST TIME"

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

OnE OF AMERICA'S GREAT RADIO STATIONS

National Representation • INTERNATIONAL RADIO SALES
Leadership in Library Service

We're Rounding Out...

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

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

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

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

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

WELCOME TO:

WCAY—Cincinnati, O.
WISH—Indianapolis, Ind.
KWFT—Wichita Falls, Tex.
KSWO—Lawton, Okla.
VOFN—St. Johns, N. F.
KVOO—Tulsa, Okla.
WERC—Erie, Pa.
WLAP—Lexington, Ky.

Largest List of Active Subscribers!


PROOF OF LEADERSHIP... IN OUR DAILY MAIL

VERSATILITY comes mighty close to being the most important aspect of any Library Service. It must be "all things to all men"...it must have within itself resources upon which the program director can draw to meet the varied tastes of his audience. It is no small tribute to the Standard Program Library Service to say, "Standard fits our needs exactly"...This phrase, often contained in letters from station-subscribers, is proof of Standard's ability to win and hold listener-interest...one reason why the largest list of active subscribers answers "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD

PROPERTY U. S. AIR FORCE

CHICAGO
When you think of New Orleans you think of:

The Birthplace of "Swing"

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate  Nat'l. Representative — The Katz Agency, Inc.

Contents

M-Day Plans Place Radio in Vital Role .................. 7
WLW Seeks 650 kw.; KSL, WSM 500 kw............... 7
Burbach Leaves Paper for Radio ..................... 8
Thompson's Term Expires ............................. 9
ASCAP Board Confers on Offer ....................... 9
Violation of Code Claimed in WKRC Strike ............ 10
Video Commercials Get Under Way .................. 10
They Were in The Army Then ......................... 12
Conferences May Iron Out Monopoly Rules .......... 12
FCC Defines Press Issues, Seeks Data ................. 14
Networks' Proposals to ASCAP Hit .................. 16
Army Seeking Radio Technicians ..................... 18
KIRO Inaugurates 50 kw. ............................. 18
IRE Would Appear at Govt. Hearings ................. 26
Argentine Likes U. S. Shortwave ....................... 40
Muzak FM Experiment for Audience Fee ............. 42
Military Maneuvers Covered ......................... 44
Power Boosts for Seven .............................. 44
CBS Broadcasts From Berlin Banned ................. 45
President May Approve Daylight Time ............... 46
New Tax Bill Affects Radio ......................... 50
Belo Upheld in Wage-Hour Fight .................... 50

Departments

Agencies ............................................ 34
Agency Appointments .............................. 34
Behind the Mike ................................. 30
Classified Advertisements ......................... 49
Control Room ...................................... 42
Editorials .......................................... 28
FCC Actions ........................................ 48
Guestorial .......................................... 28
Meet the Ladies .................................... 30

Executives ........................................ 28

We Pay Respects ................................. 29
Meet the Ladies .................................... 30

Hix Cartoon ........................................ 50

Found: $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

KOIL
OMAHA, NEBR.

*Retail sales last year in the city of Omaha.

Page 4 • July 7, 1941
CONGRATULATIONS, KIRO, on your new 50,000 watt station!

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

Installed by

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

for

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

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

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

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

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

KIRO
Seattle, Washington
50,000 Watts • CBS

FREE & PETERS, INC.

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

Neither Federal Operation Nor Direct Censorship Under Present Program

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

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

Carefully Planned

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

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

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

To Name Coordinator

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

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

One plan currently under discussion, it is understood, contemplates a possible tieup of radio with the Office of Civilian Defense, headed by Mayor Fiorello LaGuardia, of New York. This, however, presumably would be only a technical affiliation, since domestic broadcasting, along with all other domestic communications, is under jurisdiction of the Army in time of war. Should such an affiliation be made, it probably would involve enrollment of key station officials—and possibly their entire personnel—in a separate branch of the Office of Civilian Defense, but with general operations maintained as usual.

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

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

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

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

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

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

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

On May 19, according to the FCC records, WLW filed an application for experimental authorization to transmit with power up to 750,000 watts with its present equipment, now used experimentally during early morning hours with the call letters W8XG. The application set forth that the station desired to (Continued on page 50)

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

Official Communiques

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

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

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

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

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

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

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

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

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

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

The handbook prepared by the Domestic Broadcast Committee covers over 2,000 broadcast lines available and plant facilities. This ties into the Signal Corps' announcement that it was now prepared to supply all units with information concerning communications networks in any area.

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

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

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

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

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

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

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

Construction of the house is of glass bricks similar to the glass bank in New York, which has been functioning for the last year to promote home saving. Entire cost of the project was assumed by Esso and a policy of commercialism has been adopted in the statement that regular commercial announcements of the oil company on the newscasts have been replaced by defense savings pleas.

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

FIGHT BOOSTS SALES
Gilletche Checks up on Sales — After Battle
GILLETTE SAFETY RAZOR Co., Boston, reports that retailers' sales trended upward on the July 7, 1941, broadcast, on MBS June 18, showed a marked increase and that all-time high for sales of razors and blades was recorded from the broadcasting broadcasts. According to Maxon Inc., New York, Gillette agency, nearly 200,000 Gillette razors and blades will be distributed this summer: Guy programs will feature the Gillette 26-pack for razor blades; the one-piece Tech RAZL W Gillette razor handle; a cream, lather and brushless, and the new Gillette Trakvit.

The fights described in the U. S. Army's fighting and Bill Corum are broadcast in full by listeners million of listeners, as well, from the broadcasting broadcasts. According to Maxon Inc., New York, the Gillette agency, nearly 200,000 Gillette razors and blades will be distributed this summer: Guy programs will feature the Gillette 26-pack for razor blades; the one-piece Tech RAZL W Gillette razor handle; a cream, lather and brushless, and the new Gillette Trakvit.

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Suit Threat Still Heard Against Industry

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

Oppose NBC Offer

Preceding the Thursday session, the prevailing ASCAP sentiment was described as "unshakeable," the board was expected to appreciate NBC's offer as a "fair deal" for the radio industry as rapidly as possible. NBC's offer would have paid to ASCAP an estimated annual revenue of more than $500,000, which the industry paid to ASCAP in 1940.

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

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

Thompson, who had been chairman since May 6, retired from the board when his two-year tenure expired Monday and returned to his home in Mobile. He was appointed to the FCC March 29, 1940, and took office April 13 to fill the unexpired term of Judge E. O. Sykes, who had resigned to enter private law practice. If there were no announcement was made regarding failure of President Roosevelt to reappoint Senator Lister Hill (D-Ala.) to run the office of the FCC. The announcement was made when the Senate Banking Committee reported the nomination to the Senate Banking Committee was opposed by Senator Bankhead (D-Ala.).

Endorsed by Hill

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

FCC Chairman James Lawrence Fly has made no public statement regarding the FCC vacancy, but is reported to have made an appointment at the White House this week summarily to discuss the vacancy, among other things. Mr. Fly has been described as favoring the Thompson reappointment, because of his bearing it might have on the chain-monopoly regulations. Mr. Thompson was one of the original advocates of network and industry "crackdowns" and has often been represented as favoring Government ownership of certain phases of broadcasting. Despite all this, President Roosevelt was reported to have suggested that the chances for the Alabama's reappointment have faded considerably and that several weeks may elapse before a new appointment is made.

No damages asked

Radio, says an ASCAP release dated June 30, Thursday, comprises a "good deal for the networks and their stations and to the ASCAP members" in that it strengthens the ASCAP representatives in negotiations with the networks and their stations. The offers of both of the ASCAP networks, CBS and NBC, were accepted as the best the organizations could do under the circumstances. The management representatives of both networks will be required to join ASCAP, all suits by either ASCAP or its members against the networks and their stations should be dropped.

Meanwhile, both BMI and E. E. Marks Music Corp., against ASCAP [Broadcasting, June 23] has evoked a flow of vitriolic press releases from the organization. The companies have been accused of getting together with NBC and CBS. The proposals of both of these networks contained provisions that upon the conclusion of a contract with ASCAP, all suits by either ASCAP or its members against the networks and their stations should be dropped.

YUM YUM! Ain't no good! Even in a night club, like the Mooncambo, Hollywood, where a snoop- ing lenshound invaded the privacy of a booth occupied by Mary Lee Barnes, of the publicity staff at KOMO-KJR, Seattle, and Dick Keplinger, news and special events director. They were in Hollywood on their honeymoon.
Novel Commercials in Video Debut

Three Stations Present July 1 Programs

In New York

JULY 1, 1941, is destined to be a historic date in the history of both radio and advertising. On that date television setowners in the New York area were given a choice of programs, both old and new, that had been properly adjusted to tune from one to another of three stations—CBS's WCWB, Dumont's W2XWV or NBC's WNBT.

It is estimated that television owners throughout the world—in London, Berlin, Los Angeles and other major cities, have witnessed television performance in their own homes, but last Tuesday, for the first time in history, more than one program was available to any television audience.

A New Medium

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

The FCC last Monday, in connection with the start of commercial video the following day, issued an objective statement reviewing events leading up to full commercial authorization. The FCC indicated that in addition to the broadcast visual broadcast service for the New York area, three more stations expect soon to make the transition from experimental to regular operation—Don Lee's W6XAO, Los Angeles, Zenith's W9XZV, Chicago, and Philco's W9XE, Philadelphia. Bulova Watch Co., New York, opened and closed today's day's transmissions on this station with a visual adaptation of its familiar radio time signal. A standard test pattern, fitted with hands like a clock and bearing the name of the sponsor, ticked off a full minute at 2:30 p.m. and 11 p.m. for the edification of the viewers-in.

This two-program contract also provides television's first success story, for following the opening day's test the sponsor immediately signed up for daily time-signals for the standard test pattern.

Sun Oil Co., Philadelphia, telecast the regular evening news broadcast of Lowell Thomas as it aired. The show went out to listeners over the Blue network's station W2XWV, which was reading the commercials from a desk piled high with cans of the product. This program, sponsored as an opening day special, was placed through Roche, Williams & Cunyngham, Chicago.

Lever Bros Co., Cambridge, Mass., created a tape audience for a sight-and-sound version of its radio program, uncle Jim's Question Box, with the commercials presented by Aunt Jennie, star of another Lever series. Before the first commercial, Aunt Jennie told of compliments her cooking has received since she started using Spyr, demanding her company's quality by opening a can and displaying its contents to the audience.

At the close of the program she cut and served the cast and the contestants on the show an appearance. The Spyr ad. While they ad libbed their appreciation, including several requests for second helpings, Aunt Jennie got in a few words about a broken record.

Procter & Gamble Co., Cincinnati, presented an adaptation of one of its programs, truth or consequences, ideally adapted to the medium with which it is most compatible.

The commercials told the familiar "red hands" story. The camera presented a close-up of a pair of hands, red and rough from dishwashing, then dolled back to reveal a woman and a boy with a basket of groceries, including three cakes of soap.

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

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

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

Troubles Galore

CBS engineers, hampered but not stopped by a broken camera circuit and the failure of the fluorescent lighting system shortly before time for the afternoon program, got WCWB on the air on schedule. Highspot of the afternoon program was a spot for a new commercial to be aired by boy and girl by Arthur Murray instructors.

Other entertainment included a newscast, with a large map behind the announcer with an animated caption, a central pivot to permit an immediate change of geography in keeping with the locale of the news. The program's hour-long program, with the story illustrated by an artist drawing his sketches at the audience watched and listened.

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

Commercialization naturally means unionization and by the opening day both NBC and CBS included members of the International Alliance of Theatrical Stage Employees in their television staffs. CBS had signed a contract with the Screen Actors Guild, NBC's contract was still being negotiated, with several points of dispute still unsettled, the union's members were already at work. A three-man crew is assigned to each program, including a carpenter, electrician and property man.

P & G Program

NBC-Brooklyn Fights

XNC GETS exclusive broadcast rights to fights at Ebbets Field, Brooklyn, by a contract signed Thursday. Contestant covers six fights to be staged during July 8 and Oct. 1 and includes an option on all fights at the first World Series in New York, given the exclusive broadcast rights to tuba shows. Ward allers, NBC's XNC-blue when the fights are of network caliber and on WHN, New York, when they are not.

HERNAND N. WALKER, a Charlotte dentist, has applied to the FCC for the license to operate a station at Charlotte, to be known as W40000, to operate on 1400 kc. with 250 watts.

Violation of Code Claimed in AFRA Threats to Mutual

WKRC Strike Front Is Quiet Pending Net Board Meeting

THERE WAS little surface change in the activities of Mutual -CBS-MBS board of directors last week, following a fruitless conference in Chicago June 27.

In Cincinnati the strikers continued their picket WKRC.

In New York Fred Weber, general manager of MBS, announced that a meeting of the network's board of directors would be held Tuesday, July 8, either in New York or Chicago.

AFRA mailed out its letter to agencies, previously approved by the union's executive committee but held up pending the outcome of the Friday conference [broadcasting, June 30], notifying the agencies that as of July 12 no AFRA members were allowed to work on MBS network commercial programs going to WKRC. Deadline date had originally been set for July 29, but was postponed to provide for the possibility of action at the MBS board meeting July 8.

Code Provision

In the background, however, the principals and their attorneys were delving into the legal aspects of the situation, which is unparalleled in broadcasting history. A year ago, when several radio stations were having difficulty in negotiating agreements with the AFM locals in their cities, James C. Petrillo, AFM president, ordered his members not to perform for network remote pickups from hotels and night clubs which were fed to the stations in question, as a method of depriving the recalcitrant stations of their late evening dance dance programs as well as locally. But the AFM made no attempt to interfere with the network commercial programs, nor with sustaining musical shows originating in network studios.

The opinion was expressed by ordering programs from MBS to prevent them from being broadcast by WKRC, AFRA is striking at innocent parties in order to hurt the one it has declared unfair. Such an action, it was said, is an implied violation of Code provisions and Code of Fair Practice, which reads:

"So long as the producer performs this code, AFRA will not interfere with the use of programs broadcast on the stations covered by the Code in the field covered by this code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph applies to producers who sign this code."

AFRA has said this clause does (Continued on page 46)
Conferences May Halt Network Rules

Net Heads, Wheeler and Craney Meet; NAB Change Rumored

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

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

More Sessions Likely

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

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

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

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

Nine Have Resigned

Among stations which already have resigned from the NAB in protest against President Miller are WOR, WGN, KJH and WFBF; KPR, Kan., KFYP, Spokane, because of the St. Louis convention episode; involving Chairman Fly; KSTP, St. Paul, and WTMJ, Milwaukee, because they were out of sympathy with its policies even prior to the convention, and WOL, Washington, which resigned within the last fortnight because of the "undemocratic treatment" of the NAB in handling reports on the network monopoly hearings.

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

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

In any event, one point appeared certain—that the regulations would not become effective Aug. 2 and that the Commission, presumably on its own motion, will extend the effective date. Chairman Fly, in his lengthy testimony before the committee, indicated that ample time would be given the industry to comply with the regulations. Since no tangible steps have been taken by the networks toward revision of contracts and compliance with the light of the unfinished state of the White Resolution hearings, a postponement is regarded as practically automatic.

The FCC, it is assumed, would not permit service to the public to be impaired, particularly while a major legislative matter is pending in Congress involving these regulations.

HAMS' CALLS

ACTING on a request of the War and Navy Department, the FCC on June 24 authorized distinctive call letters for the Washington control stations of the Army and Navy amateur system networks. W6XCL, control station for the Army Amateur System network, will be W8USA, and a new station designated for Naval amateurs will be assigned W8USN. Purpose is to enable hams in the Reserve Service to better identify network control stations, particularly in the present emergency.

They were in the Army Then

One of a Series

TRIO OF WESTERNERS who did their duty during the 1917-1918 unpleasantness, all of them now prominent broadcast executives. For identification and service records, see page 38.

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Advertising Probe Planned in Senate

Sen. Murray to Collect Data On Small Business Firms

As part of its studies to alleviate present problems, the Senate Commerce Committee is planned a special Senate committee headed by Senator Murray (D-Mont.) within a few weeks plans to canvass advertisers of the country for their reactions to alleged problems arising for small entrepreneurs from large-scale advertising activities of big companies.

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

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

Too Many Reports

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

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

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

Army Seeks Scripts

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

IMI has announced that it has some 100,000 copies of the first volume of its IMI Index, which will be sent to any subscribers writing for them. Only charge will be COD postage.
New Baseball Surveys Show Overwhelming Preference for WWJ

SATURDAY, JUNE 7, 1941*
During Ball Game

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

SUNDAY, JUNE 8, 1941*
During Ball Game

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

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

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

*Surveys conducted by Hooper-Holmes Bureau, Inc.

America's Pioneer Broadcasting Station
Member NBC Basic Red Network

George P. Hollingbery Company
New York -- Chicago -- Atlanta
San Francisco -- Los Angeles
FCC Defines Issues in Press Hearing

Further Postponement

May Be Requested

By Hough Group

ISSUED as an amplification of its Order No. 79, calling for hearings on newspaper ownership of radio stations, the FCC has tabulated a 10-point bill of particulars for the hearings in the form of a supplemental order (79A) which sets forth the subject matter of the hearings now scheduled to start July 23.

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

Want Postponement

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

The Press-Radio Committee, headed by Harold Hough, of the F.R.C. (formerly President of the WPAB-KGKO), is expected through its counsel to ask for the postponement on the grounds that it has had insufficient time to prepare. In its original Order No. 79 was promulgated March 20, the bill of particulars was not available until July 1. Even the Commission's own fact-finding questionnaire [see story in adjoining column] did not go into the mails until June 29, giving stations only until July 12 to submit their replies. Counsel, if it is believed, will require more than 11 days to study and collate.

Need More Time

It is understood that there is little disposition on the part of Chairman Fly to grant the postponement but he himself feels that Order No. 79 may require more time. David Lloyd, attorney, has been assigned to handle the press-radio data under the Commission's direction. While Tom Harris, senior assistant general counsel, but General Counsel Telford Taylor is expected to play an important part in the conduct of the hearings themselves.

The Press-Radio Committee will be represented by former Judge Thompson, now at the Bar, and Sydney M. Kaye and Abe M. Horan, as counsel.

Order No. 79A begins with this preamble to its 10 points: "Whereas, the Commission by Order No. 79 (March 20, 1941) directed that an investigation be undertaken to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcasting stations (FM) with which are associated persons also associated with the publication of one or more newspapers, and that public hearings with respect thereunto shall be held in such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of rules of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers;"

"Now, therefore, it is ordered that, pursuant to the aforesaid order, testimony and other evidence be taken with reference to the following matters, in addition to such others as the Commission may from time to time direct . . ."

There follows the 10 points [see box at top of this page].

Plan of Procedure

In its statement regarding procedure, the Commission states the purpose of the hearings is "to obtain information which will be helpful to the Commission in the determination of its policies, the carrying out of its duties, and if possible, to lay the foundation for regulations and recommendations to Congress." The procedure is set forth as follows:

1. Presentations of information and arguments concerning the subject matter of this investigation to be made by petitioners and witnesses, and by the National Broadcasting Company, and in the case of the Commission, will be by the Commission's special counsel, or by public interest organizations, as the case may be.

FCC Query Seeks News, Personnel and Business Data

Long Form to Elicit Intimate Press-Broadcast Facts

DELVING deeply into the news, personnel and business relationships of radio stations and newspapers, the FCC last week sent out a 14-page mimeographed questionnaire to all broadcasting stations, containing 10 questions and numerous sub-questions designed to elicit "information concerning the present relations between standard broadcast station licensees and newspapers in their respective communities or service areas."

Whether or not the station is associated with a newspaper, it is asked to return the completed questionnaires not later than Saturday, July 25. The questionnaire data are to be used in connection with the forthcoming newspaper ownership hearings under Order No. 79, now scheduled to start July 23.

Free Publicity

Question 1 asks for a list of "all local and out-of-town newspapers which carry your station's program listings, and the charges for such listings. If newspapers refuse to carry program listings except on a paid basis; whether trade deals for listing purposes are made; and whether or not newspapers will advertise your station's program listings, and the charges for such advertising."

Question 2 asks which newspapers carry the station's program listing, and the charges for such listings. It also asks whether or not newspapers refuse to carry program listings except on a paid basis; whether trade deals for listing purposes are made; and whether or not newspapers will advertise your station's program listings, and the charges for such advertising."

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

Question 4 asks whether any local newspaper carries display advertising concerning the station or its programs; whether this is paid for; whether any local newspaper (Continued on page 2)
KIRO has increased its power to 50,000 watts—and what’s more—KIRO's particularly designed directional antenna sends 112,000 watts over salt water towards the major population centers. At 710 KILO-

CYCLES, that means C-O-V-E-R-A-G-E! Take a look at the new 50,000 watt coverage map of KIRO. See for yourself why KIRO is the most economical buy...the outstanding station in the Pacific Northwest!

Free SEVEN IMPORTANT CITIES IN ALASKA AND CANADA

Tests show the new 50,000 watt power of KIRO covers the cities of Vancouver, Victoria and Prince Rupert; Shilo, Columbia; Calgary, Edmonton, Alberta; and provides a strong signal (55 MW) or more as far north as Ketchikan and Wrangell, Alaska. Seven important cities that cost you nothing. KIRO rates are based only on United States coverage!
YOU less FIT LIMITED BUDGETS.

your product present famous, friendly salesman, NEW YORK NORMAN watt GET key in one America's second largest market station Nationally MORE to together inaugurate opportunity!

ROSS" the Chicago's as station, to pipe broadcast Friday of 4:00-4:30 P. M. in league games, including was piped broadcast Lexington Ball Park in St. Paul. The brief program was piped to fans at other big league games, including Philadelphia, where WIP handled the plug up. The broadcast was carried to other local celebrations over the country on public address systems, with some stations transcribing the representation during evening celebrations.

Press Hearing

(Continued from page 14)

No. 94. In the interests of an expeditious hearing and of a complete survey of the matters under investigation, the Commission will be disposed to avoid if possible the introduction of purely cumulative repetitious evidence or testimony.

II. Other Appearances—Since the sole purpose of these hearings is to obtain evidence and information, there will be no need for appearances or representation at the hearings other than for the purpose of presenting evidence, facts, or legal considerations to the Commission. The Commission, therefore, will not permit appearances for other than the above-described purposes.

III. Calling of Witnesses by the Commission—The Commission will call witnesses in its discretion to present various sides of a problem. It will also introduce exhibits and documentary evidence and invite others to introduce such evidence as occasion requires.

IV. Appearance after Hearings have begun—Persons who have not submitted written requests to appear in the proceedings or who have not been granted permission to appear may, if they feel that any testimony taken during the proceedings has been inimical to their reputation or character or affects matters of which they have immediate knowledge and concern, request that they be given additional contradictory evidence of value to the Commission, file with the Commission in writing a petition or letter stating fully the matters which affect them personally or matters of which they have personal knowledge or additional information which they believe the Commission should have and requesting opportunity to be heard concerning those matters or to call additional witnesses concerning them. Such requests shall be decided as matters to be subject to the same considerations as those described in section I hereof. The Commission shall make such disposition of such petitions as shall be in its judgment best serve the purposes of the hearing and equitable treatment of such petitioners.

V. Order of the Hearings—The Commission will exercise full discretion with regard to the order of witnesses and the order in which testimony and exhibits be presented.

EXCLUSIVE Radio features, Toronto, has moved to larger quarters at 304 Bay St., phone Adelaide 3021.

OATH OF ALLEGIANCE
All Radio Joins Ceremonies On Independence Day

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

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

Crane Criticizes Net ASCAP Plans

Says Percentage Basis Would Amount to Capitalization

FIRST OUTSpoken opposition to the copyright formulas proposed by NBC and CBS for return of ASCAP music to the major networks, embracing provisions whereby affiliates would reimburse the networks for ASCAP music clearances, came a week from Ed Crane, director of KGH, Butte, a leader of the independents in the copyright fight.

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

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

Dollars vs. Principle?

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

Asserting that broadcasters should not accept blanket contracts containing both minimum and maximum payments to ASCAP, Mr. Crane said in his judgment such a contract is undoubtedly in violation of the consent decrees entered into by ASCAP and BMI. He said that in his judgment payments for music should be governed by the amount of use made of the commodity. In Montana, he pointed out, his three stations (KGIR, KPFA and KBBM) have been given a per-use payment basis without any minimum guarantee. This contract is for two years only, he declared, pointing out that neither ASCAP nor the broadcaster could be expected to enter a longer term contract on an experimental method. He urged, however, that broadcasters should try out a per-use basis since they have worked for it so long.

Confusion still appears to be the keynote on copyright, despite the lessons that should have been learned during the protracted fight, according to Mr. Crane. He insisted it is a simple thing to keep track of music used and declared the industry is overlooking a great opportunity. The NAB, BMI or ASCAP, he declared, should show broadcasters how a measured service basis can be invoked.
When the sun's still low in the East... when the dew's still damp on the grass and many an advertiser's still in his downy bed—that's the time when 28 striking shows on 16 great NBC stations are amazingly low in cost, amazingly high in listener loyalty. And amazingly productive!

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

Whatever the reason, these tested morning stars have demonstrated their ability to do a terrific job on these stations so consistently preferred by leading spot and local advertisers. Check the list at the right. Then call your nearest NBC Spot Sales office for the whole story!
KIRO, in Seattle, Inaugurates 50 kw., Directional Signal

Prominent Civic and Network Officials at Ceremonies

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

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

Directional Signal

On hand at the ceremonies representing CBS were Donald W. Horne, public relations manager; in charge of CBS Pacific Coast operations, and Fox Case, director of special features and public events for KNX-CBS, Hollywood. At KIRO, station relations manager for the network, and Bill Lodge, manager-in-charge of the CBS radio frequency, flew in from New York for the celebration.

The KIRO plant is unique in that it is the only 50 kw. operation west of the Mississippi River using a directional antenna system. The transmitter is Western Electric 407-A-1, and is housed in a fireproof, reinforced concrete building. The antenna system consists of two 520-foot structural towers, each of which has two 100-foot copper ribbons, each 12 inches deep, fanning out in 120 separate radials 420 feet in length from each of the two towers. The radials are fed by 2¼-inch concentric transmission lines, in which is sealed nitrogen gas under pressure.

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

KIRO, beginning June 1935 and is owned and operated by the Queen City Broadcasting Co., of which Louis K. Lear is president. Saul Hurlin is vice-president and general sales managers, and H. J. (Tubby) Quilliam is vice-president and general manager.

NEW 50 KW. PLANT of KIRO, Seattle, placed in operation this week, is located on an island in Puget Sound, halfway between Seattle and Tacoma. Its two 626-foot towers are described as the only 50-kw. directional west of the Mississippi.

Army Seeking Technicians to Operate Radio Devices for Location of Planes

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

Although an initial recruiting of 500 officers was all that was mentioned in the War Department announcement, it is understood from branches of the U. S. signal service that the recruiting was merely to provide the number of officers that the government would need eventually for this work. The announcement emphasized the opportunity for young technicians to qualify quickly for a reserve commission in the Army, with prospect for advancement as the radio detector installation grows more widespread.

Quick Response

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

According to the War Department, applicants for the Signal Corps commissions must be graduates in electrical engineering or radio engineering, or electronic physicists, and be physically qualified and between 21 and 36 years of age. They must agree to serve, if necessary, outside continental United States.

Technically qualified men, regardless of their present military status, are eligible for appointment as commissioned officers, the announcement said. Trainees already inducted into the Army under selective service and officers in other branches of the Officers Reserve Corps, as well as civilians, may apply. Successful volunteers, upon receiving commissions, will be stationed at Fort Monmouth, N. J., for a brief course in military instruction before receiving training on equipment used by the aircraft warning units, it was stated.

Although not revealing details of construction and operation of the U. S. detectors, the War Department indicated the equipment operated on the same basic principle as the British radioelectrologist [Broadcasting, June 23]. The device spots invading aircraft miles away, determining altitude, direction and distance, allowing interception of planes to rise and fight before bombers can reach their objective.

It is estimated the British recruiting effort is attracting 500 applicants per day. Just how much this is cutting into the supply of technicians needed by this country is not known, although it is regarded as certain to affect the domestic situation. The Army drive also will have its effect, it is believed.

The networks have reported that the technician personnel problem is becoming acute. It is impossible to get competent technicians to replace those called to active duty, one chief engineer stated. At NBC, out of the New York staff of 25, seven have been called into the armed forces. At CBS, four have been called.

KMOX's Medicine

WHEN the Army takes over the 20-story St. Louis Mart building for its new depot, set for Sept. 1, KMOX will be the only large tenant allowed to remain. The new medical depot will occupy a million square feet of space in the building, and plans later will add 200,000 square feet. The new depot will serve three-fourths of the Army camps in the country and will be the largest medical depot in the world. Merle S. Jones, manager of KMOX, has announced that plans for enlargement of the studios, which now occupy 40,000 square feet on the second, third floors, are being held in abeyance pending word from Army authorities.

Good U. S. Jobs Open

EXECUTIVES for Government service, to fill jobs ranging from $5,000 down to $3,500 a year, are sought by the Civil Service Commission, Washington, which announced applications would be closed July 21. No written examination is required but applicants must show experience in administrative, scientific or industrial management. A simple card form (4000-ABC) can be obtained at any Commission office or any first post office. Additional application material will be supplied by the Commission when this form is received.

Campbell Filler

CAMPBELL SOUP Co., Camden, on July 7 is replacing Fletcher Wiley on CBS with an open forum program titled You're the Expert, Ward Wheelock Agency, Philadelphia, handles the account.

Disc Firm Changes Name

GENERAL SOUND Corp. is the new name of Time Abroad Inc.-Brinker. The name had been changed in 1937.

The firm was originally formed in 1937 to handle foreign radio activities, development and programming, but soon went into the music field. The name change was made by Time Inc. Operation continues under direction of E. V. Breitkoff and Edgar V. Kampf.
WLAC
NASHVILLE'S CBS OUTLET WILL GO THIS FALL TO 50,000 WATTS providing full coverage of America's fastest-growing industrial area—the great Tennessee Valley
RESERVE YOUR SEAT ON THE BANDWAGON NOW!

J. T. WARD, Owner F. C. SOWELL, Manager

PAUL H. RAYMER CO., National Representatives
LISTENER LOYALTY TO A SINGLE STATION
NOTED IN RURAL AREAS BY PROF. SUMMERS

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

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

CHECKUP QUESTION

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

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

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

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

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

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

CURTAILED FUND IS VOTED
FOR MONITORING SERVICE

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

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

SELECT WHAT YOU NEED FROM THESE 5 DUAL-SPEED MODELS

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

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

All Presto turntables employ a simplified drive system consisting of a live rubber tire on the turntable rim driven by a steel pulley on the motor shaft—only 2 moving parts requiring a simple adjustment 2 or 3 times a year—a design that has proven its excellence during two years of daily service in broadcasting stations.

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

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

5. Presto 11-A 12" dual-speed turntable chassis for portable or stationary transcription reproducers, excellent for sound effects equipment wherever a compact, high quality table is required. Mounting dimensions 12¾" x 14½" x 5" List price $55.00

Order through your regular radio distributor. Catalog sheets with detailed specifications on request.

Carl Fischer, Inc. Columbia Broadcasting System
Conn. Power & Light Co. Donley Recording Studios
Electro Recording Studios Hertz School of Music
John Keating Recording Studios Radio Recorders
Lansing Manufacturing Co. G. Schirmer, Inc.
U. S. Army Recruiting Publicity Director
Ventura College Warwick & Legler Yankee Stadium

Some users of the Presto Transcription Turntable

- CBL WBAA WHCU WSTB
- CBM WBRK WJAR WSYR
- CBO WBCA WBBC WTEN
- CFAC WCOP WRCB WTRY
- CFPL WDJZ WLBZ WWNY
- GPPR WDGV WJHL KAST
- CHLT WHEA WLNH KATE
- CHNS WEBC WMAS KELO
- CHLS WEEL WMEX KGFW
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- CKAC WFSV WORL KICA
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- CKCL WHAI WWOO KRNR
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PHILADELPHIA, Penny. 0542 - ROCHESTER, Cul. 5548 - SAN FRANCISCO, Yu. 0231 - SEATTLE, Sen. 2560 - WASHINGTON, D. C., Shep. 4003

PRESTO RECORDING CORP. 242 WEST 55th ST. N. Y.
World’s Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising
July 7, 1941 • Page 21
Materials Marked For Repair Work
Allocation Program Covers Communications Industry

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

Applies to 26 Industries

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

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

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

New BMI Music

Maurice Russell Goudry, authority in South American folk music, has been added by Peer International Corp., a BMI member publisher, to set up a catalog of the native Latin American music for the United States. Also available for broadcasting, according to BMI, are the publications of Cundy-Bettoney Co., Boston.
MEET Commuter Jones of Stanton, Delaware. Though he lives 36 miles from Billy Penn's hat, he's as much a Philadelphian as his boss who walks to the office from Rittenhouse Square.

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

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

**WCAU**

50,000 WATTS IN ALL DIRECTIONS
THE ONLY 1-A CLEAR CHANNEL STATION IN EASTERN PENNSYLVANIA, DELAWARE, MARYLAND OR NEW JERSEY

Philadelphia • WCAU Building, 1622 Chestnut St.
New York City • CBS Building, 485 Madison Ave.
Chicago, Ill. • Virgil Reiter, 360 N. Michigan Ave.
Boston, Mass. • Bertha Bannon, 15 Little Building
Pacific Coast • Paul H. Raymer Company

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

(Continued from page 14)

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

News Service Contracts

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

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

Editing and Sponsorship

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

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

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

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

Press Ownership Tested at Hearing

WPAY Case Covers Charge of Monopoly in City Election

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

Mr. Cohn brought to the stand a one-time city councilman of Portsmouth, Russell Frizzell, who claimed that during the 1939 city campaign an address on behalf of his own candidacy, and for which he had paid as well as been subjected to censorship by the Portsmouth Times, a Brush-Moor newspaper, which opposed his election.

Bias Charged

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

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

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

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

The newspaper group proposes to purchase the Thompson holdings for $20,000. Brush-Moor is also owner of WHBC, Canton, O., and its newspapers includes the Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review and Salem News in Ohio and the Salisbury (Md.) Times.

CHNS

The Key Station of the Maritimes
Is as much a part of Halifax as the Citadel Hill.
Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WOOD
350 Madison Ave.
New York

5000 WATTS
at 570 kc.
"The Perfect Combination"

KFRU
COLUMBIA, MO.
The personality station covering the heart of Missouri. 1930 kc. 250 Watts. Affiliated with KFRU.
St. Louis, Mo.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Coming Soon to
WSYP
SYRACUSE
Syracuse
5000 WATTS
at 570 kc.
"The Perfect Combination"

Press Advertising

BROADCASTING
NEW Western Electric 50KW

Blankets Pacific Northwest!

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

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

Whether you want high or low power—AM or FM—it will pay you to choose Western Electric for Better Broadcasting!
IRE Votes forAppearances
At Hearings Involving Radio

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

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

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

The Big Fist

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

"It became necessary, also, to begin policing the radio-frequency spectrum, but the policies of the Federal Radio Commission were broadly based upon sound engineering standards. No heavy regulating hand was laid upon radio technical progress. Thus an excellent service was received rapid public acceptance.

The Commission made no attempt to usurp the engineering prerogatives of designers of broadcasting transmitters and antenna structures.

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

Heed Its Own Engineers

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

hearing designed to obtain the views of all interested parties. At that time there should be present an opportunity for the Institute to assist in formulating such legislation as will encourage progress and assure improvement in the radio services of our country.

Defense Progress

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

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

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

Drop Latin Drive

STATE DEPARTMENT has definitely cancelled the $600,000 campaign launched last April to improve United States relations through South American newspaper advertising. Official reason for the cancellation was that steamship lines could not accommodate tourists coming into the United States. However, it was reported elsewhere that American diplomatic officials in South America had objected to the campaign because they were not consulted.

Don Lee S. F. Plans

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

KMPC Site Approved

KMPC, Beverly Hills, Cal., has been granted permission by the Los Angeles County assessor to erect a new transmitter and three towers of 350 feet each on 22-acre site owned by the station. The KPRC, San Francisco and Coldwater Canyon Avenues. Make of tower to be erected have not been selected, but transmitter will replace one currently at 88th St., and Compton Ave., Los Angeles.
The latest data gets out of date before WJSV can publish it, but Uncle Sam's recent census hinted at what is happening to Washington, D.C. The town is booming!

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

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

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

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

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

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

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

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

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

But there also is the question of jurisdiction. At no point so far as an irrefutable case was made for a new statute, clearly defined, which would make these improvements possible and remove any doubt as to authority.

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

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

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

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

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

The Boomerang

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

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

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

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

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

BROADCASTING • Broadcast Advertising

Page 28 • July 7, 1941
IF THERE is one person in all radio who links the horse-and-buggy days with the most modern gateway into the future of radio, he is Otto Sorg Schairer, 62, vice-president of RCA, whose latest big job is to direct the new RCA Laboratories at Princeton, N. J.

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

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

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

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

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

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

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

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

Schairer was one of the first to recognize the possibilities in television. He persuaded the Westinghouse company to sign a contract for the development of the invention of Dr. V. K. Zworykin, now head of the Electronics Division of RCA Laboratories. Dr. Zworykin is well known as the developer of the Iconoscope, the electronic eye which made possible an all-electronic system of television; also the Kinescope tube which reproduces the picture at the receiving end.

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

Throughout his 12 years with RCA, Otto Schairer has been closely associated with research activities including directing, developing scores of new ideas and improvements.

In 1905 he married Elizabeth Blanche Swift at Battle Creek, Mich. Their home is in the city of New York, N. Y. They have three children—George Swift Schairer, chief aerodynamicist for Boeing Aircraft Co., Seattle; Dr. Robert Sorg Schairer, aerodynamicist for Douglas Aircraft Co., Santa Monica, Cal., and Julia Elizabeth Schairer, a librarian. His hobbies are photography and golf.

EDWARD TOMLINSON, news analyst, lecturer and authority on Central and South America, has been appointed Inter-American advisor to NBC. Mr. Tomlinson, who has been conducting NBC's "The Other . . . American" program, will advise NBC on programs pertaining to individual broadcasts bearing on relations between the U. S., Canada and the 21 republics south of the Rio Grande.

WALLIE WARREN, manager of ROU, has his desk after a six-week absence caused by an operation which confined him to a hospital for three weeks. Merrill Inchi has been promoted to KGH commercial manager, succeeding Wallie, and Herb Smith, of Portland, has taken his place as continuity director.

ROY McLENNAN, manager of WEEI, Boston, has been appointed to the advisory board of Bardett College, and L. JEROME DeMAHAUT, commercial manager of CKLW, Windsor, Detroit, has been elected to the board of directors of the Adcraft Club of Detroit.

A. SHEEHAN, of WCCO, Minneapolis, has been appointed to handle two of the main features of the Minnesota Aquatennial, the "Summer" stage which will run nightly during the Aquatennial in theJohnson and Schairer quarters and the Aquafollies, water panorama at Cedar Lake in Minneapolis. Sheehan will be in complete charge of assembling talent and staging both shows.

ED JANSEN accountant executive of WGN, Chicago, has been signed to go to Tacoma, Wash., where he will operate and manage his new station, to be known as Tacoma Broadcasters, which will soon go on the air. It will operate on 1400 kc. with 250 watts.

A. A. McDERMOTT, of the Montreal office of Stovin & Wright, station representative for the past seven years, has been transferred to the Toronto office. Lovell Mickle Jr., remains in charge of Montreal.

ROBERT W. CARPENTER, auditor of KMOX, St. Louis, has been promoted to the sales department. Mr. DeCarmen has been promoted to the post of CBS New York office auditing staff will assume the KMOX auditing position.

J. SOULARD JOHNSON, sales promotion director of KMOX, St. Louis, has been appointed station manager of WRSO, Boston, on radio advertising during the 1941-42 season.

TED O. McFARLICK, representative of Arthur Hugg Co. in the Oklahoma City area, has assumed the national account management of KTOK, Oklahoma City, in the absence of Kenyon M. Douglass, ill with pneumonia.


MORRIS MILLER, formerly assistant general counsel of the U. S. Housing Authority as well as special assistant to the director of defense housing for the Federal Works Agency, has become associated with the Washington law offices of Dewey, Ball & Koopowitz.

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

Lewis W. Abbott, retired Lewis W. Abbott, for six years general manager of the installation department of Electric Boat Co., New York, on June 30 retired after more than 40 years with the Bell System. He is succeeded by Gustav A. Johnson, formerly W-E personnel director.

July 7, 1941 • Page 29
McCosker Named
ALFRED J. MCCOSKER, president of WOR, New York, and chairman of the MBS board of directors, has been elected a member of Song Writers' Protective Assn., according to Irving Caesar, president of the association. Mr. Caesar stated that an honorary membership had been offered Mr. McCosker, but that the latter upon his own request had been accepted as a regular dues-paying member. He explained that Mr. McCosker's work as a song writer during his early career in the show and radio business qualified him for membership.

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

G. HILDEBRANDT, formerly program director of WJLS, Roanoke, Va., has joined the announcing staff of WCLQ, Columbus, O.

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

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

PAUL RITTENHOUSE of the NBC Guest relations Division will marry Gerry Ricking, secretary, of Ellwood of the International Division of NBC on July 12. Elizabeth Hoffman, in the French Department of the NBC International Division, has just announced her engagement.

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

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

HERB DAHLN, new to radio, and Howard Fisher, formerly of KFAA, Amarillo, Tex., have joined the announcing staff of KPC, Port Arthur, Tex.

LES COX, special events director and announcer of KGF, Kearney, Neb., on June 15 married Elfi Rosen, known on the air as June Lee.

SHERWOOD DURKIN, formerly of KKGN, Kansas City, has joined the announcing staff of WCB, Springfield, Ill.

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

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

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

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

TERRY AYLIN has joined the announcing staff of WDD, Philadelphia. Miss Aylon will also be in charge of special events.

FRANK DUNNE, formerly of WTAG, Worcester, Mass., and Joe Ripley, of WLSS, Roanoke, Va., have joined the announcing staff of WOR, New York, replacing Alois Hafflir, now a WOR newscaster, and Jerry Lawrence, m.c. of WOR's Saturday show, Tony Randall, from KYO, Tulsa, succeeds Dunne at WTAG.

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

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

CHARLIE HOLC, announcer of WICB, Columbus, Miss., on June 28 married Connie Smith of Artis, Miss.

THOMAS STEENSLAND, a graduate of the Dakota State where he was connected with KSUD, Vermilion, has joined the announcing staff of KSJ, Sioux City, Ia.

GRAYSON GLOW, formerly of WRC, and has joined the announcing staff of KMBC, Kansas City.
Thoms Seeks Interest
In Project at Charlotte

H. H. THOMS, owner of WISE, Asheville, N. C. will purchase 25% of the stock in the new WAYS, Charlotte, which the FCC last April authorized for construction, using 1,000 watts on 610 kc. According to B. T. Whitmire, manager of WBFC, Greenville, one of the three present stockholders in Inter-City Advertising Co. which holds the construction permit, the station is scheduled to go on the air about Oct. 2. Government priorities, he stated, are holding up equipment delivery, but an 86-acre tract is being cleared and foundations for four 300-foot Monotube towers have been dug.

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

Witt Re-elected

HARRY W. WITT, CBS Southern California sales manager, was re-elected for the second year as president of the Southern California Broadcasters Assn., at its annual meeting held June 23 in Los Angeles. Ben McGlashan, owner of KFJF, Los Angeles, was elected vice-president, with Lawrence McDowell, commercial manager of KFOX, Long Beach, as secretary-treasurer.

Mr. Witt heads the CBS Western division public relations director, will again serve as chairman of the legislative committee. Calvin Smith, manager of KFAC was reappointed chairman of the agency recognition and code committee. Van Newkirk, program operations director of Don Lee Broadcasting System, has been made education committee chairman. McGlashan also is engineering committee chairman.

LaHay Joins WCKY

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

Ezra Stone to Be Called

EZRA STONE, radio's Henry of The Aldrich Family, sponsored by General Foods, on NBC Red Thursdays 8:30-9 p.m. (EDST), passed his Army medical examination June 23 and was told by Selective Service officials he would be called into the Army within 30 days.

Sometimes "Smaltz" comes from Corn

-SOMETIMES FROM SYMPHONYS

WWBM has built "smaltz," effective showmanship, into all types of programs. For each different selling job we have successfully gotten specific kinds of audiences to buy specific products.

Our clients will tell you so.

When you want a productive program—locally here or on the network—give us the specific facts on your situation. We have a way of patterning programs that make sense—and dollars.

90,000 housewives visit some Chicago grocery store daily via WWBM's "Shopping with the Missus." Built for a specific purpose, this point-of-sale show opens new outlets and creates constant dealer support. Further, it is a top favorite with listeners. Sponsored for four years, it is a typical sample of WWBM showmanship that counts at the cash register.

So successfully did WWBM design its new farm show that shortly after it started it was three-fourths sponsored. And sponsored on a 52-week contract by one of the wisest, most experienced farm advertisers. Ronnie Blue Eyes and Smilin' Bob Archer, above, are the musical stars that help fit the show to the taste of over two million rural listeners.

Chicago dealers, by survey, prefer the strong programming of WWBM over all other stations. Says Carl Ochsenrenger, President of Illinois' Independent Food Dealers, "The independent grocers of Illinois know and appreciate how effective WWBM shows are in selling their customers."

BROADCASTING • Broadcast Advertising

July 7, 1941 • Page 31
PURELY PROGRAMS

Defense Bulletins

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

Advance Hearing

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

Pick the Key

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

Cool Tunes

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

Lucky Guests

A Theatre, hotel and taxi cab combination is now known as Auntie Lolly's Night Out, new weekly contest program on Cjrc, Winnipeg. Answering slogans of the three sponsors and other questions by mail entitles listeners to participate in the weekly draw for three letters from the mail bag. The three lucky couples whose letters are drawn are guests of the three sponsors for A Night Out.* * *

Nature Studies

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

Defense Lineup

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

At the Resorts

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

Juvenile Quiz

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

Kiddies' Delight

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

What To Do

Suggestions on where to go and what to do during resort activities are offered nightly by WREB, Atlantic City, on The Amusement Page of the Air. Handled by a staff announcer billed as Polly Rialto, the quarter-hour offers information on the evening's attractions at the ocean piers, night clubs and theatres, interspersed with Hollywood chatter.

Growth of a Jazz Band

Dramatization of the growth of a fictional jazz band, how it grew in style, the trials of its leader with some general home life scenes of its members is the format of Boy Meets Band which started July 5 on WMAS. Ted Steele, novichok virtuosos, will be featured as himself.

Staff Meeting

Listeners are cut in on the daily staff meeting at WTL, Toledo, each Wednesday. Announcers discuss topics of general interest. Program is unrehearsed.

WHO SAID 5,000?

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

WDBJ, ROANOKE, VIRGINIA

Owned and operated by the TIMES-WORLD CORP.

CBS Affiliate — 5000 Watts Full Time — 960 Kc.

Page 32 • July 7, 1941
Musical Letters
A NEW audience participation program, Musical Letters, was introduced recently on WHK, Cleveland. Listeners are asked to send in a set of four song titles which make up a complete letter. The salutations, 2 for the message and the signature. Eight of these “musical letters” are featured on each program, with members of the studio audience selected to guess the titles and recreate the message on the air. An orchestra plays a bit of each tune to help contestants. Prizes are given.

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

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

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

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

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

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

BASIC NBC RED NETWORK

Radio Successes

SHORT STORIES

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

Radio Successes

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

WFIL ROUNDTABLE ON TOPICS OF DAY

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

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

Public response was favorable. In addition to flooding the switchboard with telephone calls immediately following the broadcast, which started at 9:15 p.m., a large number of letters asked that such roundtables be continued. During the broadcast, Mr. Rosenbaum stated that if listener interest was manifest, the symposiums would be repeated.

KSD

newspaper in St. Louis

ST. LOUIS, WEDNESDAY, JULY 7

ARMS EXPANSIONS

DST $788,500,000 TO

IN ST. LOUIS AREA

$58,850,000 to Be Spent at Ordnance Factory
$20,000,000 at Weldon Spring TNT Plant

3 NEW AMMUNITION WORKS ANNOUNCED

They Will Be Built at St.

BROADCASTING • Broadcast Advertising

July 7, 1941 • Page 33

19th Year of Continued
Listener Preference

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
H. BENTON GOWTLS was named radio director at WRNL, Atlantic City, N.J. He left atop agency, Philadelphia. He replaces William R. Doherty, who resigned to become manager of the newly-created Philadelphia office of International Radio Sales. Mr. Gutowls has been with the agency for seven years.

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

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

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

VICTOR ARMSTRONG recently joined West-Maurice, Los Angeles, as production manager. He was formerly advertising production manager of the Detroit, Hollywood Clear Line.

SHELTON S. MILLKEN, formerly timeshaver of Pedlar & Ryan, New York, recently joined the Elsinore, Los Angeles, Sylvester Industrial Adv. Agency, Pasadena, Cal., as business manager and account executive and office manager. The latter agency recently moved to new offices at 529 E. Colorado Blvd. Telephone is Ryan 1-612.

ARNOLD & CHASE, Los Angeles, having been dissolved, William A. Arnold, has established an advertising and publicity service under his own name at 1081 S. Broadway. Telephone, Foremost 8130.

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

WILLIAM B. ELLIS, formerly commercial manager of KUTA, Salt Lake City, has joined (Omega Adv. Agency, that city, as radio department manager. J. Bolivar Chemical Co., president succeeding Arno H. Johnson, of Will S. Johnson, of E. Gould & Co., was named vice-president to succeed Dr. Frank G. Jones, of Studebaker-Packard Co. of N. J. Dr. D. B. Lucas, associate professor of marketing at New York university, was named secretary-treasurer and Hugh M. Bevill, NBC research manager, was elected to the board of directors.

Research Officials

MARKET Research Council at its annual meeting June 20 elected Will S. Johnson, of E. Gould & Co., president succeeding Arno H. Johnson, of J. W. Thompson Co. Elmo Roepel, of Elmer Rooper Inc., was named vice-president to succeed Dr. Frank G. Jones, of Studebaker-Packard Co. of N. J. Dr. D. B. Lucas, associate professor of marketing at New York university, was named secretary-treasurer and Hugh M. Bevill, NBC research manager, was elected to the board of directors.

New Firm in L. A.

RADIO CONSOLIDATED, Los Angeles radio broadcasters, has been established at 533 S. Western Ave. Matt W. Johnson, one-time manager of KMPK, Beverly Hills, Cal., is manager. W. B. Meyer, columnist and former commentator, heads the new enterprise. Peter Pierre leads the continuity and story department, specializing in women's programs.

BRISCHER, DAVIS & STAFF, San Francisco, has added an serialization option on the book, Out of the Night, by Jan Vallin.

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

AMBASSADOR HOTEL, Los Angeles, to Western Adv. Agency, that city.


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

RIG PRODUCTS, Philadelphia (perfume elixir), to Henry J. Handelman Inc., Chicago.


MORTEN LABS, Dallas (M-1 nose drops), to Tracy-Locke-Dawson, Dallas. Said to use radio.


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

RANGER JOE Co., Chester, Pa., to the Clemente Co., Philadelphia, radio, newspaper and display ads to be used.


SQUIRT Co., Beverly Hills, Cal. (beverage), to McCann-Erickson, Los Angeles. New radio campaign to be considered.


INS dispatches are worded so that they can be instantly adapted to your newspaper's own style and personality.

INTERNATIONAL NEWS SERVICE

WRNL ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

WINX BUILDING • WASHINGTON, D.C.

WINX's Washington's Own Station
LOW RATES—COMPLETE COVERAGE

AGENCY Appointments

OLYMPIA Adding

OLYMPIA BREWING Co., Olympia, Wash., recently started its first radio effort in a test campaign which will vary from 9 to 13 weeks in different markets, using approximately 20 locations on the Pacific Coast and Alaska. One-minute transmitted spots are being placed on several stations in Botsford, Constantine & Gardner, Seattle. Stations already carrying the campaign include: KFVQ, KFQD, KFRC, KSFO, KHSI, KQW, KXRF, KFJJ, KROY, KGAB, others to be added.
COOPERATING with civic and commercial concerns in Rockford, Ill., WROW has produced a folding mailing piece which opens to a sheet 31 x 48 inches. Contained is a professional directory of the city's 505 businesses with an accompanying street map to indicate the locations of the firms. Strips bordering the top and bottom of one side are dedicated to pictures of WROW and MBS talent. WROW has also placed the maps in 400 buildings at Camp Grant, near Rockford.

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

Airplane Banner
AIRPLANE flying a banner, the aerial sign using three-foot letters to read: "Dial 590—WPEN—On The Hour For Late News," was used by WPEN, Philadelphia, July 5 in Atlantic City, taking advantage of the holiday throngs.

Chesterfield Week
LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), will use its radio and newspaper advertising to promote "Chesterfield Navy Week," beginning July 7 and "Chesterfield Army Week," July 21.

Merchandising & Promotion

City Directory—Atlanta Counters—Plane Over Beach—Love of Music—North American Log

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

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

WCCO News Schedules
SCHEDULES of newscasts broadcast daily over WCCO, Minneapolis, have been sent to over 300 resort owners in the area for posting in their lodges and cabins.

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

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

BROCHURES

NBC-Red—Bright red 40-page booklet "Saturday Morning, Radio 'Buy-Word' of 1941".

CBS—Silver and black folder, "Three Beautiful Pictures", showing success of the Silver Theatre.

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

WAPO Offers More!
MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area!
MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPO reaches over one half million prospective buyers.
MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar powder plant employing 18,000. Power plant costing $2 million now in operation.
MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

WAPO
Chattanooga's Friendly Station
1150 Kilocycles NBC Red and Blue

NOW
In the Tennessee Valley
at 5000 watts

Present rates in effect until
August 1, 1941

National Representatives
HEADLEY-REED CO.
New York • Chicago • Detroit • Atlanta

BROADCASTING • Broadcast Advertising

July 7, 1941 • Page 35
Large Advertisers Studied by ANPA

NATIONAL advertisers whose individual expenditures during 1940 in each of four media amounted to $25,000 or more had an aggregate expenditure of $378,889,009 in the four media combined, according to the second annual edition of "Expenditures of National Advertisers" issued by the Bureau of Advertising, American Newspaper Publishers Assn. The study shows that such advertisers together with the 3,108 products or services advertising.

Of the total expenditure, $93,751,584 went to chain radio; $138,899,489 to newspapers; $155,875,630 to magazines, and $11,078,483 to farm journals. Figures were compiled for radio, magazines and farm journals by Publishers' Information Bureau, and for newspapers by Media Records.

Largest Advertisers


Big Roma Schedule

ROMA WINE CO., Modesto, Cal., on July 1 replaced its weekly half-hour Art Linkletter program in Hollywood with a program of 15 minutes on 30 Don Lee stations with a heavy schedule of western news. On a 12-week contract, the firm is sponsoring a third-week quarter-hour news program titled "Roma News" with Jim Dow as commentator, on 16 California Don Lee stations, Monday, Wednesdays, Thursdays, Fridays, Saturdays, 6:30-6:45 p.m. A seven-week 12-minute national broadcast originating from KFKB, Sacramento, has been extended to include the following national McClatchy network stations, KOH, Reno; KJW, Fresno, KERN, Bakersfield; KAT, Stockton. In addition, a five-minute documentary, five times per week, is being sponsored on 3 CBS Arizona stations (KOY KTVK KUSI), Monday, Tuesday, Thursday, Saturday, 6:25-6:30 p.m., Wednesday, 7:20-7:25 p.m., CESANA & ASSOC., Hollywood, has the account.

SEEKING the facilities of WSIX, Nashville, if and when vacated, WJZ, New York, and WHJ, New York, will be used as possible. The unique Harbin, a local motion picture projectionist, has applied to the FCC for a new license in Nashville on 1240 kc, using 250 watts.
Radio Advertisers

LAWRDON CHEMICAL Co., Los Angeles (Di-Mon-Glo wax products), in addition to its already highly rated dramatic program *Enemy Subsistence*, on July 14 starts a six-week five-minute newscast on KFWB, Hollywood. Firm will also sponsor daily participation in the combined *Sunrise Salute and Housewives Protective League program* on KNX, using similar participation in *Norma Young's Happy Homes and Eddie Albright program* on KHJ, in addition to Baker's *Not- book on KFI*. Contracts are for 13 weeks. To merchandise the campaign, Lawrdon Chemical Co. will award a total of seventy-five $75.00 permanent waves per week to winners of its 25 word "Why I Like Di-Mon-Glo wax products" contest. Allied Adv. Agency, Los Angeles, has the account.

HEVERILY HILLS Country Club, night spot near Fort Thomas, Ky., is using one-minute promotion in which 45 minutes of music background on stations in Ohio, Kentucky and Indiana, placed through Havel & Associates Inc., Columbus.


FORD DEALERS Advertising Fund, Milwaukee, on July 1 started a 12-week campaign of five-week 100-word newsmonger scripts on WOKJ, Wausau, WIBA, Madison and WTMJ, Green Bay, Wis., and on July 7 started a 12-week campaign of five-week 100-word announcements on WTMJ, Milwaukee. Agency is McMan-Ericsson, Chicago.

A. S. BOYLE Co., Windsor, Ont., (Flyed insect spray), has started a spot announcement campaign on several Canadian stations. Account is placed by John F. Murray Adv. Agency, New York.

PETE PABO, Inc., Naugatuck, Conn. (candy, gum), has renewed for another 26 weeks of June 30, the morning news program 4:05 to 4:55 a.m. (EDST), on WBAF, New York, Monday through Friday. Agency is Platt-Forbes, N.Y.

OLD BEN COAL Co., Chicago (Green Macked coal), has contracted for the five-minute transcribed Nothing But the Truth program five times weekly for 26 weeks on KMOX, St. Louis, Agency is J. R. Hamilton Adv. Agency, Chicago.

INSURANCE SECURITIES Inc., Oakland, Cal. (investment trust), recently started "It's Your Money," quarter-hour commentary featuring Frank Wright and Ray Miller, Sundays, on KFPI, Sacramento, and Wednesdays on KTRC, Visalia. Agency is Theodore H., Segall, San Francisco.

CALO FOOD PRODUCTS, Oakland, Cal. (Calo dog and cat food), recently started a test campaign on WCRJ, Baltimore, using a series of one-minute live spots. Other stations will be added. Agency is Theodore H. Segall, San Francisco.

NO-DOZ AWAKEYERS Inc., Oakland, Cal., (stimulant), recently started a 13-week test campaign on KSFO, San Francisco, using three spot announcements weekly. If successful other stations will be added. Agency is Sidney Gardner Adv., San Francisco.

CALIFORNIA GROWN SUGAR GROUP, San Francisco (best sugar), recently started an educational campaign on four California stations, using twice-weekly participations in home economics programs. Agency is Holbrook, Constantine & Gardner, San Francisco. The list: KGO KPO KFI KJH.

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

SAFEWAY STORES, Oakland, Cal., has started a concentrated two-week campaign on five California California stations, totaling 15 one-minute transcribed jingles weekly. Agency is J. Walter Thompson, San Francisco. The station list: KHI KECA KFMM KDFM.

KIBSE AMERICA, San Francisco (chain), a spasmatic user of radio, currently expanding its spot announcement campaign, will present a transcribed broadcast of the Salinas Rodeo, one of the West's largest West events, on KFRC, San Francisco, July 15. Agency is Charles R. Knutson, San Francisco.

PERSONAL FINANCE Co., Hollywood (loans), in a summer campaign, is sponsoring a weekly half-hour live Hawaiian musical program, Paradise Isle, on 2 California Don Lee stations (KFRC-KJH). Sunday, 10:30-11 p.m. (PST). With local office tie-in, the firm also sponsors a 12-week quarter-hour weekly program on KTRC, Tucson, with five spot announcements daily on KFMB, Modesto, and four per week on KKNV, Las Vegas. Agency is Anderson, Davis & Platte, Hollywood.

GALLENKAMP STORES Inc., San Francisco (shoe chain), recently changed its program Here's the Shoe featuring Frank Graham from a five-minute to a quarter-hour weekly program for 13 weeks on KNX KSFO KARN. Agency is Long Adv. Service, San Francisco.

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

GENERAL FOODS Corp., New York, sponsoring the Second Mrs. Burton on 6 CBS Pacific Coast stations (KKNX KARM KSFO KONI KIRO KVI), Monday through Friday, 8-3-10 p.m. (PST), in the interest of Postum, on June 50 switched the advertised product to Baker's Chocolate and Coca, with Beaton & Bowles taking over production from Young & Rubicam. Series continues to feature Sharon Douglas, Gale Gordon and Ann Stone. Lew Crosby is announcer, with Mann Holiner, agency producer.

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

CALL OF MANY TONGUES UNITED IN A SINGLE CAUSE

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

YOU SHOULD KNOW THESE 5,000,000 AMERICANS THEY ARE RECEPTIVE TO MODERN WAYS WHOM

1480 KILOCYCLES FULL TIME OPERATION 29 WEST 57TH ST., NEW YORK Telephone Plaza 3-4204 AMERICA'S LEADING FOREIGN LANGUAGE STATION
NOW THEY LOOK LIKE THIS
See page 12

PHOTOGRAPHS ON PAGE 12 in the same (1 to 1) order show: 1. Ralph R. Brunton, manager of KJBS, San Francisco, who enlisted in the Presidio in July, 1917, and had charge of all motor repairs there; then went to officers’ training school at Jacksonville and went overseas as a lieutenant in the motor transport corps, being stationed in Brest until June, 1919. 2. Gene O’Fallon, owner of KEFL, Denver, who was sent to Kelly Field in March, 1918, with the 227th Aero Squadron, being transferred to the 72d Balloon Company at Camp John Wise, San Antonio, where he became a corporal and served until January, 1919. 3. Don E. Gilman, NBC western division v.p., who was a publishers’ representative in San Francisco when he entered the Army at the Presidio, was sent to officers’ training school at Camp Taylor, Louisville, became a first lieutenant but was thwarted in his ambition to go overseas by a prolonged siege of flu.

Guestitorial
(Continued from page 28)

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

At Least a Minute

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

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

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

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

Each and every sales message must be specifically designed to meet the immediate merchandising goal of the sponsor. The leeway for radio copy is as free and wide and has as many possibilities as the blank layout sheet on a copywriter’s desk.

Friendly Style

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

The most effective technique is an intimate, friendly style, sometimes called the “man-to-man” technique. An element of humor is sometimes effective but the sponsor should be careful to prevent his “salesmen” or sales message from becoming ludicrous.

One word of caution: Good taste must always govern the presentation. This applies to the announcement as well as to the rest of the program. And here, once again, I want to point out that the announcement is part of the show and, hence, has standard of quality that cannot be ignored. Sometimes the star or featured character of a program can handle commercial lines very well. But more often than not the use of a prominent entertainer in this role has an unfortunate reaction in the mind of the listener. This is a factor that must be carefully weighed.

Certain entertainers—but very few in the business—can handle the product incidental to their own parts of the program. Dramatized announcements, too, must be handled with care for the same reason. But the situations showing the products’ demand should be rational and true-to-life lest the listener laugh them off as over-exaggeration.

NBC-Red Handbook

HANDBOOK of data about radio and its development as an advertising medium has been compiled by the NBC-Red sales staff for “general use” by salesmen. It is available in salesmen’s presentations and in the preparation of talks. The material for the handbook was drawn from a blank layout sheet of a well-known ad, and was gathered by Bill Fairbanks, now on the NBC sales promotion staff, while in the NBC research department.

WESTERN Association of Broadcasters, comprising broadcasters of western Canada, will hold its annual convention July 14-16 at Harrison Hot Springs Hotel, Chilliwack, B. C. George Chandler, CJOR, Vancouver, president, will preside.
LEAVING the Bankhead Hotel after 13 years, WBRC, Birmingham, next winter will occupy new quarters at Second Ave. and 18th St., nearer the heart of the city, K. G. Marshall, president, reports the new studio and business offices setup by the use of the most elaborate in the South. WBRC recently moved its transmitter site on the occasion of its 25th year on the air.

As a SUBSTITUTE for formal industrial ceremonies, when the Saratoga Raceway at Saratoga Springs, N. Y., WGY, Schenectady, on opening day late in June will begin a four-hour program from the racing plant, presenting trotting Gross with track and State officials. The program, carried on the track's public address system, will be transcribed and broadcast at 10:45 p.m.

After a remote pickup from the Wright plant in Cincinnati, featuring an interview with William S. Knudsen, WCMQ, Chicago, sent a transcription of the broadcast to Mr. Knudsen and received a letter of appreciation. Program was one of WCMQ's Traveling Series, sponsored by Feis & Co. (tempo).

WOR, Boston, in cooperation with the Boston division of the U. S. Treasury, has inaugurated Millions for Defense, to boost sales of defense bonds and stamps in the New England area. Conducted by Gordon Wayne, the 60-minute program presents prominent official and civilian speakers, interspersed with patriotic melodies.

KMA, Shenandoah, la., was honored during the national convention of the nation's Junior Chamber of Commerce in Minnesota in June 21, when the KMA Town Hall was awarded a $200 prize of $100 for subscribers of hundreds of similar organizations.

WLS, Chicago, has purchased a new Mercury station wagon for use in special event pickups. A small shortwave transmitter has been installed as well in regular remote studio. The wagon is used in addition to the regular WLS mobile unit.

DEFENSE SAVING STAMPS are given to each member of the staff of WJAS, Philadelphia, for each program idea or suggestion. The staff member receiving the greatest number of stamps, equivalent of a defense bond, will also become the recipient of a baby bower.

WCCO, Minneapolis, on June 23 held an annual golf tournament at Minneapolis Country Club, with only staff members participating. Eddie Gallaher, sports announcer, won the tourney for the third consecutive year, posting a net of 72. Al Harding, WCCO salesman, who scored a gross of 100 last year, posted 97 this year, and with a 115-stroke handicap came in on the prize drawing.

WCKX, Cincinnati, has started its new two-hour Swing School program on which Gordon Gray, as professor, brings leading exponents of swing and band leaders to the microphone to give their views and presents recording of old and new swing numbers.

WBOV, Stenerville, Q., has opened its new station in East Liverpool, Q., located in the Travelers Hotel. Several shows, including East Liverpool Today, Your News With Jim Malley and a kiddies quiz show, originating in East Liverpool and stressing that community's angle are being presented by the station, the new Saratoga.

CHGR, St. Anne de la Pocatiere, Broadcasting Corp. French network Que, has been added to the Canadian Broadcasting Corp. network as an affiliate. The station was recently given a power increase to 250 watts.

RECENT stations subscribing to United Press radio news include KYOS, Bellingham, Wash.; KSUB, Cedar City, Utah; WMDO, Augusta, Ga.; WUTM, Wilson, N. C.; WTAH, Springfield, Ill., and WJIM, Lansing.

WLS, Chicago, has purchased ILMA, Springfield, Ill., and WJIM, Lansing. Mel, Robert Johnson, formerly in the Detroit office of WP, has been transferred to the New York office on the rewrite staff.

Since the outbreak of the German-Russian war, WNEW, New York, has added six news programs to its daily schedule, making a total of 19 on weekdays, and five on Sundays.

Jessee L. Kaufman Productions, New York, is preparing a new series of quarter-hour transcribed series titled Test Tales, based on an idea of Lew Aronheim and written by Bob Brillhammer. Series is built around adventures of big city cab drivers, narrated by the character "Gabby Gibby" portrayed by Milt Herman.

The Ross himself took over the mike when the Streetmann Streetman of WBT, Charlotte, started giving defense stamps instead of cash to local quiz show winners. At the mike, Manager G. M. Jonesley turned over a certificate to the first winning contestant. Peeking over his shoulder is Frank Graham, of the local post office, with Announcer Lee Kirby at left.

Youth at Sumter

SOME sort of record is claimed by WFIG, Sumter, S. C., which reports that the average age of the entire staff, including Owner J. Samuel Brody, announcers, engineers and all, is only 22½ years. The average experience in radio is 3 years, 10 months.

WTAG, Worcester, was cited for "outstanding contribution" to national defense in a letter from Gen. James A. VanHouten of the Headquarters First Corps Area, Boston. Addressed to Commercial Manager George H. Lark, the letter thanked the station for its cooperation and for "tangible results" felt by the Recruiting Service as a result of TTAG's national defense drive.

WPEC, Philadelphia, expanded its exchange arrangement with the local newspapers in making a time for space deal with the Evening Ledger and increasing its deal with the Evening Bulletin. In addition, the station has a long-standing arrangement with the Daily News.

VOCATIONAL TRAINING in the radio field will be provided for graduates of the Temple University School of Journalism at WCAU, Philadelphia. The plan provides for three-year graduates to serve as apprentices, working under Ken Stowman, WCAU's new editor, and paid a full-time salary.

DON'T FORGET YOUR PROTECTION!

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

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

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

50,000 Watts
Without Construction

WHN
NEW YORK CITY

July 7, 1941 • Page 39
Argentina Favors U. S. Shortwave

But Survey Shows That Brazilians Tune to BBC Shortwave

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

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

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

British Preferred

The results of the two surveys suggest that broadcasting currently enjoy the steady stream of flying Latin American "experts"—In Brazil, it was found that 41% of all broadcasted listeners listened to the BBC while 24% of all broadcasted listeners listened to the U.S., and 15% to Germany. The Brazilian shortwave audience is primarily a news listening audience, but the interest in U. S. shortwave programs is almost evenly divided between music and news.

It has been said that the American news broadcasts have not taken hold in Brazil nor have they been advertised, and the survey shows that 85% of all broadcasted listeners tuned the BBC, 47% tuned in German shortwave, the United States is third with 42%, and Italy is an almost negligible fourth with 16%.

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

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

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

Ahead in Argentina

In Argentina, U. S. shortwave surpasses other countries in all phases of shortwave broadcasting. Not only are U. S. broadcasts generally among the most popular (23.3% of shortwave listeners tuned to the U.S., 19.5% to Germany, and 17.4% to England), but the quality of U. S. reception was considered very good by the largest percentage of interviewees.

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

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

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

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

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

Latin Net Series

FIRST contract in America for a confidential program on a network of South American stations, with originating point in the U. S., was claimed last Tuesday by A. Rojas Villalba, coordinator of operations for CRIA (Cadena Radio Inter-Americana), WLWO, Cincinnati, is basic station. Sponsor is British Leyland Co., presenting a daily quarter-hour newscast for Sal Hepatica. First broadcast under 26,000-dollar contract will be heard July 15. Manuel Avila, of WLWO, will handle the program.

Baltimore Institutions:

Baltimore & Ohio

Pioneer railroad of the United States

and

WFBR

Maryland's Pioneer Broadcast Station

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

WFBR Youngstown's Favorite Station

A Hoager Holmes survey shows that WFBR has more listeners than any other station heard in the Youngstown district.
DATA ON WAR NEWS IS ASKED BY FCC

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

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

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

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

LeMmon Working on WLAN

WALTER S. LEMMON, chief of the Radiotype Division of International Business Machines Corp., is member in the operation of WRUL, Boston shortwave station, has been placed in charge of plans for the new WLAN at Endicott, N.Y., which the FCC last March authorized Thomas J. Watson, president of IBM, to construct. Engineering plans are still being considered, including the erection of a booster station in Binghamton, according to Mr. LeMmon, Janaky & Hulsey, Washington consulting engineers, will assist. The station will operate with 250 watts at 1430 kc.

THE PRESENT owners of WSIX, Nashville, Jack M. and Louis R. Dranghous, each holds 20% interest in Tennessee Radio Corp., applicants for a new station in Nashville, 250 watts on 1947, 200 watts on 1949, have taken another move on WSIX shifting to another frequency. 40% of the balance of the stock is held by William Hudson, whose wife, Violet Hudson, is a paraclinician of the new WZJZ under construction in Clarksville, Tenn. John D. Spreese holds the remaining 20%.

THE Chanslor Music Society of Lower Basin Street program is now recording its weekly "Surveys" on NHC Blue for shortwaving on NBC's international stations to South America.

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

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

R.G. LeTourneau, who is the owner of the $120,000,000 LeTourneau Foundation in California which makes grants of aid to religious organizations and who also recently acquired ownership of WHEB, Portsmouth, N.H., was said by Mr. George to "think in terms of steel" and to have determined to experiment in the use of steel for studios. He left the design to his secretary, William Retts, who also holds the title of manager of WRLC and is co-pilot of Mr. LeTourneau's Lockheed plane.

The station is equipped with Gates transmitter and studio equipment with a 175-foot Winchcrger tower. The building measures 30 x 40 and was constructed at the LeTourneau company's plant. It was moved by truck and unloaded at the site. The staff includes Elbert Lindblad, from WKBW, Buf- falo, and WMBI, Chicago, program director; Harold Marler, from WCMJ, Huntington, W. Va., continuity; Ed Martin, from WZB, Tuscola, Ill., announcer; Ed Day, from WMRC, Greenville, S.C., and WFR, High Point, S.C., chief engineer; Virgil Craig, from KJUL.

The present owners of the station, who are Jansky & Hulsey, Washington consulting engineers, will assist. The station will operate with 250 watts at 1430 kc.

AN ALL-STEEL STATION IN GEORGIA

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WHEELING, W. VA.

Ohio Valley Industry Speaks!

Smoke from belching Mine, Mill and Factory chimneys of the thriving Steel and Coal Belt of the Nation, are writing prosperity in bold headlines across the sky, that all can read. And best of all, the men who run these seething plants and their families, are dyed-in-the-wool fans of WWVA. That means you can reach the fat pocketbooks of this prosperous clan through the Ohio Valley's most personalized and effective advertising medium—WWVA.

Now Is The Time!

N.B.C. BASIC BLUE

BLAIR Represents Us

WBNS SURELY IS POPULAR!

YOU SAID IT! 196,423 FAMILIES OWN RADIOS IN ITS COVERAGE.

AND CONCLUSIVE SURVEYS PROVE THEY PREFER WBNS!

WBNS WINS.

5,000 WATTS.

WWVA

WHEELING, W. VA.

BROADCASTING • Broadcast Advertising

July 7, 1941 • Page 41
MUZAK FM SERVICE
WILL CHARGE FEES

ADAPTATION of FM for a subscriber broadcast service was granted Muzak Corp., New York, in a July 1 FCC ruling. Muzak, a subsidiary of Associated Music Publishers, is authorized to operate a developmental FM station on 117.05 mc. with 1,000 watts power. At present Muzak is framing campaign plans on wired musical programs on a contract basis, the FCC announcement states, and a similar service is proposed for FM listeners.

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

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

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

FRANK BULL, Los Angeles sports commentator and partner in Smith & Bull Adv. Agency, that city, has been re-elected president of the Southern California Sportsmen's Association. since 1941-42. Ron Bailer, MBS sportscaster, was elected vice-president. Joe Miesche, KRRD, Los Angeles, special events director and sports reporter, was made secretary-treasurer. Membership of SCSA includes 20 top radio sports reporters and commentators.

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

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

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Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

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M-Day Plans
(Continued from page 8)
radio and wire, and possibly all other modes of communications.

Chairman Fly announced that to facilitate emergency use of munic-
IPAL and communications systems, DCM has in preparation a
special manual, to be distributed to all municipalities having such
systems. Maintenance of these sys-
tem at peak efficiency, expansion of plant and equipment, avail-
ability of auxiliary electric power supplies in the event regular serv-
ices are interrupted, protection of communications centers against ac-
cident and sabotage, and other steps designed to increase depend-
ability will be covered in the manual.

In the non-broadcasting field, it is thought that some services, prob-
ably point-to-point and ship-to-
shore, may be needed by the mil-
itary establishment. Under war con-
ditions a few of these may be taken
over by the Army.

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

Edward M. Kirby, public rela-
tions director of the NAB, has al-
ready established a radio section of a score of men under Gen. Rich-
ardson, practically all of them di-
rect from the broadcasting indus-
try. In the Navy Department, Frank E. Mason, NBC vice-presi-
dent, is serving as special assistant to Secretary Knox in developing
his own radio branch.

Even greater expansion of both of these units is foreseen, to keep
the public informed on defense pro-
gram activities. The Army par-
ticularly reports a week-to-week in-
crease in the number of pickups
from Army camps, as well as
the origination of established commer-
cial programs from training cen-
ters.

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

Mr. Mason, it is reported, plans
to assign certain of his men to

Morgan

At Morgan

RECORDING MORGUE or dramatizations on the life story of famous Americans is being prepared by WPEN, Philadelphia. Enlisting the services of the chief librarian of the Philadelphia Public Li-
brary, list of all outstand-
ing Americans, both living and
dead, is being prepared.

The material is being pro-
vided by the library with Bob
Bloomfield, of the station
staff, writing the scripts.

Gene Kern is casting the en-
tent and the dramatizations
will be directed by program direc-
tor Lou London.

CBC Raises Pay
CANADIAN BROADCASTING Corp. salaries moved upward on June
25, retrospective to April 1. Substantial increases were granted many
members of the technical staff and those associated with the production of programs.

The increase followed a survey of salary rates received by CBC employees and comparing
those of others in private industry. In the last four years the CBC staff has increased from
189 to 823 and hours of broadcasting from 6 to 16 daily, largely of the war.

Overtime Restitution
DURING the 2½ years since the Fair Labor Standards Act went into
effect, a total of 30 radio sta-
tions paid overtime restitution ag-
gregating $15,407.12 to their em-
ployees, according to revised figures compiled for BROADCASTING
by the Wage & Hour Division of the Labor Department [Broadcasting, June 30]. This amounts to aver-
age of $446.90 per station, accord-
ing to Wage & Hour Division fig-
ures for the period from Oct. 24,
1938, when the Act started oper-
ing, to April 30, 1941.

REPLACING former equipment in downtown Los Angeles, KFI, South-
er California key station of Don Lee network, is erecting two 300-ft.
towers at the foot of S. Broadway and Fairfax Ave., that city. According to
Frank Kennedy, KFI chief engineer, transmis-
sion building will contain facilities
for a 16-hour staff in early July.

The present transmitter and tower will be us-
ed as a shortwave unit.

Radio Morgue

important factor as the war tempo
increases.

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

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

Histrionics

HISTRONICS Corp., Chicago (Sixteen Tablets), will use spot announce-
ments several times daily for three
weeks in August during the hay
fever season. Stations are KWK,
KPEL KITE KWTO WIBW WLS,
WWDY WLW. Agency is United

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

Sale of Artists Service By NBC Thought Near SALE of NBC Artists Service may be completed within a week or two, with either Music Corp. of America, which recently purchased the CBS Talent Bureau, and William Morris Agency the most likely buyer. William Morris Jr. and William Murray of the Morris agency conferred last week with Mark Woods, NBC vice-president and treasurer, and were expected to come back with a definite offer.

J. C. Stein, of MCA, is due to return to New York from the West Coast early this week, also with a definite offer.

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

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

From points scattered all over the 500 square-mile maneuver area, the stations handled pickup of all types of military action, including the use of armored divisions. WLW handled two pickups remote to Cincinnati. WTIOD made several independent pickups, in addition to carrying several tri-located programs originated by WLAC and fed to WREC, Memphis, and WDON. Among more than 20 programs originated by WSM, several were fed to NBC-Red and to State networks.

As a broadway, news and radio men wear khaki uniforms while on duty with armed forces.

Following elaborate equipment in the field, WSM sent to the maneuvers a special crew which spent the bulk of its time for the entire month arranging WSM pickup. The station's field activities centered around a private railroad car, fully equipped with news studio, recording facilities and emergency power plant. In addition, two mobile units were used, equipped with pack transmitters.

For one program during the maneuvers, open-air chapel services for the thousands of participants, the Army Signal Corps laid down about 800 yards of lines to the rear of site of the service. The pickup then was relayed via a portable FM transmitter to the line pickup point eight miles away, where it went on telephone lines to the studio. Other programs included the attack and retreat service on the 1070 kc. frequency of NBC, with a special schedule of war news and military activity.

WKG, Medford, Wis., was granted a construction permit to shift from 1500 to 1490 kc. and increase from 500 to 1000 watts, limited time. The FCC, with approval, granted a construction permit to shift from 1330 to 1500 kc and increase its power from 500 to 1000 watts, with a directional antenna. The station, which serves the Milwaukee area, was granted an increase of 1000 watts night, 5000 local sunset, to 5000 watts fulltime with an agreement to protect WOLF-WASH, Grand Rapids, to its full nullation contour. The authorization included a change in the directional antenna.

Aker Boost WAKR, Akron, was granted a construction permit to increase power from 1000 watts to 5000 watts fulltime and install a directional antenna for nighttime only on 1500 kc. A shift in frequency from 1070 to 790 kc. was given WEAU, Eau Claire, Wis., with an increase in hours to unlimited time and an increase in 1000 watts local sunset.

KQW, San Jose, was given a temporary license for 5000 watts unlimited time, employing a directional antenna for 1400 kc., pending final determination of its application for an increase in power to 50,000 watts. A competitive application for this assignment is pending from KSFO, San Francisco.

WIGM, Medford, Wis., was granted a construction permit to shift from 1500 to 1490 kc. and increase from 500 to 1000 watts, limited time. The FCC, with approval, granted a construction permit to shift from 1330 to 1500 kc and increase its power from 500 to 1000 watts, with a directional antenna. The station, which serves the Milwaukee area, was granted an increase of 1000 watts night, 5000 local sunset, to 5000 watts fulltime with an agreement to protect WOLF-WASH, Grand Rapids, to its full nullation contour. The authorization included a change in the directional antenna.

Assignment Boosts Granted 7 Stations KARM Gets 5 kw Unlimited; WFBR, WAKR Increases IMPROVEMENT in the assignments of a half-dozen stations, including a jump from local to regional status for KARM, Fresno, Cal. was authorized last Tuesday by the FCC.

KARM was granted a construction permit to shift from 1330 to 1430 kc. and increase its power from 250 to 5000 watts fulltime, with a directional antenna. The station, which serves the Fresno area, was granted an increase of 1000 watts night, 5000 local sunset, to 5000 watts fulltime with an agreement to protect WOLF-WASH, Grand Rapids, to its full nullation contour. The authorization included a change in the directional antenna.

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

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Shortwave to CBS Stopped by Berlin

Flannery Phones News After Comments by Elmer Davis

IN RETALIATION for remarks made June 27 by the CBS news analyst, Elmer Davis, following an interview with P. G. Wodehouse, the British novelist recently released by the Nazis from an internment camp, all news broadcasts by CBS correspondents in Berlin have been canceled by German authorities.

News of the ban was phoned to New York by Harold W. Flannery, chief of the CBS Berlin bureau. He stated that the extraordinary refusal was subject to review by unnamed Higher German authorities. He was permitted, however, to give other news in his telephone report and also was allowed to cable a news dispatch.

No ‘Dictation’

After the news reached CBS in New York, Paul W. White, CBS director of public affairs, issued the following statement:

“This afternoon CBS will not allow any foreign dictation as to its broadcasts in this country. We will not seek to please Germany in presenting the news over here as the price of being allowed to broadcast from Berlin. If the motive behind the German government’s action is to compel us to color our news analysis to its liking, that action has failed. “When Mr. Flannery communicated the German decision to us,” Mr. White continued, “he was immediately instructed to make no compromises with the integrity of our news broadcasts, in an effort to maintain his post. He was further instructed to make clear to the Propaganda Ministry that our broadcasts outside Germany and German-controlled territory were beyond the censorship of the Reich.”

In the Wodehouse interview, the novelist said that he did not mind being a prisoner of war, that he had a suite at hotel Adlon in Berlin and that he could come and go as he chose although he added, “if I wanted to go to Switzerland this summer, I imagine there’d be objections.”

Elmer Davis in his analysis, pointed out that the German treatment of Mr. Wodehouse was somewhat different from that accorded to other prisoners whose release might have had less public value.

No word as to the resumption of CBS broadcasts from Berlin had been received late last week, although the network stated it should hear the outcome by early this week.

Chaos in Berlin

The tables were turned the other night in Berlin, which has bewildered when a WOR announcer slipped up in giving the announcing of a program for its Berlin correspondent. Said the announcer, "This evening you will hear John Paul Dixon in London!" The amazed voice of a German production man in the Berlin studio came through—"John Paul Dixon in London?" and repeated the phrase in confusion. Finally, everything was cleared up, the proper announcement made. Dixon came on the air—from Berlin.

LICENSE GRANTED TO KRBA, LUFKIN

CULMINATION of activity in connection with the Texas revocatory hearings of last year appeared in sight last Monday when the FCC adopted an order authorizing KRBA and KGBK, both of Houston, to be licensed on a regular basis to KRBA, Lufkin, replacing its temporary license.

The temporary license of KGBF, Brownsville, which had also been involved in the hearings, was extended 30 days. The temporary licenses had been issued until the stations furnished proof that Rev. James G. Ulmer had divested his holdings in the stations.

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

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

PROPOSING to surrender their construction permit for a new station, WTAI, Saginaw, Mich., which has been outstanding for the last two years, Fred C. Shields has applied to the FCC for a new station in Kalamazoo, Mich. on WTAI’s facilities. His new WTSN, using 1,000 watts. They are also licensees of WJIM, Lansing.

Mennen to Russell Seeds

MENNEN Co., Newark, has appointed Russel M. Seeds Co., Chicago, to handle advertising for the men’s products division. Company will shortly start a weekly half-hour dramatic program from Hollywood, but neither time nor network has been cleared. In order to service the new account, Russell M. Seeds Co. is opening New York office headed by H. J. Richardson Jr. The office in Rockefeller Center will be completely staffed with radio, art and research departments.

Allotment of Beer Funds

AMOUNT of advertising spent by the brewing industry for radio time in 1940 declined to $105,000, or 4.2% of the beer budget, from the $1,250,000 (6%) of 1939, according to an analysis by Edwin Fein, general manager, Research Co. of America, New York. The study is based on data from the United Brewers Industrial Foundation. Apportionment of beer advertising in other media in 1940 and 1939 follows:

1940

- Newspapers: $6,000,000 (28.5%) in 1940, $4,500,000 (31.3%) in 1939; weeklylies, $780,000 (3.5%) and $400,000 (2.6%); magazines, $1,600,000 (7.6%) and $800,000 (3.8%); point of sale, $6,000,000 (28.6%) and $6,000,000 (28.0%); outdoor, $5,800,000 (27.6%) and $5,500,000 (26.3%). Totals were $23,600,000 in 1940, $15,500,000 in 1939.

Erskine Caldwell, Wife, Cover Moscow for CBS

ERSKINE CALDWELL, author and playwright, and his wife Margaret Bourke-White, noted photographer, have been named CBS correspondents in Moscow, where they happened to be visiting at the time of the outbreak of the Russian-German war. Paul W. White, CBS director of public affairs, asked them to handle the assignment prior to their trip to Russia, if the necessity arose for daily broadcasts out of the Russian capital.

Their first broadcast on CBS took place June 29 at the 7-90 p.m. program World News Tonight, the first radio news report to come from Moscow since the German declaration of war. They will continue daily broadcasts, whenever CBS feels it necessary and conditions make it possible for a report to come through.

Stairs in Tune

TO SIMULATE various kinds of persons walking up or down stairs, NBC sound effects men have worked out a set of “tuned” stairs, each step tuned so as to give out a different note as called for by a program script.
President’s Approval Expected For Daylight Saving Project

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

WITH approval of President Roosevelt now regarded as certain, and a special recommendation to Congress calling for immediate passage of necessary legislation expected this week, a universal daylight saving time basis for the United States is in the offing as a matter of weeks. Whether “fast time” would be observed throughout the year or only during the six or seven long-day months, remains problematical although indications favor a year-round observance.

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

Survey Shows Need

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

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

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

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

AFRA

(Continued from page 10)

not to apply to the current situation, as the code was not signed by MBS nor by the advertisers or agencies whose programs would be cancelled by the withdrawal of AFRA talent from the network. Answering this statement, network spokesmen pointed out that although MBS as a network had not signed the code, it had been designed individually by WOR, WGN and Don Lee.

Advertising agencies, while not signing the code itself, signed letters agreeing to comply with the code’s rules and regulations. AFRA says that these letters contain 10-day cancellation clauses and that therefore in giving them more than 10 days notice of its proposed action, AFRA has fulfilled its obligations to them. This is disputed, however, as these agencies cannot pull their programs from an affiliation in the networks for which they have contracted, except at the regular 13-week intervals, without leaving themselves liable for damages to the station.

Hubert Taft Jr., general manager of WKRC, in New York to discuss these legal aspects, expressed the opinion that AFRA’s proposed action may form a dangerous precedent if allowed to stand. On this theory, he said, a union could force a station to comply with its demands by threatening to tie up its network service, regardless of whether or not the union represents a majority of the station’s employees.

If AFRA should order its members not to work on MBS commercial programs including WKRC among their outlets, the following programs would be affected: Gospel Broadcasting Association, Father D’Artega’s Renovated Revival; Captain Midnight, sponsored by Wander Co.; The Lone Ranger, General Mills; Raymond Gram Swing, General Cigar Co.; Axton-Fisher Tobacco Co’s Spud Imperial Time and Danger Is My Business; Inside of Sports, Bayuk Cigars Inc.; WJZ Am, Williams, American Safety Razor Corp., Double or Nothing, White Labs; John B. Hughes, American Home Products; Front Page Farrell, Anacin Co.

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

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

TWO NET PROGRAMS ON NBC FOR LEVER BROS. Co., Cambridge, Mass., has announced it is preparing to make two new shows, one for Rinso and a second for Rinso-Spry, and the replacement of a third to take effect during July, through its agency, Ruthrauff & Ryan, New York.

Radio execs, Henry Souvaine of Geo. MeManus’ Bringing Up Father have been discussing an attempt to get Phys’ show to have its premiere Tuesday evening July 8, 9-9:30 (EDST), on NBC-Blue, with a repeat performance for Premiere listeners. There will be an all-star cast, with original background and music by Eliot Jacoby and a 12-piece orchestra.

Grand Central Station, which now occupies the 9-9:30 Tuesday spot on NBC-Blue for Rinso, will be shifted to CBS, Wednesdays, 8-8:30 p.m. (EDST), for the same product. It will replace Big Town heard regularly at that time for Rinso, which is leaving the air until fall.

A new Saturday 11:30-12 morning show,auditorium Theatre, will make its debut by 12 for Rinso-Spry and Rinso on NBC-Red. Jim Amache will be featured as m.c., with Dick Todd as singer and D’Artega’s band, while a different vaudeville-type act will be headlined.

In addition, Lever Bros. is conducting a test campaign in the Midwest for Helen’s Home, a transcription that might be heard at different times during the morning on WHO WOVO WDAF WIBA WEAU KABR KDLR KRMC KFAL KMBT WLSM KVOX.

FM NET TO SEEK NEW YORK OUTLET

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

With FM stations already on the air in nine markets represented in this area, Latham said preliminary network operation may begin this year.

Buy WCCO Artists Bureau JOHN W. MILLER and Urban Bodenfeld, former employees of the Artists Bureau of WCCO, CBS M & O station in Minneapolis, have purchased the bureau. Miller follows the recent sale of the CBS artists service to Music Corp. of America, with transfer of offices and personnel expected to be completed within the month.
QUARTET IN B for Birthday—and a happy one—made its appearance at the WBT, Charlotte, during the summer of 1918 in the form of four modern mercuries—the Western Union variety—for which four staff members celebrated birthdays. So impressed were WU officials by the wholesale order for some time, John Nowell came along, determined to lead his boys through the intricate passages. Bearing musicaly congratulated are (l to r) Kay Owleye, continuity department; Russ Hedges, sports editor; Jack Williams, music clearance dept., and Reginald Acker.

Webb C. Artz
WEBB C. ARTZ, 52, former radio news manager of United Press in New York, died July 2 at the Lily Clinic, Indianapolis, after a three months illness. Mr. Artz made his first contribution to UP while traveling in Egypt when he cabled in an exclusive story on J. P. Morgan aboard his yacht in eastern waters. Formally with the Cleveland News, city editor of the San Antonio Express and managing editor of the Houston Post, he joined UP in 1929, becoming radio news manager in 1936 of the service he helped to organize. His widow survives.

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

Salute to Latin Outlet
SALUTING Uruguay’s newest radio station “El Espectador” July 1, NBC’s international shortwave station WNBC, New York, will insert in its broadcast to Montevideo to the new completely RCA equipped studio. Niles Trammell, president of NBC, wrote a special message, which was read in Spanish by Eli Canel, head of NBC’s Spanish Department of the International Division, Uruguay’s Consul-General Rivas delivered an address.

ASCAP
(Continued from page 10) their own society and to vest these rights solely in BMI, which is owned by the radio broadcasters. It is simply one more attempt to destroy the value of rights now vested in the creators of American music.”

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

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

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

Fortunately, there were some BMI publishers whose performance fees were correctly figured and who were pleased with the results. Harold Oxley, general manager of New Era Music Corp., wrote BMI as follows:

“Late in 1940 when New Era Music signed with BMI, we said, the BMI way of dealing with writers is the best thing that happened to American music. New Era Music is going to BMI because BMI gives the fairest deal.

“I can say that we still feel the same way. The check we received for performance royalties for the first quarter of 1941 under the BMI system represents the most equitable method of payment in the music business.”

Checks for Writers
BMI also reports that in addition to the writers of their top hit tunes, who received about $3,500 for their performance rights and a like amount from the sale of sheet music and records of their tunes, Royalty checks ranging between $75 and $250 were sent to many “hobby writers” whose songs never achieved high proportions but nevertheless were performed frequently on the air during the first three months of 1941. Franklin R. Vowel Jr. and Kendrick Sparrow, for example, got $81.84 apiece for ‘I’ll Spend the Rest of My Life.’

Taking advantage of BMI’s predicament, ASCAP in its ‘savvy’ day asked BMI a list of questions, “for the benefit of composers,” regarding BMI’s income and payments to composers, including several questions as to proportions BMI has made for “relief of composers during sickness and distress”, “for widows and orphans of composers who die but whose works may continue to be performed”, “to insure continued payments through years to come to composers who write hit songs but whose output may dwindle or cease”, etc.

MBS Meets Publishers
MBS entertained some 60 music publishers at lunch Tuesday. Fred Werner, MBS general manager; Adolph Oehlberg, vice-president and general manager; Paul Jonas, in charge of music copyrights; Nat Abramson, head of WOR’s artists bureau, and John G. Paine, general manager of ASCAP, explained to the publishers how the network operates and answered questions regarding the use of radio in musical exploitation.

A committee of publishers, headed by Rocco Voccio, of Bregman, Voccio & Conn, was set up as a liaison group to meet with MBS officials every two weeks to discuss any problems that may arise and to attempt to work out solutions satisfactory to both the network and the publisher. MBS plans to hold a similar get-together with band leaders this week.

Taking advantage of its position as the only network which can perform George Gershwin’s tunes, MBS is planning four special programs next weekend, commemorating the anniversary of Gershwin’s death July 11, 1937.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 28 TO JULY 3, INCLUSIVE

DECISIONS

JULY 1

KBEA, Lefkof, Tex.—License issued on regular basis to Red Lands Broadcasting Co., Inc., Lefkof, Tex.—Temporary license extended 7-14 until license complies with rules and regulations.


WGMJ, Medford, Wis.—Grant of license to WGMJ, Inc., Medford, Wis., to operate a new transmitter, change studio and transmitter site.

WAKE, Akron, O.—Grant of CP increase to 5 kw. uni., transmitter, directional.

WEAG, Eau Claire, Wis.—Grant of CP change to 700 kw., new transmitter.

WPTL, Fort Lauderdale, Fla.—Grant of temporary assignment to licensee of CP from Tom M. Bryan to Ralph A. Horton, assuring him of the continuation of all newspaper association.

WCBF, Chicago—Grant of modified license 1110 kc. 5 kw. (ltd. to WBT, KFAB), upon completion WCBD CP.

WIOU, Miami, Fla.—Grant of withdrawal of application against GRAM CP to WAYS.

KGW, San Jose, Cal.—Ordered issuance temporary license to determine application of FM for 5 kw. with directional.

WFFR, Baltimore—Grant of application change directional, increase to 5 kw. uni., with agreement to protect WOOD-WASH station.

DESIGNATED FOR HEARING—Newsmaster Broadcasting, Inc., Butte, Mont.—Grant of CP.

NEW. Radio City, Los Angeles—Modification of CP to add transmitter.

NEW. California Broadcasting Co., Pasadena, Cal., change to 250 kw., new transmitter.

Jefferson Broadcasting Co., Birmingham, Ala.—Grant new station license.

NEW. WGN, Chicago—Grant of facilities to WGN.

NEW. WJOT, Nashville—Grant CP license to 5 kw.

NEW. WSB, Atlanta—Grant CP increase to 8 kw., transmitter, CP change.

NEW. WOR, N.Y.—Grant CP license to 30 kw. uni., with 10 kw. subsidiary.

WAKS, Columbus, Ohio—Grant of CP increase to 4 kw. uni., new transmitter.

WEAF, New York—Grant of CP increase to 700 kw., new transmitter.

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REL Names Coast Rep

A. GUNTER, vice-president of Radio Engineering Laboratories Inc., Long Island City, N. Y., has announced Norman B. Nellis, Engineer has been appointed the REL Pacific Coast representative in the sale of FM broadcast equipment. The newly offices are at 534 Hollywood Blvd., Hollywood, and 420 Market St., San Francisco.

Smith Bros. Breaks

SMITH BROS., Fowguespie, N. Y. (cough drops and syrup), is planning a 17-week schedule of chainbreak announcements. Eight stations affiliated with NBC-Red and CBS, starting about Nov. 15. J. D. Tarcher, New York, the agency, is now signing up stations.

CHIC, Quebec, will go on the air in mid-July with a new 1,000-watt transmitter on 900 kc., according to the Canadian Broadcasting Corp. CHLT, Sierbrooke, Que., is now on the air with 250 watts.

PROFESSIONAL DIRECTORY

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Consulting Radio Engineer
Designer of First Directional
Antenna Controlling Interference
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Advertise in
BROADCASTING
for Results!
Defense Tax Bill Will Affect Radio

Excise Levy on Sets, Parts Is Increased to 10%

ALTHOUGH no franchise tax on radio broadcast facilities will be proposed, the House Ways & Means Committee has included in the new defense tax bill several increases which will affect the broadcasting industry. Following extended hearings by the committee, the bill is expected to appear on the floor of the House about mid-July.

Among the increases affecting radio is a boost in the excise levy on radio sets and parts, and a revaluation of the base for taxation, expected to yield $9,400,000 a year. As now written the tax on radios and parts will be 10%, instead of the present 8%. The 10% levy is in line with Treasury recommendations.

The committee voted to tax telephone, cable and radio leased wires. The new tax, expected to bring $27,600,000 in revenue, will be imposed on any leased wire or talking circuit, and includes those now taxed such as teletype service, it is understood.

During its consideration of proposals advocated to supply new tax revenues, the committee voted down the plan of Rep. Sauthoff (Prog-Wis.) for a franchise tax on radio stations. Such a tax had been urged strongly by John B. Hagerty, president of National Allied Printing Trades Assn., early in the Ways & Means hearings, and the proposal had several Congressional advocates. One of these, Rep. Con- nery (D-Mass.), now has pending in the House a bill along similar lines.

Sunnyvale Spots

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), recently started a campaign on eight stations on the Pacific Coast, using one-minute transcribed announcements, five times weekly. Agency is Lane & Thomson, San Francisco.

The stations are: KFRC KSFQ KFI KNX KARM KSL KDO KXEL.

Dr. Lyon's News

R. L. WATKINS Co., New York (Dr. Lyon's Toothpaste) has started six ten-minute newscasts by Bob Watkins on KNX, San Francisco. The firm on June 30 started a five-weekly quarter-hour daily newscast on KNX, Hollywood, for 52 weeks. Agency is Blackett - Sample - Hummert, New York.

Mary McBride's Sponsor

MARY MARGARET McBRIEDE, who on July 4 concluded a series sponsored by the Florida Citrus Commission, on July 7 begins a five-time weekly series, partly on a sponsor- ship and partly on a sustaining basis. On Monday, Wednesday and Friday, she will be heard on CBS while on Tuesday and Thursday she will be sponsored locally on WABC, New York, and Mark Stoltenberg (chain). Time for all programs is 5:35 p.m. Agency for black is E. M. Freyssinet, N. Y.

Belo Corp. Ruling Upheld on Appeal

U. S Court Affirms Decision On Method of Payment

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

Coming upon appeal by the Wage & Hour Division of the Labor Department, the circuit court affirmed the Feb. 4 deci- sion of Federal Judge William H. Atwell, of Dallas, who held that firms paying wages or salaries equalizing or exceeding minimum rates fixed under the Fair Labor Standards Act in pursuance of genuine contracts are complying with the Act, regardless of methods of payment.

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

“Of course the Wage & Hour Division will appeal the circuit court decision to the Supreme Court unless, by consideration of pending cases, the result is expected before next fall. Mean- time any radio station which uses a ‘guaranteed overtime’ plan such as the New Orleans court approved runs the risk of having to pay back to the employees covered by the plan.”

Judge General Philip B. Fleming, in announcing the appeal from the initial decision, stated that the decision, if allowed to stand, would largely destroy Section 7 of the Act. In 40-hour maximum-week work, it is expected the Wage & Hour Division will carry its appeal to the Supreme Court. It is understood that the Division will take up the matter of appeal with Solicitor-General Francis Biddle, who would handle the case before the Supreme Court.

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

Seeking Superpower

(Continued from page 7)

test the maximum feasible output in excess of 50,000 watts that could be generated by the transmitter, and at the same time test reception over its service area.

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

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

Would Amend Rules

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

The WSM application and peti- tion, filed by Attorneys Louis G. Caldwell and Reed T. Rollo, speci- fied that it was designed to bring the old pending application up-to-date, in conformity with existing FCC requirements. The supplement- al petition requested that para- graph 32.2 (a) of the regulations be amended to eliminate the 50,000- watt peak limitation for L-A chan- nels and that the revised rules specify power of not less than 50,000 watts. Limitations on Class I-B stations would remain not less than 10,000 watts, nor more than 50,000 watts, under this proposal.

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

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

Raid on Radio

THE CANADIAN Army took control of Toronto radio stations on June 26 in a sur- prise move, raid on information that theoretical Quis- tings were to take over To- ronto that day. The Army, which came about 46 miles from training quarters at Camp Borden stationed guards with Tommy guns and revolvers at all radio stations, newspapers and rail and highway terminals. Stu- dios of CBL, CBB, CFRB and CKCL were guarded, the latter in addition to sidearums with a Bren gun, and all those entering and leaving the studios had to show their national registration cards.

Vincent D. Atwell, of Dallas, Texas, said the raid was undertaken to gatherers, the risk of having to pay back to the employees covered by the plan.

ATWELL: "Of course the Wage & Hour Division will appeal the circuit court decision to the Supreme Court unless, by consideration of pending cases, the result is expected before next fall. Mean- time any radio station which uses a ‘guaranteed overtime’ plan such as the New Orleans court approved runs the risk of having to pay back to the employees covered by the plan."

BROADCASTING, June 17, 1941
Mrs. Gearhart, who says Consumers Foundation is "absolutely the finest home economics broad- cast," serves lemonade and her delicious deep dish apple pie to her "boys."

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

"MEET THE PAUL GEARHART FAMILY"

The Paul Gearhart’s are progressive, practical farm people who live in Ross County, R. R. No. 1, near Chillicothe, Ohio. Here is another family who, living one hundred miles from WLW’s towers, in the rich, fertile lands of the Midwest rely constantly on WLW for complete Weather and Market Reports, News and evening entertainment. Mr. Gearhart is, at present, cultivating 250 acres. Approximately one-third of this area is devoted to wheat, the remainder to corn and soy beans.

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

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

WHAT MAN CAN IMAGINE

Research can Achieve!

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

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

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

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

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

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

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