Leaf from a Historian's Notebook

"AD 2139"

There was at that time (the year 1939) in greater-New York a marketing phenomenon known as Radio Station WOR. It, as its proprietors so quaintly put it, "covered the whole of one and the meatier parts of seven states." Not difficult to understand, its amazing and repeatedly proven power to sell and move people was, curiously enough, either unappreciated or ignored by certain stubborn, but nonetheless important, die-hards called advertisers. Yet, hundreds of such far-sighted people as Colgate-Palmolive-Peet, Borden, General Mills, and more than 73% of WOR's sponsors who were among America's greatest national advertisers, used WOR and repeatedly renewed their time-contracts on that station. We now feel that their use of WOR was one good reason for their being among America's greatest national advertisers. Reading its vast collection of success stories today, one is amazed at the success of advertisers on WOR; at the speed with which it doubled and tripled sales, and its pleasantly persistent coverage of more than 4,250,000 homes with radios. Interesting, but not strange, is the great number of network advertisers who used WOR in addition to their network outlet in New York. They knew that to cover New York without WOR was as futile as to try and scale the Himalayas barefoot.
Radio Does This, Too

Radio listeners throughout the midwest each year contribute year-round joy to hundreds of sick and crippled children through the WLS Christmas Neighbors' Club.

This project, started in 1935, was a means by which listeners, through WLS, might bring Christmas happiness to folks less fortunate than themselves. In the four holiday seasons since, more than $20,000 has been contributed by WLS listeners for this purpose.

With this money WLS has purchased and distributed 353 wheel chairs and 287 radio sets to children's hospitals, children's wards in general hospitals and Visiting Nurse Associations in seven states. The money contributed was used in this manner, because of suggestions from some 150 hospitals, who were asked how it might be used to be of greatest benefit to those in their care. The past Christmas over $6500 was so contributed by listeners and 150 wheel chairs and 7 radios have been distributed.

This is one of several like projects in which WLS and its listeners cooperate each year. WLS is proud of the opportunity to use its facilities for these purposes—and of its loyal listeners who give so willingly to their less fortunate neighbors.

Represented By:
John Blair & Company
New York, Chicago, Detroit, Los Angeles, San Francisco

The Prairie Farmer Station
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

These five patients and the nurse are all smiles as they try out the new wheel chairs at Edgewater and Sinai Hospitals, some of the more than 150 similar chairs given to institutions in seven states this year through the WLS Christmas Neighbors' Club.
FROM EASTPORT TO SANDY HOOK . . .

PILE ON CANVAS

RETAIL sales, savings banks deposits, industrial payrolls—every index shows New England matching the upward trend of other leading markets of the country.

To pull maximum volume from this territory, you want all sails set—a local station in every key spot giving you a direct pull from every quarter.

The Yankee Network's 16 stations assure this pulling power. Each station is situated in the urban shopping center of a prosperous major market region. Pulling together, they provide the most complete radio coverage of this widely-spread, intensely active industrial area, including all cities of 100,000 population or over, and the many in-between cities and towns.

Buy the whole network.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

THE
YANKEE
NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport New Haven
WNLC New London
WCSH Portland
WLBJ Bangor
WFEA Manchester
WSAR Fall River
WNBH New Bedford
WHAI Greenfield
WLLH Lowell
WLH Lawrence
WLNL Laconia
WLNH Manchester
WRDO Augusta
WCOU Lewiston
WCOU Auburn
PEOPLE who live over here consume more cabbage than caviar; enjoy cartoons more than Corots. Steamship companies, art dealers, and couturiers would starve on their patronage... and most other industries would swiftly starve without it.

They may not be as "fastidious" as the other side, but they use many times as much soap. They may not know the meaning of the word gourmet but they eat much more (and many more) branded food products. They may never have seen a Daimler or Dusenberg but they own and drive millions more automobiles!

In short, they speak "another language," read other publications, enjoy different things than the people on the other side—with one exception. Repeated research shows that 94% of them own radios, of which 79% are in use on an average of 5.2 hours daily... tuned to radio programs that hop over railroad tracks, into the home, as easily as they soar over city and county and state lines.

NOTE ON THE NETWORKS: More of the country's largest advertisers choose COLUMBIA—as the fastest "right-of-way" to the nation—than any other network. These shrewd judges of advertising facilities have favored the world's largest network consistently since 1934!
Both Sides

People who live on this side of the tracks know how to pronounce hors d'oeuvres and where to buy le dernier cri. They hold most of the country's diplomas and passports, hire most of its chauffeurs and maids, wear most of its ermine and pearls. They sit in air-conditioned offices... prefer Veuve Clicquot to "Red Ink"... Fortune to "funnies" and Bergdorf-Goodman's to "bargain basements." They're known, familiarly, as "the people other people follow."

They are a rich and special market for cigarettes and soaps, tires and toothpastes... the products "everybody" buys. They are the only market for products made for their exclusive use and pleasure.

But one thing they share equally with the rest of the country. Repeated research shows that 98% of them own radios; that 78% listen every day, on an average of 4.8 hours, and respond to the same programs... the same news and music and comedy and drama... that appeal to the rest of the nation.
1. Detroit is not only America's fourth market in size, but also one of the greatest industrial markets in the world.

2. In addition to being the automotive center of the world, Detroit is also the dynamo behind the nation's great steel, oil and many other key industries.

3. Radio advertisers can cover Detroit effectively and economically with ONE radio station—WWJ—which, according to a listener preference survey made in November, 1938, leads the second station by more than TWO to ONE!

4. WWJ is first in showmanship, too—a fact proclaimed by the 1938 "Variety" showmanship award.

Make WWJ a must on your Detroit 1939 schedules and watch the sales curves rise.
RADIO TIME BUYERS

...MATCH THIS IF YOU CAN

WDAF Lays Down a Half Milivolt Daytime Signal in 189 Counties in One of the Country's Richest Markets for $18 a Quarter Hour.

That Means Less Than 1 Cent Per 2,000 Potential Listeners.

MATCH THAT IN ANYBODY'S MARKET IF YOU CAN!

WDAF
THE KANSAS CITY STAR
Not a Midas... but a business man who makes money for himself... and for you! That’s the druggist “within the Golden Horseshoe”... close to five thousand of them in this area blanketed by WJR and WGAR.

Drug store cash registers in this well-to-do spending territory ring up two million dollars in sales every week, over a hundred million in a single year... a total business greater than the combined drug sales of Chicago, Philadelphia, Pittsburgh and St. Louis!

Many are the methods for capturing this golden market. Quickest, most economical and effective of all is the telling of your story over the “Great Stations of the Great Lakes”... WGAR and WJR which give more listeners, more buyers per dollar invested.
Gross Time Sales $150,118,400 in 1938

Gain of 4.2% Over 1937 Shown in "Broadcasting" Study Despite Trade Recession; Net Totals $122,890,000

GROSS TIME sales of the broadcasting industry reached a record volume of $150,118,400 during 1938, an increase of approximately 4.2% over the previous high mark of 1937, according to an analysis by Broadcasting of the year's business released in its 1939 Yearbook Number now off the presses.

The 1938 increase represents a slackening in the rate of gains over preceding years due partially to stabilizing trends, particularly with respect to improved balance between commercial and sustaining programs. The increase was accomplished in spite of a serious business recession during the early months of the year and in the face of a general decline in advertising volume as a whole.

Analysis of Industry

The analysis of 1938 revenues was developed for Broadcasting by Dr. Herman H. Hettinger, of the University of Pennsylvania faculty, a leading economist in the radio field. It is one of two major features in the Yearbook covering the economic phases of broadcasting, the other being an analysis of the business structure of broadcasting as a whole based on FCC findings during its 1937 survey released last March. Thus, for the first time, basic data on income by networks and classes of stations and by geographic areas and on payrolls and rates of pay are made available.

In calculating the income of the broadcasting industry for 1938, Dr. Hettinger did not have available the monthly statistics formerly gathered by the NAB which were discontinued in July 1937. The only exact figures available covered the three major network organizations (NBC, CBS and MBA), which make their monthly income figures public, and it was necessary to estimate regional network, non-network and local business on the basis of other original studies undertaken by Broadcasting.

The survey shows that the 1938 gross of $150,118,400 compares with $144,142,482 in 1937—the latter figure being revised slightly upward from that published in the 1938 Yearbook on the basis of more complete data available since its publication.

The national networks, which generally do about half of the dollar volume of the industry, kept close to that proportion in 1938. Combined, their total gross income for the year just ended was $71,728,400, a gain of 3%.

Regional networks were estimated as grossing $3,020,000 during 1938, also gaining 3%. National and regional non-network business amounted to $34,680,000, up 5.1%. Local business aggregated $40,000,000, up 5.4% over 1937.

Comparative tables for 1938 and 1937 by classes follow:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net time sales</th>
<th>Per cent</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>$144,142,482</td>
<td>100%</td>
<td>$150,118,400</td>
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<tr>
<td>1938</td>
<td>$144,142,482</td>
<td>100%</td>
<td>$150,118,400</td>
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For the first time since Broadcasting began presenting its yearly studies of income, net time sales for the year are shown. After deductions of estimated cash and frequency discounts, but not deducting agency commissions, it was found that the industry's net time sales for 1938 amounted to $122,890,000 on the gross of $150,118,400. The gain in net was estimated at 4% over the preceding year.

To this net should be added an additional $15,000,000 roughly estimated to have been the industry's income from talent and program sales. Net time sales during the year are disclosed as follows:

Radio Advertising Net Time Sales (1938)

<table>
<thead>
<tr>
<th>Portion of the medium</th>
<th>Net time sales</th>
<th>Per cent</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nat. networks</td>
<td>$75,880,000</td>
<td>59.6%</td>
<td>$122,890,000</td>
</tr>
<tr>
<td>Reg. networks</td>
<td>$37,150,000</td>
<td>29.2%</td>
<td></td>
</tr>
<tr>
<td>Nat. &amp; Reg. non-net.</td>
<td>$3,050,000</td>
<td>2.3%</td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>$9,350,000</td>
<td>7.5%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$122,890,000</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Approach to Normal Trends during 1938, the Yearbook study adds, "seem to indicate that broadcast advertising is approximating the normal level which it can expect to attain on the basis of the comparative advantages as an advertising medium. If this is the case, any protracted future growth can result only from improvements in broadcast advertising technique or in the nature and efficiency of the available structure. A more effective non-network structure, as far as specialized functionaries are concerned, is a possible development which might result in further long-term growth of radio advertising volume. New program developments and improved copy techniques might increase the efficiency of radio advertising with similar results. More effective retail advertising techniques, their advertising would be almost certain to increase local broadcast advertising volume. More scientific sale of the medium to all advertisers, including the development of a greater volume of standardized information regarding it—notably a basic concept and measure of station audience value—would be of assistance in the same direction.

Stations Gained About 5%

"In any event hereafter, radio may be expected to be more sensitive to fluctuations in the business cycle than it has been in the past. Broadcasting stations of various classes received approximately $85,000,000 from networks and advertisers for the use of their facilities, a gain of about 5% over the preceding year. Stations received in the neighborhood of 70% of the net time sales of the medium, a very slight increase in the proportion received by them in 1937. The percentage cured from network, national and regional non-network and local sources remained comparatively unchanged from the preceding year.

"Complete data are not available regarding trends in revenues on the part of various classes of stations, but it would seem as if the most important increases occurred in the case of daytime local stations, high-powered regional stations and unlimited time local stations. Daytime local stations increased their advertising volume between 12% and 15%; high powered regional stations approximately 10%; full-time local stations between 9% and 10%. Un-

(Continued on Page 86)
Democrat, who has been under fire because of his purported "ex parte" handling of the $1,500,000 AT&T investigation, and Norman S. Case, former Republican Governor of Rhode Island, who has been inclined to side with Commissioners Craven and Payne. Commissioner Case was renominated for the FCC recently by the President, and is awaiting Senate confirmation, but that was before the reorganization proposal developed.

Indicative perhaps of Chairman McNinch's attitude was his last move Jan. 25 before departing for the University of North Carolina to deliver a radio address when he appointed Commissioner Brown as acting chairman until his return Jan. 30.

President Starts Things Moving
President Roosevelt started the drive toward the new machinery Jan. 23 with a joint letter to Senator Wheeler and Rep. Lea. In it he said he was "thoroughly dissatisfied with the delay of the Administration, with the inefficiency of the FCC in its present make-up, and with the general condition of the radio industry."

This came after a Sunday conference Jan. 22 at the White House with Chairman McNinch. On the preceding two Sundays, it was learned, the chairman had also conferred on the whole broad subject with the Chief Executive.

The President followed up his letter at his Jan. 24 press conference. Avoiding the personnel issue, aside from his intimation that Chairman McNinch is to be the central figure in the new drive, he said the principal difficulty has been that the existing law does not deal with broad policy questions, such as newspaper ownership, license transfers, power limitation, liability for libel and slander, alleged network dominance, and as a matter of fact, of controversies that have all but consumed the Commission's time.

He passed on to Congress the job of treating with these problems.

Newspaper Ownership
Newspaper ownership of stations is a focal issue. Quiescent for some months, it is known nevertheless that the President looks askance upon the steady increase in newspaper acquisition of stations; the total number of stations identified with publisher-ownership as of Jan. 1, last, was 238 [BROADCASTING, Dec. 26, 1938] of which the nation's newspaper circulation has been anti-New Deal, and New Dealers have relied largely upon the President's prowess as a radio oracle to win and retain public support. The "fireside chat" technique has been employed at times to combat editorial attacks.

Mr. Roosevelt's View
The President said he thought newspapers would be better satisfied if they knew where they stood on the newspaper issue. Around Capitol Hill the feeling is that while the Administration would hardly少吃力, the force divestiture of newspapers from their present circulation ownership, it would like to see the acquisition pace slowed down, or possibly even blocked altogether. The new legislation will state policies along that line, if the Administration has its way.

Meanwhile, resolutions were introduced in the House Jan. 25 by Reps. Wigglesworth (R-Mass.) and Connery (D-Mass.) for investigation of the FCC and of the industry, and were promptly referred to the Rules Committee. Efforts along the same lines for a far-reaching House select committee have not been deterred by the President at the last two sessions. With the Administration behind a reorganization drive of its own little chance for passage of these resolutions is seen.

After Chairman McNinch conferred Jan. 25 with Senator Wheeler, an impromptu press conference was held in the Senator's office. Mr. Wheeler explained that Chairman McNinch would draft a bill on reorganization providing for a three-man Commission, and that every effort would be made for its prompt introduction and passage.

(Continued on Page 82)
Roosevelt Moves for Three-Man Board

Proposed Legislative Program Would Reduce Membership Quickly and Later Rewrite Regulatory Policies

DESPARING of any hope of “cleaning up” the FCC, with its present personnel, President Roosevelt personally has set in motion machinery which would reduce it to a three-man board. Only Chairman Frank R. McNinch, who fostered the draft of the reorganization bill, and the President himself would remain on it.

A two-phase legislative program has been decided upon by the President, Senator Wheeler and Chairman McNinch. The first, to be executed as quickly as possible, would simply amend one section of the existing law by reducing the membership from seven to three men. The second, to come about within two months, would propose rewriting the entire law by laying down policies to guide the new administrative body on practically all of the controverted issues now existent.

Chairman McNinch, following conferences John W. L. Donnhey, Chairman Wheeler and Lea of the Senate and House Interstate Commerce Committees, said he would have his proposed draft of the reorganization bill ready the following week, or about Feb. 1. Immediate steps would be taken for its passage, and Senate hearings would be expedited if possible. The full hearings on the writing of a new law would come with the further consideration of the complete new bill.

There is no idea of separating the Commission’s functions. It would remain as the FCC. The plan is simply to wipe out the existing order, and substitute a smaller group, which the President and his co-conspirators believe will be more workable.

Opposition Seem Likely

Despite the Administration plan for haste, Chairman Lea said he feels certain introduction of the bill will bring about an immediate investigation, at least before his committee. More immediately, he will want to ferret our reasons behind the drastic move, and why it is necessary or desirable to reduce the size of the Commission and how it would be in a position to perform the duties more efficiently than the existing Commission.

Rep. Lea said that while his committee would consider the legislation after introduction, there would be delay because of the pendency of railroad legislation and other matters. He therefore passed the bill to the Senate for initial consideration, other repercu- sions on Capitol Hill [See story on page 83] augured for hearings on the reorganization bill and a fight before action is taken.

Senator White (R-Me.), perhaps the best informed legislator on communications, testified Jan. 26 he felt hearings should be held. He is a member of the Interstate Commerce Committee and is expected to press that point.

Even though Chairman McNinch is the guiding spirit of the move- ment, rumors nevertheless prevailed that he intended to retire as soon as the reorganization phase was completed. Frail health is assigned as the basis. When the North Carolinian was appointed to the President, it was with the understanding that he later would return to the Federal Power Commission.

“New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.”

“Very much hope that your committee will consider the advisability of such new legislation.”

With the issue of a duplicate of this letter to Chairman Lea of the House Committee on Interstate and Foreign Commerce, and I have asked Chairman McNinch of the Commission to discuss this problem with you and give you his recommendations.

PRESIDENT ROOSEVELT’S LETTER
To Senator Wheeler and Representative Lea

“Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

“New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.”

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Two Committees of Congress Must Act on FCC . . . .

SHAPING of new legislation to govern broadcasting, in line with President Roosevelt’s important move of Jan. 24, devolves principally upon two committees of Congress—the Senate Interstate Commerce Committee and the House Interstate & Foreign Commerce Committee.

Legislation, in all likelihood, will originate with the introduction of identical bills by Chairman Wheeler and Lea of the respective committees, based on drafts submitted by FCC Chairman McNinch. These bills will provide only with reorganization of the Commission per se, providing for three members.

Whether there will be hearings before the committees in connection with these bills, also, is left to their action within a week or 10 days, is problematical, though the thought was expressed that such a measure might be given only cursory consideration in committee with the objective of rushing it through. Detailed hearings, at which information would be sought on the "substantive" policies suggested by the President, unques- tionably will be held on the second bill. It is expected the Senate Committee will start the hearings, particularly since it is a smaller body and since several of its members such as Wheeler, White, Gurney (former operator of WNAX, Yankton, S. D.), Bone and Reed are familiar either with communications or with utility regu- lation. The committee memberships are as follows:

SENATE INTERSTATE COM- MERCe COMMITTEE: Democrats—Martin; Burton, Wyoming; L. O’Toole, New Hampshire; chairman; Elliott L. Smith, South Carolina; Robert F. Wagner, New York; Alien M. Berkley, Kentucky; Homer T. Bone, Washington; Vic Hoyt Shilly, Minnesota; Indies; Harry S. Truman, Missouri; C. G. Andrews, Florida; Edwin C. Johnson, Colorado; HARRY H. McGINNIS, Wyoming; Lister Hill, Alabama; Ernest Lundeen, Minnesota; Tom Stewart, Tennessee; RAY WAT- WORTH, Wisconsin; Homer M. White, Jr., Maine; Warren R. Austin, Vermont; Henri V. Stimson, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chan Gurney, South Dakota.

HOUSE INTERSTATE AND FOREIGN COMMERCe COMMIT- TEE: Democrats—Clarence C. Lea, California; chairman; Robert Gross- er, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Robert P. Miller, Maryland; Edward A. Kelly, Illinois; John J. Martin, Pennsylvania; Elmer Thomas, Tennessee; Ely B. Boren, Oklahoma; Martin J. Kennedy, New York; Elmo J. Ryan, New Jersey; Charles L. Mathias, South, Texas; James P. McGranery, Indiana; Jack J. Steagle, New York; Luther Patrick, Alabama; Republican—Carl E. Maps, Michigan; Reuben W. Carlton, New York; James F. McColgin, Wisconsin; Charles O. Fink, Mississippi; William D. Paton, New York; Henry T. investigation, other repercu- sions on Capitol Hill [See story on page 83] augured for hearings on the reorganization bill and a fight before action is taken.

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Legislation, in all likelihood, will originate with the introduction of identical bills by Chairman Wheeler and Lea of the respective committees, based on drafts submitted by FCC Chairman McNinch. These bills will deal only with reorganization of the Commission per se, providing for three members.

Whether there will be hearings before the committees in connection with these bills, also, is left to their action within a week or 10 days, is problematical, though the thought was expressed that such a measure might be given only cursory consideration in committee with the objective of rushing it through. Detailed hearings, at which information would be sought on the "substantive" policies suggested by the President, unquestionably will be held on the second bill. It is expected the Senate Committee will start the hearings, particularly since it is a smaller body and since several of its members such as Wheeler, White, Gurney (former operator of WNAX, Yankton, S. D.), Bone and Reed are familiar either with communications or with utility regulation. The committee memberships are as follows:

SENATE INTERSTATE COM- MERCe COMMITTEE: Democrats—Martin; Burton, Wyoming; L. O’Toole, New Hampshire; chairman; Elliott L. Smith, South Carolina; Robert F. Wagner, New York; Alien M. Berkley, Kentucky; Homer T. Bone, Washington; Vic Hoyt Shilly, Minnesota; Indies; Harry S. Truman, Missouri; C. G. Andrews, Florida; Edwin C. Johnson, Colorado; HARRY H. McGINNIS, Wyoming; Lister Hill, Alabama; Ernest Lundeen, Minnesota; Tom Stewart, Tennessee; RAY WAT- WORTH, Wisconsin; Homer M. White, Jr., Maine; Warren R. Austin, Vermont; Henri V. Stimson, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chan Gurney, South Dakota.

HOUSE INTERSTATE AND FOREIGN COMMERCe COMMIT- TEE: Democrats—Clarence C. Lea, California; chairman; Robert Gross- er, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Robert P. Miller, Maryland; Edward A. Kelly, Illinois; John J. Martin, Pennsylvania; Elmer Thomas, Tennessee; Ely B. Boren, Oklahoma; Martin J. Kennedy, New York; Elmo J. Ryan, New Jersey; Charles L. Mathias, South, Texas; James P. McGranery, Indiana; Jack J. Steagle, New York; Luther Patrick, Alabama; Republican—Carl E. Maps, Michigan; Reuben W. Carlton, New York; James F. McColgin, Wisconsin; Charles O. Fink, Mississippi; William D. Paton, New York; Henry T.
AFRA Strike or Boycott Seems Certain

Shutdown of Nets From Walkout Unlikely

By BRUCE ROBERTSON

THE QUESTION of whether or not there’s going to be a strike of talent on network commercial programs is a question of the moment.

As BROADCASTING went to press Jan. 27, the American Federation of Radio Actors, or AFRA, was insisting “there is going to be a strike.” The question was how soon the strike would be called, whether it would assume widespread proportions, and whether it would turn out to be merely a boycott of specific programs, or perhaps a limited strike affecting only a few programs. The third course, in the view of qualified observers, was least likely.

On Jan. 24 AFRA sent every advertising agency placing network programs a copy of its Code of Fair Practice (discussed in detail in BROADCASTING Dec. 15) with a curt note asking anyone caring to sign to come to AFRA headquarters and the suggestion that this be done “immediately.” Asked to define this term AFRA spokesmen answered that a reasonable time would be given agencies to accept the code, but that it would not be “very long”. At the conclusion of this period, it was stated that all AFRA members would be ordered to stop work on all network programs handled by agencies which had not signed the code.

No Warning Likely

How much warning will be given AFRA officials declined to say but among members of the talent union the belief was common that when the strike is called, it will be effective immediately, without any advance notice.

While it may deprive listeners of some favorite programs, the strike will not cause any shutdown on the part of the networks, which have contracts with AFRA covering sustaining artists. In fact, since they will be forced to employ a good many additional actors and singers to fill the vacancies left by the departing commercials, the networks will in some cases be employing the strikers.

Such a contingency was undoubtedly considered by AFRA last year when it concentrated on securing from NBC and CBS these contracts for sustaining programs for going ahead with their negotiations with the Agency Committee.

Events have moved rapidly since the withdrawal of AFRA from further negotiations with the Agency Committee and the scheduling of membership meetings of AFRA locals in network key cities on Jan. 12 (BROADCASTING Jan. 15). On Jan. 17 AFRA’s Chorus Equity, the Screen Actors’ Guild and the American Federation of Actors agreed to back up AFRA in any action it might take. A few more members to work on any commercial program from which AFRA had withdrawn its members. At follow-up SWAs meetings, Jan. 19 in New York, Jan. 20 in Chicago, Jan. 21 in Los Angeles and Jan. 22 in San Francisco, the radio networks unanimously told network immediately when a strike call is issued in the field of commercial network broadcasting by any agencies, producers of others and on any programs at any time.”

Wriley Signs Quickly

While these meetings were in progress, one sponsor took prompt action to insure the continuance of his programs on the air. P. K. Wriley, head of the Wm. Wriley Jr. Co., Chicago, currently sponsoring two programs on CBS for Wriley’s gum, called Emily Holt, AFRA executive secretary, to voice his disapproval of the proposed strike and his intention of signing. Within the hour four AFRA executives in Chicago had secured the signatures of Mr. Wriley and others to a new contract. As this is written, these are the only agencies to accept the AFRA code.

As expected, Young & Rubicam, Compton Advertising and McCann- Erickson, have sent letters to agencies employed on network programs placed by their clients, enclosing copies of the report of the Agency Committee (BROADCASTING Jan. 15) and pointing out that the committee’s proposals were for minimum, not standard, wages, and that none of the agencies has any intention of reducing salaries to those minima.

Compton also sent a letter to all stations carrying radio advertising from this agency, provisionally canceling this business as of Feb. 4. As announced by Murray Carpenter, the letter stated that “it is in the interest of the agency to request that you cease broadcasting our spot announcements or programs. We simply desire to protect ourselves in case circumstances beyond our control make it necessary for us to cease spot casting. In other words, this cancellation does not become effective until further confirmed by us.”

Frank Hummert, vice-president of the agency, promptly pulled in 24 leading buyer of network time for which it spent $9,083,125 in 1938, announced that he is “definitely in favor of a reasonable and econom- ically sound wage scale that will assure the continued employment of artists.” And that he has requested Air Features, production firm which employs all actors used on programs sponsored by clients, to immediately bring the actors toward maintaining and strengthening cordial relations.” Air Features, he said, “has had no participation in negotiations of the AAAA with AFRA because it is an independent production unit handling all talent problems and is not classified as an advertising agency.”

Watchfully Waiting

Saying that he favors a sum exceeding that recommended by the committee, he proposed a $60 minimum for five appearances in each hour’s notice.”

While no official statement has been issued from the meetings it is thought there have been many expressions of dissatisfaction from advertisers that they were not brought into the controversy at an earlier stage by the agencies, if the agencies are going to pass the buck to them at the finish.

AFRA is refusing to accept any arguments that since an advertis- ing agency is not the proper party for the union to approach. The union’s stand is that an agency is a part of the relationship between agency and advertiser, it is the agency that hires and fires talent employed on commer- cial shows and that in rare instances does an artist employed on a commercial program ever come into contact with the sponsor.

On the other hand, one agency executive who disagreed with the majority, told BROADCASTING that while he understands why, as long as he signs contracts for his clients with the networks for time, he should feel unable to sign contracts for AFRA, adding that he was in agreement while he is not in entire agreement with all of the provisions of the AFRA code, neither serious is he completely reconciled to all of the terms in a network contract.

Second major objection of the agencies have to accepting the AFRA code is the “AFRA shop” provision which prohibits the employment of any two or more commercial programs except AFRA members. However, AFRA agrees to accept as members any artists the agency may wish to employ, but not outside the AFRA shop arrangement. Mr. Hummert pointed out that actors employed by his agency in New York are paid not less than $55.97 per week, for only an hour’s work, more than many experienced, and it would be impossible to supply a higher minimum than that, and yet maintain a reasonable scale. Regarding the AAAA suggestion of $50 as the minimum “buy” price, he stated that the Blackett- Sample-Hummert minimum is $11.87 per show. Mr. Hummert’s statement created something of a sensation, as his agency is generally considered to be a major target of AFRA’s drive for higher wages for its members. For the most part the agencies are neither taking nor planning any definite action, but are watch- ing and waiting to see what devel- opment the meantime sounding out their clients as to their attitude on the situation. Most agency radio men feel the strike will die chiefly because those advertisers who must advertise consistently, food and drug advertisers particularly, will immediately jump to their media if they were barred from the air by a talent strike, and they might be hard to entice back into the fold when the strike was over.

Many agency men admitted frankly the actors have legitimate complaints about certain more or less standard practices, such as unnecessarily long rehearsals, but the general feeling was that these things are nothing new, or could still be worked out over a confer- ence table, and that AFRA had used more haste than wisdom in breaking off negotiations.
Network Use of AP Reports On Sustaining Basis Likely

A SUGGESTION that the Associated Press make its news service available to NBC and CBS for use on daily sustaining news broadcasts, to replace the service formerly received from the Press Radio Bureau, is being considered by officials of AP and the networks, BROADCASTING is reliably informed. While the story could not be confirmed at the headquarters of either the press association or the two networks, neither was it denied.

According to BROADCASTING's informant the networks will use the AP's over-all signal from the former Press Radio Bureau spots for two five-minute news periods daily and also for special bulletin service. The task of processing or rewriting the news for radio will be handled by the networks themselves instead of by a special clearing house such as Press Radio Bureau.

Details have not yet been worked out but unless unforeseen contingency arises the service is said to be assured and will probably go into operation in the near future.

BROADCASTING's informant said that while the idea had been broached at several recent meetings of these executives, such service has as yet neither been officially offered by the press association nor requested by the radio networks and that there has been no discussion of cost.

For the networks, this would solve the problem of obtaining the three networks once lost when they ceased using Press Radio news on Dec. 24. News from United Press and from International News Service the networks already have purchased from these organizations which long ago made their news available to radio stations as well as newspapers. Associated Press, which is mutually owned by its member newspapers, does not sell news for broadcasting, however, voting down a proposal to do so as recently as last spring at its annual convention.

Had Supported Bureau

The Press Radio Bureau, which was established in 1934 under the auspices of the American Newspaper Publishers Assn., as a means of keeping the broadcasters from forming their own news-gathering organizations, was set up as a non-profit organization to supply news from AP, UP and INS, which the networks could broadcast as a sustaining service but could not sell to advertisers. Cost of the bureau was underwritten by NBC and CBS and a small additional revenue was obtained from sale of the service to individual stations.

Reason for the creators to act of NBC and CBS in stopping the service has never been announced, although it is generally ascribed to a disagreement over the operation between the networks and James W. Barrett, Bureau manager, as to ownership and financial policy. Whatever the cause, the networks discontinued broadcasting Press Radio news bulletins on Dec. 24 and on Jan. 7 withdrew their financial support.

Although it was reported that Barrett was about to take legal action to compel the networks to continue supporting the Bureau until April, the full year for which the service was extended at the last ANPA convention, no such suits have been filed.

Mexican Cabinet Shift Halts Pact

SUDDEN resignation of the Mexican Minister of Communications, Francisco Mugica on Jan. 23, along with other high officials of the cabinet, appeared to have disrupted temporarily negotiations looking toward administrative acceptances by Mexico of the North American Broadcasting Agreement, according to reports reaching the State Department.

Gen. Mugica, the Department had been previously advised, had the treaty under consideration with the outlook for adoption by administrative agreement considered favorable. On Jan. 24, President Cardenas announced appointment of Melquiades Angulo, an engineer, as Gen. Mugica's successor. He formerly served as Secretary of Communications. Because the new Minister is an engineer, it was felt he would favor compliance with the treaty allocation terms by administrative agreement, as had been proposed.

The FCC, through diplomatic channels, is being kept posted on the negotiations in Mexico City. The treaty, entailing a reallocation of broadcasting facilities among the four principal nations of the North American Continent (BROADCASTING, Jan. 15), already has been ratified by the United States, Canada and Cuba and now Mexico's endorsement is needed to make it operative one year from that date.

AAA's Counsel

DISCOVERY that George Link Jr., counsel for the AAAA, who has been sitting in on the conferences between the Agency Committee and the AAAA Committee during the last year, is also vice-president and general counsel for Charles E. Bedaux Co., industrial engineers, whose system of cutting costs by increasing the work of each employee has won them the opposition of organized labor, has just been made by AFRA officials, who say that the Bedaux "stretch-out" system certainly worked beautifully on them.

RCA-NBC Television Gets Favorable Response in Capital

TELEVISION goes on tour as the RCA-NBC field crews brought their sight-and-sound trucks to Washington for a series of demonstrations starting Jan. 27, the first to be given outside New York City. The government officials, diplomats and way of news service invited to view images on six experimental RCA receivers set up in the National Press Club, which received test transmissions from two mobile television units located at the Dept. of Agriculture. Bldg. a half mile away. Above photo (left) shows field crew at that location; left to right: Ross Plaisted, Harold See, G. F. Hettich and Stanley Peck. Right photo shows Harold See, in charge and Fred Paulsen, assistant manager of WRC and WMAL. Reactions to the demonstrations was uniformly favorable, with crowds of hundreds of invited guests viewing the images and pickups each day for five days.

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Canadian Broadcasters Adopt Plan for Publicity Campaign

Little Change in Present Public-Private Setup Indicated in Convention Speech by Murray

By JAMES MONTAGNES

A PUBLICITY campaign showing what private Canadian broadcasters are doing, but not knocking the Canadian Broadcasting Companies, was voted at the fifth annual meeting Jan. 23-25 of the Canadian Association of Broadcasters at Toronto. The CAB will make sure all stations over each CAB member station, canvassing of Parliament on how it stands on a privately-owned broadcasting system, against a publicly-owned system, and efforts by stations to elect to Parliament their own slate of members, similar to editorial slate selection as in use on daily newspapers.

The publicity committee is headed by All Leonard, president, with Phil Lalone, CKAC, Montreal, and Harry Sedgwick, CAB president, CFRB, Toronto. The broadcasters for each member station will be written by J. Collingwood Read, CFRB, Toronto, commentator.

Round-Table Committee

The CAB also appointed a Canadian-wide committee of ten to discuss at a roundtable conference with the board of governors of the CBC in Montreal in March the CBC regulations, most of which private broadcasters feel are unfair and unreasonable. They urge changes which will allow price mention, evening use of transcription, and private networks.

At present all network programs must be CBC approved, with the result that a good many are not able to go network. The committee which will see the CBC board is headed by Harry Sedgwick, CAB president, chairman; George Clifton, CFRB, Windsor; Gordon Love, CFPC, Calgary, Arthur M. N. Thivierge, CHRC, Quebec; H. R. McLaughlin, CJRC, Winnipeg; E. T. Reade, CFRB, St. Catharines, Ont.; W. C. Borrett, CHNS, Halifax; K. S. Rogers, CFPC, Charlottetown, P. E. I.; R. Davenport, CFRB, Toronto; F. H. Elphicke, CJCA, Edmonton.

Glen Bannerman, president, of the Association of Canadian Advertising, told an open meeting of the CAB that networks ought to be expanded; that there should be more than one national network; that “for the time when the CBC will have sold all the network time they feel they can sell”, and then other advertisers will not be able to sell their product on national nets. From the advertisers’ standpoint, he said, in the past two years since the CBC has come into the broadcasting picture, confidence has been restored to a considerable extent in the advertisers’ minds regarding radio in Canada.

He suggested that public opinion would favor the commercial sponsorship of commerce, as in the United States. Brought on by recent Canadian events and a furor in the press about a “ban on free speech by the system on the air,” he stated that in his opinion the public felt that round-table discussions on public questions now run by the CBC were biased in favor of the government now in power.

Commercial sponsorship of commentators would give such public questions an unbiased view in public opinion, he added. (The CBC recently made a regulation that such sponsorship of commentators could not be allowed, following the use of Beverley Baxter of London, England, on General Motors broadcasts this past season.) Advertisers, Bannerman also reiterated, must feel that the broadcasters were playing fair with every advertiser on rates and discounts.

Major W. M. Gladstone Murray, CBC general manager, appeared before the open session of the CAB, and stated that his job is to build a privately-owned and a privately-owned radio system side by side in Canada, a statement which more reassured broadcasters and advertisers present there would be little change in the Canadian broadcasting picture in the coming year, since this is the job he set out to do when he took on the CBC, and advertisers feel a growing confidence in the broadcasting picture.

C. M. Pasmore, president of the Canadian Association of Advertising Agencies, urged more standardization of rates by all stations, to aid advertisers in buying time.

Seek Coverage Data

The CAB passed the technical report on the Havana conference [BROADCASTING, Jan. 1] tabulated by the technical committee. It appointed Mr. Lalone chairman of a committee to collect coverage data and data on the volume of radio advertising in Canada. Arthur Evans, CAB secretary, was appointed to investigate the consumer cooperative movement and its effect on radio in the Dominion. The president and directors were appointed to look into the problem of the public broadcasting to be able to discuss with the Canadian Performing Rights Society and the Copyright Appeal Board a long-term policy in regard to the collection of fees. It is understood by the CAB that the 1940 fees will also likely be collected on an 8-cent-per-set basis, but that the Copyright Appeal Board may listen to the CPRS, and allow a raise.

Therefore the CAB would like to make a three or five-year term with the CPRS on an increased after the 1940 fees have been settled. The CAB feels that the 10-cent-per-set basis will be fair, divided equally between the CAB and the CBC.

The CAB financial statement showed the collection of $12,900 in membership fees. There is no expectation of increased fees for the coming year, though there will be added expenses in connection with the publicity campaign.

For the fifth year Harry Sedgwick, CFRB, Toronto, was elected president, with Gordon Love, CFPC, Calgary, as vice-president; Harry Sedgwick, CFRB, Toronto, president; T. Arthur Evans, secretary-treasurer, Standing, Maj. W. C. Borrett, CHNS, Halifax, director; Henry Gooderham, CKRL, Toronto, director.

Shirtsleeve Delegate

ANYONE who did not know L. F. Knight, CFLC, President, of the CAB convention, knew him when the convention broke up. For two days Knight attended closed sessions in his shirt sleeves, the only delegate who decided the work required shielding his coat. At the CAB banquet Jan. 23, and in the lunch rooms of the Royal York Hotel, he appeared in a brown and plaid smoking jacket, which investigation showed belonged to Jack Beadall, CFCC, Chatham, Ont. Reason: Knight burned a hole in the sleeve of his coat the first day he landed in Toronto. Hotel tailors took a long time mending it.

NEW CAB OFFICERS include (seated, 1 to r), Gordon Love, CFPC, Calgary, vice-president; Harry Sedgwick, CFRB, Toronto, president; T. Arthur Evans, secretary-treasurer, Standing, Maj. W. C. Borrett, CHNS, Halifax, director; Henry Gooderham, CKRL, Toronto, director.

(Continued on page 87)
Crosley Marketing Finch Facsimile

Offers ‘Reado’ Home Set, WOR Starts Daytime Schedule

ANNOUNCEMENT that Crosley Corp. is placing a facsimile receiver on the market marks a new start in the development of radio transmission of printed matter and pictures. A year ago facsimile left the laboratory and entered an experimental stage through the cooperation of radio broadcasters authorized to utilize the early morning hours when their stations are normally off the air to broadcast facsimile images. But since the few receivers in use were mostly in the hands of engineers and station executives, few if any members of the general public were aware that anything was going on.

Now, however, Powel Crosley has pushed facsimile out into full view of the public eye and, in presenting a new form of entertainment to the public, he is also presenting to the broadcasters the task of making facsimile interesting enough to keep the public entertained, once the novelty value has worn off.

Dealer Attraction

In announcing this new addition to the Crosley line of radios, refrigerators, ranges and other household devices now being shown to the trade at dealer meetings throughout the country, the manufacturer is careful to make no promises of a commercial fortune of this item. At the New York meeting, held Jan. 22 with some 1,500 dealers present, the receiver was presented primarily as a display attraction that would bring people into the stores of Crosley dealers.

The demonstrator said that a set displayed in a Cincinnati hotel for three weeks was still attracting so much attention in the third week that several ushers were required to handle the crowds. He also explained that a set in a store window could be just as effective as a display attraction that would bring people into the stores of Crosley dealers.

Called “Reado”, the Crosley receiver is priced to retail at $79.50. The machine, manufactured under W. G. H. Finch patents, is housed in a wooden cabinet that conceals the apparatus. The pictures and printed matter are reproduced in black on a greyish paper two columns wide. During the demonstration the dealer was also shown a facsimile scanning device with copy being scanned, its lights and shadows changed into electrical impulses and sent by wire to W2XUP WOR’s new ultra-high frequency station 45 stories above Times Square, and broadcast from there to be received by the nearest set of the stage.

J. R. Poppele, chief engineer of WOR, gave a brief nontechnical explanation of facsimile broadcasting and stated that after a year of experimenting with this new kind of broadcasting he believed facsimile has a greater public acceptance value today than did radio in 1922, when the owners of WOR started the station purely for its publicity value at a novelty. He announced that, beginning Jan. 25, WOR would supplement its daily facsimile broadcasts from 2 to 4 a.m. with an equal daily period between 2 and 4 p.m. to insure material for the purchasers of the new ‘Reado’ sets to receive.

The early morning broadcasts will continue from WOR’s 50,000-watt transmitter on 710 kc., but the afternoon broadcasts will come from WV2XUP on the 527 megacycle channel. In order that both systems of facsimile now available may be studied and compared, WOR will use the RCA scanning apparatus, while WV2XUP employs the Finch system of facsimile transmission.

For its nightly broadcasts WOR has been using the publicity releases issued daily by its press department, together with photographs of the station’s stars and personnel. No definite plans have been made for copy on the daytime broadcasts, the station planning to experiment with various material until it discovers what the audience enjoys, much as broadcast experiments with various types of entertainment in the early days of sound broadcasting. WOR’s contract with Transradio Press Service includes a facsimile clause giving the station the right to buy its own facsimile use, but there are no plans to inaugurate such a service in the near future.

Finch Transmitter

Finch Telecommunications Laboratories expects to have its own facsimile transmitter, W2XBF, in operation by the first of April. This station will be erected atop the building at 1819 Broadway, New York, and will operate with 1,000 watts power on the 42 mega-cycle band. W2XBF is being constructed so that it may broadcast with either amplitude or frequency modulation, permitting the simultaneous broadcasting of facsimile and sound signals on a single frequency. Another Finch facsimile transmitter is being constructed in Jackson, Mich., by Sparks-Wittington Co., maker of Spartan radio receivers. This station, W2XAN, will also operate experimentally on the ultra-high frequencies.

A new high-speed method of facsimile transmission by wire was demonstrated Jan. 12 by engineers of the Western Union Telegraph Co., who have developed a new recording paper which reproduces the type or pictorial matter by direct electrical action. The transmitter is the usual type, a light beam directed against the picture activating electric current which varies according to the amount of light reflected by the picture.

At The Receiving End

At the receiving end the paper is placed around a cylinder synchronized with the transmitter and as it revolves the electrically charged stylus moves horizontally along its surface, darkening the paper in accordance with the strength of the signal from the other end and reproducing an 8x10-inch photograph in six minutes.

There is no fundamental reason to prevent this instrument being adapted for use with radio instead of wire transmission, WU engineers stated, but added that if the receiver were to use a roll of paper instead of the single sheet (Continued on Page 42)

Facsimile Publicity

DAILY publicity releases of WOR New York are being used for the station’s nightly facsimile broadcasts, transmitted on the regular 710 kc. channel after the day’s program schedule closes. Under a special masthead, ‘WOR Radio Print’, executed by WOR Chief Engineer J. R. Poppele, the facsimile copy also includes photographs of the station’s activities.

WHK Starts Facsimile And Plans Apex Service

H. K. CARPENTER, vice-president and general manager of WHK and WCLE, Cleveland, and known as the Cleveland Plain Dealer, announced Jan. 17 that WHK will begin transmissions of facsimile material before Feb. 1, using Finch two-column apparatus preparatory to the development of a new-column facsimile newspaper. During the last year, WHK-WCLE engineers have been conducting wire experiments and as a result it has been decided to put the present Finch machinery into operation between 11:15-3 a.m. daily. Fifty receivers have been ordered from Crosley Radio Corp., and others will be available on the open market in Cleveland.

Broadcasts of facsimile will be conducted on WHK between midnight and 6 a.m. United Broadcasting Co. has also obtained a license for a new ultra-high frequency station, WXFE, which is to conduct facsimile transmissions on a 24-hour basis.

WHK will conduct its facsimile transmission service beginning Feb. 1. The station’s facsimile messages will be transmitted to WHK’s offices, where they will be printed and delivered by staff members of WHK. The facsimile messages will be transmitted on a daily basis, and will be available to subscribers who have purchased a facsimile receiver.

W. G. H. FINCH, radio engineer-inventor, examines the facsimile copy transmitted by WLW and received on the new Crosley “Reado” receiver recently placed on the market, which is manufactured under Finch patents. At right is trade picture, showing “Reado” in home operation.

Licensees of Facsimile Crosley Dinner Guests

AT A RECENT dinner at the Hotel Gibson in Cincinnati, Powel Crosley Jr., president of the Crosley Corp., was host to W. G. H. Finch, who developed the facsimile radio broadcasting method which bears his name, and representatives of stations licensed to use the Finch equipment.


With Mr. Finch was Frank E. Brick, of the Finch Telecommunications Laboratories, New York. Engineers and staff members of WLW also attended.

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February 1, 1939 • Page 15
CBS Exclusive Clause Vital, Says Paley

Kesten Tells of Decline
In the Per-Listener Network Cost

WITHOUT existing contractual requirements for guaranteed clearance of time by its affiliated stations for its network programs and for exclusive affiliation of stations, CBS would not have been able to attain its present position in the broadcasting field. The FCC Network Inquiry Committee was advised during the last fortnight by its executives of that organization.

Led by President William S. Paley, who actively has directed the destinies of CBS since he became its chief executive in 1928, CBS witnesses emphasized the importance of these two basic requirements in network broadcasting. The network's philosophy of self-imposed and voluntarily assumed regulations, and its production of competition in network business also were stressed.

Mr. Paley, who left a sickroom to testify Jan. 18, and his attorney afterward departed for the tropics, predicted the invasion of "wildcat operators" in broadcast- ing with "wildcat offices in their hats," if the exclusivity clause were removed by legal force. Networks may be in a better position if they are to compete successfully with other media, he said.

Mutual Is Next

During the last two weeks, CBS witnesses have included Vice-Presidents Herbert V. Akerberg, W. B. Lewis and Paul W. Kesten. Others who have testified included Wilson E. Gray, commercial editor, Fred A. Willis, assistant to Mr. Paley, and in charge of international broadcasting activities, and A. Judson, president of CBS Concerts Inc. Since it began its presentation Jan. 5, CBS has completed most of its case in evidence. It is to resume the stand Jan. 31 to present its technical case on duplication of programs through two main witness- es—William William, assistant engineer, and Dr. Frank N. Stan- ton, manager of market research. Also yet to appear is Lawrence W. Lowman, vice-president in charge of operators.

Expected to complete its presenta- tion by Feb. 3, CBS will be fol- lowed by Mutual, to wind up the major network presentation, and the first phase of the hearings, which began Nov. 14. Though the CBS case was presented more expeditiously than that of NBC which had to network to cover the pace nevertheless has been dis- mally slow.

That the committee hopes to conclude the hearings within 60 days was made evident Jan. 27 by Judge Sykes, who stated Chairman McNinch also had expressed that wish. He may be the observant one seeking Commission counsel to do everything possible to shorten cross-examination of witnesses.

Running account of the FCC network hearings will be found beginning on page 62.

Eleven years of CBS history, 10 of which date from the time he took over as a lad of 26, were re- cited by President William S. Paley in his testimony Jan. 18 before the FCC Inquiry Committee.

BROADCASTING • Broadcast Advertising

Baldwin Practicing Law

As Sale of WGH Gets

Approval of the FCC

JAMES W. BALDWIN, former managing director of the NAB and before that secretary of the Federal Radio Commission, has leased offices in the National Press Build- ing to establish a law practice. While no formal announcement has been made, it is expected Mr. Baldwin will specialize in practice before the FCC and the Government departments.

The Section 7424 reconsidered and granted an application under which Mr. Baldwin disposed of his two-thirds interest in WGH, New- port, News, Va., to the Newport News Daily News and Times-Her- ald for $21,875 cash. Mr. Baldwin disposed of 66% of the outstand- ing common stock, the remainder being held by E. E. Bishop, general manager, Raymond B. Bottom, president and publisher of the newspapers.

Mr. Baldwin was secretary of the Radio Commission from 1930 to 1933, joining the NAB at that time as managing director. He became managing director in 1938 upon the resignation of Philip G. Lounsbury and was assistant to the association's chief executive until 1937.

Leonard D. Callahan, former as- sistant to Mr. Baldwin, and until last fall on the legal copyright staff of the NAB, is expected to become associated with the managing director in his law prac- tice. Before joining the NAB in 1957, Mr. Callahan was with the Department of Justice.

U. S. Rubber on CBS

A new orchestra with 99 pieces will be introduced in February by CBS Radio. Paige having been selected to handle the baton. Un- usual instrumental combinations and a male chorus of eight will be featured by the orchestra when it takes the air Feb. 22 under sponsor- ship of the U. S. Rubber Co., New- York. The orchestra is described as an effort to champion popular music in its wider sense, Mr. Paige explained, and to challenge the extremes of the classic and jazz types. Hildegard will be vocalist. The program will be heard over 105 stations, and will be titled "Men and a Girl."

New Jersey City, on Jan. 29 started opening and closing its broadcast- ing day with The Star Spangled Banner.

Oldest on Networks

With the distinction of being the oldest continuous network com- mercial program on the air, the Cities Service Concert Orchestra, will start its 20th year of continuous broadcasting on Feb. 18 on NBC-Red. Sponsored by the Cities Serv- ice Co., New York, the program has been on the air continuously since Feb. 18, 1927, but before that date it was presented semi- weekly, modally, having started on WEAF Dec. 29, 2929, with only a quartet of violins. The present program are Lucille Manners and Ross Graham, singers, and Dr. Frank Black, NBC general music director, conducting a 36-piece con- cert orchestra.

WHOM, Jersey City, on Jan. 29 started opening and closing its broadcast- ing day with The Star Spangled Banner.
Proposed New FCC Rules Well Received

Years License, Horizontal Increases
For Regionsals Are Included
In Committee's Report

RECOMMENDATIONS, "generally satisfactory" to the industry as a whole, have been made to the FCC by its special committee on proposed new rules and regulations to govern broadcasting.

Hewing closely to basic principles urged by the broadcasting industry at the "superpower" hearings last June, the three-man committee released its preliminary report explaining its recommendations Jan. 18.

Recognition of broadcasting's underlying theme. Highlights of the committee recommendations are:

1. Retention of the limit of 50,000 watts as maximum power, on economic rather than technical grounds, until adequate data is procured on the economic and social effects of superpower upon the entire structure of radio.

2. Retention of 25 channels in the "clear" category for exclusive use of stations of power of not less than 50,000 watts, with 19 others formerly clear or high-power regional, for duplicated operation. All such channels would be known as Class I, despite the duplication, rather than I-A and I-B as originally specified.

3. One-year broadcast stations in lieu of existing six-month tenures. The law permits three-year licenses.

4. Horizontal increases in power for regional stations from 1,000 to 5,000 watts at night and for local stations from 100 to 250 watts at night where engineeringly and economically feasible.

5. A hands-off policy on newspaper ownership of stations except to consider the advisability of requiring every station licensee to be a separate corporate entity and continue to study newspaper ownership and the economic effect of radio upon newspapers. Radio competition with established newspapers should be considered in future hearings, particularly in small communities.

6. Permanent establishment of financial, employment, and program reports from stations to be compiled by the FCC.

7. Holding of a hearing on program standards and procedure for making them time future, with no definite prescription for standards now, though examples are cited.

8. Endorsement of the network principle of program distribution but with emphasis on the necessity for each station to provide adequate local service.

9. Recognition of transcriptions as a means of affording desirable programs service to communities otherwise not having such service available, but with an admonition that care be taken to safeguard against destruction of live talent programs both national and local to the discouragement of local employment.

10. Ban on absentee ownership of stations, proposed in the draft rules, called unsound and its deletion recommended. Recognizing broadcasting as a "specialized profession," the committee recommended that the local resident be given preference on proper showing but that absentee ownership be barred.

11. Flexibility insofar as protection is concerned for regional stations located in areas of scattered population to enable them to cover their normal markets, irrespective of proposed limitation on coverage in the new rules.

12. Recognition of "sound business principles" in regulating broadcasting, together with the recommendation that definite showings of economic support for new or increased facilities be made at all hearings.

Some Opposition

The committee which submitted the report comprised Commissioners Case as chairman, Craven as vice-chairman, and Payne. Hearings were held June 6-30, during which a half-million words of testimony and some 500 exhibits analysis industry activities, industry coverage and the positions of various groups in the industry with respect to the proposed rules were presented. All told, 35 witnesses appeared for the various station groups, stations and non operating companies. Case, who was an ex-officio member but did not participate in the writing of the report or sit during all the hearings.

Little general opposition to the committee's recommendations is foreseen. Obviously, there will be criticism of certain of the recommendations. For example, the recommended 50 kw as "clearing" power probably coincides with the pleas made on behalf of WLW or of NBC. Similarly, the recommendation of the numerical code of so-called clear channel stations be changed so that the 25 actual clear plus the 19 duplicated channels would be known as Class I probably will not satisfy WOR, New York, and WCAU, Philadelphia, which made special pleas for Class I-A, or totally clear classification. Originally planned, the proposed rules provided that entire clear channels be listed as I-A while those duplicated would be designated as I-B.

One of the National Association of Regional Broadcast Stations made a vigorous plea for elimination of clear channels altogether, as the initial plan has been proposed for clear operations, it is hardly felt the group will continue its fight for a complete breakdown of clear channels in the final rules.

A proposed rule said to be sponsored by Commissioner Payne, in effect would require the Commission to "require" particular types of cultural programs as a condition precedent to procuring a license or an increase in facilities, was knocked out bodily by the committee as one bordering on censorship. The proposal was sharply criticized during the hearings as one which flew in the face of the anti-censorship provision of the statute.

The other rule suggested for deletion was that specifying that an applicant for a local station permit be a resident in and familiar with the needs of the community served. This was attacked generally on the grounds that it discriminated against one particular class of station licensee.

Delay Is Likely

Though the report bears the signature of the three members, it appears to be largely the work of Commissioner Craven, who was the central figure during the hearings and who, as former chief engineer, was principally interested in the laying down of new standards. Moreover, the economic and social phases of the report, as expected in the rules, follow closely Craven's far-reaching report on broadcasting duplicated operation. He was chief engineer and issued in July 1937.

All things considered, it is difficult to see how the rules themselves can be finally approved for some months—perhaps a year. In the first place, they tie directly into the hearings last June, as the FCC has permitted the National Broadcasting Company to use a machine to determine any unforeseen delays, until toward the end of the year or possibly in early 1940.

Another internal by-play developed with the release of the committee of Part I of its report, containing the scope and nature of the proposed rules. In deep secrecy, the committee had the report mimeographed and released Jan. 18 without the knowledge of the other members of the Commission or of its newly constituted Information Section. There were moves against this sharp words resulted from this action since informal George McNinch, under the new order, has the information office under his immediate control of all releases to emanate from there.

Because of the heavy job of mimeography and routine handling, the committee explained in releasing the first part of the report that the second part, containing the actual rules and summary of evidence presented, would not be available for another two weeks, with the standards of good engineering practice to follow in another fortnight.

The committee explained that the proposed rules and standards have not been completed by the Engineering Department before October 1938 before the Broadcast Division of the FCC. Then, on Jan. 11, 1937, the Engineering Department submitted its preliminary engineering report. This was followed on Oct. 1, 1937, by Commissioner Craven's report on social and economic data. Subsequently, the superpower hearing, the listened to the recommendations new recommendations not only derived their basis from the hearings last June but from the preceding sessions dealing with the same broad subject.

Superpower assumed an impor-

(Continued on page 70)
For 1938 to Be Sought in Elaborate Set
Of All Operating Phases

The Commission feels it is dependent upon the cooperation of licensees in procuring the data and apparently does not want to be in the position of risking disclosure of individual returns under its

New form will closely parallel that sent out last year because stations have not yet been placed in service as trials and the information the Commission would like to have. In other words, it feels it would be unable to procure more complete data unless stations keep books which would supply it.

After receipt of the returns for the 1938 form, the Commission’s Accounting Department plans to develop a new schedule covering the data it will seek for 1938, to be supplied at the close of the year or shortly thereafter. Stations then would be on notice to establish their bookkeeping methods accordingly.

Meanwhile, it was estimated that possibly two-thirds of the stations used as basic material for the hearings last June before the FCC Committee on Rates and Regulations.

The plan is to use the returns in lieu of financial statements which have heretofore been requested to accompany applications for license renewals. Moreover, it is expected that the Commission will not grant extensions beyond the date on which the returns are requested because the new rules regarding license renewals are interwoven in this procedure.

Factors such as salaries drawn by owners of stations who may or may not seek renewal will be sought. Also more detailed information on program costs and breakdowns and on network commitments will be requested. The form for 1938 business asked simply for revenue derived from network whereas the new one will ask revenue from each network, whether national, regional or state.

The Commission will seek this detailed information under its construction of the section of the Communications Act authorizing it to determine the financial qualifications of licensees. Another provision has arisen regarding the establishment of an annual practice of collecting material of this kind in view of another law which specifies that the Commission shall give publicity to all information it receives regarding that of a confidential nature or otherwise.

Presumably, for that reason it is seeking the information in lieu of the requirements for financial statements in connection with applications for license renewals.

Thus, the questionnaire may be regarded as the second of a series rather than the second annual questionnaire, until such time as the law may be clarified on this point.

Liggett to Extend

Liggett Drug Co., New York, which recently started sponsorship of three-quarter-hour of Phil Cook’s Morning Almanac program on WABC, New York, is planning to extend its campaign to eight of the large new radio stations in Washington as the first city scheduled. Further details of this campaign will be announced early in February, Neff-Rogow, New York, places the account.

Reiter Starts as Rep

Virgil Reiter, who recently resigned from the Chicago office of Transamerican Broadcasting & Television Corp., has opened his own independent film firm with offices in the Wrigley Building, Chicago. Effective immediately he will assume representation of WCAU, Philadelphia.

Pine Tar Spots

Foley & Co., Chicago (Pine Tar & Honey), has started five spot announcements to promote its brand in Kentucky and the Cleveland area. It is understood that the campaign will be expanded in the near future.

Mr. Chrisman explained.

SKRUDLAND Foto Service, Chicago (Continued)

SKRUDLAND Foto Service, Chicago, has arranged for 25 quarter-hour daily participations on WLS WMMN KFRO WORI WFIL,$link:www.americanradiohistory.com

DR. W. B. C ial, Monticello, Ill. (Syrop Pepsi) has appointed WABC, New York, to handle its advertising.

FCC Must Rule on Economic Question When Raised, Court of Appeals Rules

The FCC is legally bound to make appropriate findings as to economic injury when that issue is raised in broadcast applications involving ownership or operation of a station or in any application for license that would result in a change of control. It is also required to rule on requests for station location.

When the FCC granted the Telegraph Herald application for a station in Dubuque, Iowa, it set aside and remanded, was for a daytime station on 1340 kc., with 500 watts, to which the call KDHJ already had been assigned. WKBB operates on 1500 kc. with 250 watts day, and 100 watts night, and is a CBS outlet.

Economic Injury

It also contended the Commission’s finding was erroneous inasmuch as WKBB, in the past has lost large sums of money through operation and that it was unable to earn sufficient revenue to pay operating expenses and fixed charges. Finally, it was contended the finding was erroneous inasmuch as the Telegraph Herald grant would adversely affect WKBB and not serve the public interest.

Holding these reasons “clearly adequate to present an issue of economic injury to an existing station through the establishment of an additional station, the court said correctly contended the Commission’s findings were insufficient to support the newspaper contention. It related the intervenor’s (Telegraph Herald) application, since no finding was made.

Agency Studies Recording by Film

Ruthrauff & Ryan is Planning Test for Ironized Yeast

Inquiries from Ruthrauff & Ryan, sent recently to a number of stations asking whether they had installed or were planning installations of equipment which would reproduce sound recorded on tape, have focused attention on this new method of recording, which was brought to the attention of the industry by [BROADCASTING, Sept. 15] following several years’ successful operation in Europe. The system is utilizing attention of agency production men because of its flexibility which enables editing a program without rerecording, deletions and additions to the show being made easily by cutting and pasting together the film.

Ruthrauff & Ryan Test

Ruthrauff & Ryan is planning to make half-hour区域性 reereoing of the 60-minute Good Will Hour, broadcast on MBS each Sunday
day, in use in supplementary markets, for the purpose of testing the use of Ironized Yeast. Cutting an hour show in half by wax recordings would be almost impossible, whereas as it can be done easily with this system, in the interest of the agency’s interest in this type of record and their letters to the stations.

The list is for the first time interested in the future.

Developed by the Accounting Department after conversations with the NAB Accounting Committee, the new schedules will be dispatched on a 30-day deadline. Their return early in March probably will be required.

Another Questionnaire

Still Another Questionnaire Now Being Prepared by FCC

THE QUESTIONNAIRE bombardment of the FCC will reach a new high point early in January. Other, covering financial, personnel and program statistics for the year 1938, will be mailed in a second annual questionnaire to 15 mimeographed pages, the questionnaire will conform closely to that sent out last spring covering in 1937 for financial and personnel. The new form will closely parallel that sent out last year because stations have not yet been placed in service as trials and the information the Commission would like to have. In other words, it feels it would be unable to procure more complete data unless stations keep books which would supply it.

After receipt of the returns for the 1938 form, the Commission’s Accounting Department plans to develop a new schedule covering the data it will seek for 1938, to be supplied at the close of the year or shortly thereafter. Stations then would be on notice to establish their bookkeeping methods accordingly.

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Armstrong Soon to Start Staticless Radio

Broad Claims for New System Are Made

By BRUCE ROBERTSON

STATICLESS radio, offering the reproduction of voice or music free from any interference from nature's electrical storms or man-made electrical devices, will step out of the laboratory and into the open air this fall, when W2XMN, the world's first high-powered, frequency-modulated transmitter, begins a regular schedule of broadcasting.

Mail-borne child of Maj. E. H. Armstrong, professor of electrical engineering at Columbia University, who previously has given radio its feedback, superregenerative and superheterodyne circuits, frequency modulation is claimed to answer the prayer of every set-owner for freedom from the crackles and frying noises.

To the broadcaster, frequency modulation may mean clear coverage of a primary area of 100 miles radius from his transmitter, with no fading or interference, even from another station on the same band. Under the present system of amplitude modulation, interference of less than 5% of the strength of the broadcast signal is considered to be extremely annoying. Under the Armstrong system of frequency modulation, it takes a 50% interference factor to cause unpleasant noise, he holds.

Requires Wide Band

At present, stations sharing a wave length must be widely separated and their primary service assigned to a narrow, intervening interference area. With frequency modulation, the interference area is practically eliminated and stations sharing a wave band might be located in cities as close as New York and Philadelphia without interfering with each other's signal to the discomfiture of the listening audience of either station. Frequency modulation, however, requires a frequency five times as wide as amplitude.

General Electric engineers recently set up two experimental frequency-modulated transmitters at Albany and Schenectady, only 15 miles apart, both operating on the same wave band but each sending out a different program, the Albany station with 150 watts, the Schenectady station with 50 watts. Driving a test car between the two, the engineers found that for 10.8 miles out of Albany they received only the program of that station and for 2.7 miles out of Schenectady they heard the same station. In the intervening 1½ miles they heard both signals intermittently but at practically no point did they find any interference, since wherever one signal was less than half the strength of the other the stronger could be heard and a movement of a few feet in one direction or the other was enough to bring in one or the other station without any interference.

A technical explanation of the difference between amplitude and frequency modulation is something that only an experienced radio engineer can either give or understand. But in essence the difference is that under the amplitude system of broadcasting so used in Europe, and not in use in the United States, the waves were broadcast on a fixed frequency with a variable power, whereas under the frequency modulation system now in use in the United States, the waves were broadcast on a single frequency assigned to the station, but the power of the signal would fluctuate 1,000 times a second, widely if loud and narrowly if soft. The control engineer would "ride the gain," softening an over-loud note to prevent "blasting" or stepping up a too-soft note to make it audible. If, however, the same note were whistled into a microphone for broadcasting by frequency modulation, a 1,000 FEET above sea level stands this new 94-foot radiating system and transmitter house for the experimental frequency-modulated transmitter which WDRG, Hartford, is constructing atop Meriden Mountain, near Meriden, Conn., using the method devised by Prof. Edwin H. Armstrong, Dr. Franklin Doolittle, operator of WDRG, who has taken a keen interest in the new system, reports that experiments with this transmitter will start in early spring. Also, Maj. Shepard 3rd reports that his station, using the Armstrong system, is now being built at Mt. Ashebunskit, Paxton, Mass., and will be on the air in about two months.

Maj. Armstrong pointed out, it would go out with consistent power but with the frequency of the broadcast waves swinging forth and back 1,000 times a second across the 200,000-cycle band. If the note were very loud the wave might fluctuate nearly the whole 200 kc. range; if very soft the swing might be only a few cycles.

This, says Maj. Armstrong, is another advantage of his system. Not only does his superimposed wave eliminate the interference of many of the other stations, but it relieves the studio engineer of the need of editing music programs.

Regarding coverage, Maj. Armstrong states that tests have shown a steady signal without fading or interference up to 100 miles for experimental broadcasts with 1,000 kw. power. Using a new type of antenna tower that concentrates the broadcast waves along the earth's surface, he has the sky waves and with them the secondary coverage areas where signals fade and are uncertain. If this tower, supervised by the above-mentioned broadcasting methods, he predicts will happen within the next five years, station coverage maps will then show larger primary areas.

(Continued on page 56)

Added Facts on Frequency Modulation Sought Before Allocations Are Made

BEFORE definite allocations are made in the ultra-high frequencies for broadcast operations, destined to be the haven of future broadcasting, more data on experimental stations using frequency modulation as compared to the conventional amplitude modulation will be necessary, in the opinion of Government experts.

While present experience, based largely on the experiments of Dr. Edwin H. Armstrong, of New York, inventor of the superheterodyne circuit, indicates decided advantages to the much sought after broad coverage and reduced interference for frequency modulation, it is generally felt that insufficient data is available. Consequently, proposals for regular allocations of frequencies in the ultra-high for frequency modulation probably will be held in abeyance by the FCC until it has additional basic data.

Because experimenters in amplitude modulation, with so-called "adapters" or high-frequency broadcast stations, have been unusually successful, the feeling apparently prevails the frequency modulation network should be expedited lest the amplitude experimenters become too firmly entrenched and the public opinion that radio industry makes too great an investment.

FCC Notes Advantages

In its last annual report, the FCC stated that available data on frequency modulation indicated a material gain in the effectiveness of reception through static, especially the type of static resulting from nearby thunderstorms and from some types of man-made electrical disturbances. It was also stated that the signal-to-noise ratio necessary for satisfactory reception is considerably less that that required for the same reception with amplitude modulation, resulting in good reception at greater distances from the transmitter and a correspondingly larger service area for the same power used at the transmitter. Against these apparent advantages, however, the Commission pointed out that the band width required for frequency modulation is five times as great as that used for amplitude and it must be determined before definite allocations are made whether these factors outweigh the necessity "hogging" of the ether for frequency modulation.

About a score of stations are licensed for amplitude experiments with apex stations and several are obtaining highly satisfactory results, notably WWJ, Detroit; WSY, Oklahoma City, and WBEN, Buffalo. Many "adapters" for conventional sets, which pick up the apex signals, have been sold in areas where this type of service is provided, it is reported.

Apparently the FCC Engineering Department has in mind speeding up frequency modulation experiments before the amplitude experimenters become too well set for the equipment standpoint, which would mean a change to another system, if found desirable, far more difficult.

Dr. Armstrong has been conducting his experiments over W2XMN, North of Alpine, N. J., and recently has been demonstrating the research he has been carrying on. On Jan. 11, a group of Washington officials, including Lieut. E. K. (Continued on page 48)
COLUMBIA U Starts Radio News Study

COLUMBIA University's Graduate School of Journalism takes cognizance of "audible journalism" in the first time with the introduction next semester of a course in radio writing, announced Jan. 25 by Dean Carl W. Freidheim. The course will be directed by Paul W. Chute, director of special events and public relations of CBS. When the course begins in the fall, it will enable students to write their own news programs as well as follow radio news broad casts, and will also cover the fields of news dramatization, newspaper-radio relationships and radio's effect on public opinion.

"In our estimation," said Dean Ackerman, "the essence of journalism is communication, more particularly, the transmission and distribution of information and knowledge. We have radio and radio news broadcasts in our classrooms since 1931. The technical means by which the transmission and distribution of information are achieved, whether by the printing press or by radio, pictures, the screen, television or facsimile, is becoming increasingly important to the journalist. Therefore, our courses of study must be more and more closely related to all the new technical developments in journalism as they come into general use.

Rensselaer Seeking Satellite Station

In Proposed Tieup with WABY, WOKO

A UNIQUE corporate and operating tieup between Rensselaer Polytechnic Institute, operating WHAZ, Troy, N.Y., with WABY and WOKO, in Albany, whereby the famous technical school becomes a partner in the operation of WABY and WOKO, with educational features, was announced Jan. 20.

Under the plan, the FCC will be asked to authorize a "satellite" or booster station for WABY, which goes off the air Saturday night and 260 day on 1370 kc., to be locacted on the Institute campus at Troy. WHAZ, which has the 1500 kc. call, W1RAL, WVEY, WABY and WBBR, Brooklyn, using 1000 watts, remains in the hands of the university but its programs will be handled by Harold E. Smith, executive head of WABY.

Mr. Smith is also director of WOKO, Albany regional, which is not affected by the corporate arrangement except that Rensselaer will secure one hour a week of time on that station in addition to three hours weekly on WABY.

The corporate arrangement calls for a gift of 25% of the capital stock of Adironack Broadcasting, licensees of WABY, to Rensselaer. The call letters of WABY may be changed to one "more significant" of the Institute, it was stated.

The surrender of the stock in WABY, for which there is no cash consideration, means that Harold W. Aderson, Sr., Aderson Broadcasting Co., R. M. Curtis, 17% shares; the Albany Knickerbocker Press-Evening Dispatch, 10% and W.B.F. T. Griffin 5 shares. The aggregate amounts to exactly 25% of the stock.

With Mr. Smith and his WABY-WOKO staffs taking over the Mon-
day evening WHAZ broadcasts, said Dr. William Ota Hothrock, president of Rensselaer, the advantage to the Institute will be that students interested in radio announcing and broadcasting will be able to observe station operation upon their course.

"Under this new plan, moreover," he added, "instead of being limited to only one evening a week (WHAZ's broadcasting allotment) our broadcasting opportunities will be spread, day and evening, throughout the week. We bear major responsibility of our providing educational programs and features of civic service which are scheduled each week on WOKO and three hours each week on WABY. This will greatly increase the size of our listening audience." WHAZ, while college-owned since its founding in 1922 as one of the nation's first educational stations, has accepted advertising sponsor-
ship for many years.

KWKH Seeks 50 Kw.

KWKH, Shreveport, La., operating fulltime with 10,000 watts on 1100 kc. under special authorization, has applied to the FCC for authority to increase its power to 50,000 watts on 1100 kc. KWKH is assigned half-time to 850 kc., the clear channel now occupied by New Orleans' WNOL, which recently went to 50,000 watts. The only other stations at present on 1100 kc. are WCBL, New York, and WPW, Atlantic City, which share time using 5000 watts. Arde Bulova, owner of WCBL, has applied for authority to purchase WPW and combine its facilities with those of WCBL for fulltime operation on 1100 kc. KWKH, also in New York at the same time de-
leter WOY, operating limited time with 1000 watts, is on the 1100 kc. channel under the Havana Treaty will be shifted to 1130 kc.

Two Change Hands

The FCC on Jan. 16 approved the transfers of control of two stations, one of them still in process of construction, to new owners. George B. Bairey, now manager of KFAM, St. Cloud, Minn., was authorized to transfer KOCO, Oklahoma City, Okla., to W.O.B. Group, Inc., of Valley City, N. D., which founded, to a group of local merchants most of whom are ready to make substantial stockholders. Roberts-McCna Co., holding a construction permit for a new local (KBM) in Bozeman, Mont., was authorized to assign the CP to KBM Broadcasters, in which R. B. McNar, Jr., would hold 50% interest. KRM, current operator of KGHR, Butte, the other 50%. KRBK expects to go into operation on March 15, using 1000 watts night and 250 days on 1420 kc.

Three new theme ideas include the new series of nightly Sports Roundups through WNAG, Boston, in the interests of Twenty Grand Cigarettes; the new series of Tonight with Hal Axton-Fisher Tobacco Co. He specializes in radio news with outstanding diamond celebrities.
WHO offers $14,664,000 EXTRA FURNITURE SALES from "IOWA PLUS"

Everybody knows that it takes a high level of prosperity to produce much volume in the furniture industry.

Therefore it's extremely significant that in 1935, Iowa people paid $21,996,000 for household furniture and radios. And, in addition, WHO listeners in OTHER States bought an EXTRA fourteen million dollars' worth, too!

Iowa alone is a market that consumes an almost endless stream of goods and services. But only when you add the thousands of radio families in "Iowa PLUS", do the gigantic sales possibilities of WHO become truly apparent. May we send you all the facts?

WHO FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
Coughlin Picketers in New York City
Pick Additional Fronts for Maneuvers

FOLLOWERS of the Rev. Charles E. Coughlin who met down before the headquarters of WMCA, New York, each Sunday for nearly 2 years, brought a new protest against the radio priest, moved to a new front Jan. 22 when more than 1,000 marchers paraded out of Broadway from WMCA building 651 St. to the WOR studios at 40th St.

Officials of WOR say that while the pickets were present, officers of WMCA attempted to drive them away and that they caused the parade. WMCA denies this but while the pickets were present, WMCA and WOR obtain an expression of their disapproval of its action in canceling the weekly broadcasts of the radio priest.

A resolution adopted by the President Jan. 24 had the effect of altering the agenda for primary consideration of cooperative steps that might be taken by the industry in connection with the drafting of the new legislation and the passage of NAB will take on the industry at forthcoming hearings.

Miller Offers Bid

In statement Jan. 25, Mr. Miller offered the cooperation of the industry in rewriting the law, asserting that he was certain broadcasters and others would support the recommendation of the President that the radio law be rewritten.

He added that the President has "put his finger on the core of the radio problem" in suggesting that Congress should set policies in new legislation.

The entire industry, he said, stands ready to cooperate with Congress, the President and the administrative agency "in establishing a durable radio administration which will permit the future development of broadcasting to its best possibilities, conforming to the finest traditions of public service, in line with our democratic heritage of a free press and a free radio operative within the American democracy."

Meeting in the West

At the meeting in Denver, presided over by District Director Gene O’Fallon, KFEL, about 35 broadcasters from the Mountain States attended, including a resolution adopted at the session was one calling for legislation relieving broadcasters of liability of libel and slander uttered over their facilities by political candidates; another instructing President Roosevelt to provide "all possible haste" in negotiating a satisfactory arrangement for continued operations; and a resolution in the Music Library in the light of the withdrawal of the offer of E. C. Brinkerhoff and Co, which had been accepted by the NAB board; a third favoring enactment of legislation which would establish a liability for program material, including copyrights, at the source; support of legislation to revise the existing copyright laws; cooperation of broadcasters parties concerned, and a resolution urging broadcasters to re-read on the subject and the Federal Radio Education Committee.

In addition, a resolution expressing appreciation of the services of President H. Frank to be adopted.

On Jan. 23, Pacific Northwest broadcasters attended the meeting at Portland, Ore., presided over by Director C. W. Myers. Two days later, Northern California and Nevada attended a district meeting at San Francisco, presided over by Direc-

March of Time Back

TIME Inc., New York, on Feb. 3 will resume its program The March of Time next Monday that ran from Dec. 2, on NBC-Blue, Fridays, 9:30-10 p.m. BBDO, New York, handles the account.

B-SH RANKS HIGH IN SPOT BUSINESS
THAT Blackett-Sample-Hummern Inc., Chicago and New York agency, took a leading position in spot placements during 1938, is disclosed in an official statement of Jan. 19 by J. G. Sample, president. Besides leading in network accounting: bills, $9,693,525, which was 10,000 percent above 1937, the agency handled a miscellaneous of $12,493,333. This compares with total billings in all categories of $10,361,448 in 1937 and $9,023,869 in 1936. The 1937 spot placements alone amounted to $3,067,956, while in 1936 they were $1,810,081.

Smith Joins Burnett

FRANK SMITH, prominently identified with General Foods radio promotion, the public relations department of the company for nearly 20 years, has resigned to become vice-president of Leo Burnett Company Inc., the well-known advertising executive.

The effective Feb. 1. As associate advertising manager of the New York food concern, Mr. Smith has charge of the products advertised by this firm, including Joe Penner, Al Pearson, Joe E. Brown, Burns and Allen, Bosco Kean, Mario Chabert, George Frame Brown and the Byrd Antarctic Expedition broadcast.

Texas Outlet Starts

KWW, new local authorized for Vernon, Tex., plans to begin operation on Feb. 15 under ownership of Northwestern Broadcasting Co., of which B. H. Nichols, publisher of the Vernon Daily Record, is president. John Sullivan, production manager of KPDP, Pampa, Tex., on Feb. 1 will assume management of KWW, which will operate on the KXME schedule full time. At KPDP, Ray Mondy has been named to succeed Mr. Sullivan, who has assumed charge of the station’s studios in Borger, succeeding C. W. Geisse, who has joined KFW, West Hollywood.

NBC Brings Paderewski

IGNACE JAN PADEREWSKI, noted Polish pianist and statesman, on Feb. 26 will inaugurate his 20th concert tour of the United States with NBC broadcast, exclusively on NBC from New York during the Magic Key of RCA program. The concert will be under the management of NBC Artists Service, the 78-year-old pianist whose last visit to this country was in 1929, when he made a ten-week tour of about 20 large cities in the United States. Last Sept. 25, Paderewski broke his six-year silence on the radio in an air line, when he made his radio debut in a transatlantic broadcast from Warsaw during the 20th anniversary Magic Key program.

WHEN the defendants pled guilty, after 240 veterans had been summoned to the Superior Court in South Bend, Ind., for selection of jurors for trial of a malicious prosecution action which was brought against one of them by a newspaper publisher. Expected to make a ten-week tour of about 20 large cities in the United States, Paderewski has been announced to make a ten-week tour of 20 large cities in the United States, Paderewski has been announced to make a ten-week tour of about 20 large cities in the United States.
"Miss Perkins, make a new file on WWL New Orleans..."

WWL-New Orleans—Now 50,000 Watts

Blankets 5-state territory of 10,000,000 people.
5 times the power of any station within 400 miles.
Established preference through leadership in covering important events.
Building ever-larger audience by intensive newspaper campaign running in 37 newspapers.
Dominant station in the prosperous Deep South.

Tell-Sell—over WWL—New Orleans

CBS AFFILIATE
30,000 WATTS

Represented by THE KATZ AGENCY, INC.
VINCENT P. CALLAHAN, General Manager

WWL
The 50,000 Watt Station
in New Orleans
McCLATCHY STARTS FACSIMILE ON NET

WHAT is believed to be the first chain broadcasting, on a regular basis, of facsimile was inaugurated Jan. 20 in Fresno, Cal., when the 482 delegates to the California Newspaper Publishers convention saw an eight-page facsimile newspaper delivered from a group of receiving sets in the Hotel Californian. The inauguration of chain facsimile broacasting was under the direction of Guy C. Hamilton, general manager of McClatchy newspaper operators and radio stations. The broadcast originated at KFBK, Sacramento, key station of the McClatchy group, and was fed over the lines of the California Radio System to KMJ, McClatchy station in Fresno, where it was put on the air and picked up by the receiving sets.

The paper's eight pages included one of comics, two of general news pictures, and others of sports, financial and social news.

The McClatchy stations have been experimenting for some weeks with facsimile in both Sacramento and Fresno, and attention to network operation and operation is planned now seven nights a week. The McClatchy group is using RCA television frequencies of KFBK and KMJ, broadcasting from 12 midnight to 6 a.m. [For story on Mr. Hamilton's speech on radio and the press before convention, see page 42.]

Radio at the Fair

MODELS OF tomorrow's radio, telephone, motion pictures, and similar devices will be on display at the Communications Exhibit of the New York World's Fair, which will feature a 12-minute show in which dramatic incidents in the lives of seven types of communication will be presented in means of projected light projections on a huge transparent disc. A mechanized commentator will tell the story of communications, ending with a step into the future with man's latest "communications." The exhibit was designed by Donald Deskey, industrial designer, while preparations of the photographs used in the exhibit will be handled by Ralph Steiner, one of the photographers of the moving picture, The River.

Stamp Club Spots

BOB GALE'S Stamp Club is introducing on the radio its Movie Stamps, which are issued in sets of eight weekly, each representing a current production, and are published under exclusive arrangement with leading film producers and distributed through theatres as audience builders. Live announcements tie in with the shows. Theatre lowing sets: WCAP, Asbury Park, New Jersey; WTNJ, Trenton; WPXG, Atlantic City; WMAG, Chicago; and WIND, Gary, Ind. Mackay-Spaulding Co., New York, handles the account.

John B. Kennedy, veterans radio reporter and editor now handle two shows for the SWB on MBS on The People's Radio program, on Jan. 29 celebrated its 15th year in radio, and first appearance of the air having been in 1924 on the Old Colliery Hour, radio's first vaudeville show.

Crosley Markets Finch Facsimile

(Published from Page 10)

which requires changing for each picture, the stylus motion would have to be changed from a direct horizontal line to a sideways motion back and forth across the paper and that this change would cause a loss of speed in reproduction to about the present speed of radio facsimile. The paper used by Western Union is of a medium grey shade, somewhat darker than that used in the Crosley receiver, which likewise reproduces the picture through electrolysis.

Preview of Reado

On Jan. 19 the Crosley Corp. announced its "Reado" at a preview given for newspapermen in Cincinnati, and two days later introduced it to Crosley distributors preliminary to a 12-day showing to the public. It was pointed out that WVL, owned by the Crosley Corp., would broadcast the facsimile images over its own channel from 6 to 6 a.m. The operation of the Crosley Finch apparatus was explained as follows:

"A broadcasting station must be equipped with a device for scanning or visualizing the picture just as a broadcasting station is equipped with a microphone for hearing a sound program. This visualizing or transmitting device consists of an electric eye which moves back and forth rapidly across the paper scanning or observing a line at a time and transmitting the contrast impulses in that line into dots which are transmitted by the broadcasting station in exactly the same manner that it transmits sound programs.

"Photographs or illustrations are inserted on a strip of paper which is fed into the machine, line at a time, and scanned by the electric eye. The picture that goes out over the air is broken up into a series of dots similar to a half-tone engraving and is received by the Crosley Reado printer approximately facsimile in size and at the same speed at which it is transmitted.

"This printing is done by a swinging arm moving back and forth across the printing paper, synchronized with the movement of the electric eye in the transmitter. A stylus at the tip of the moving arm sweeps over the white paper. A small electrical impulse oxidizes the white paper just as the photoelectric eye sees it. The white coating on the paper being oxidized turns black making a lasting recorded picture on the white paper just as it originally appeared on the copy fed into the transmitting scanner.

"Weather maps, weather reports, flash news, pictures, almost anything can be sent out and received anywhere within reasonably good receiving range of the transmitting broadcasting station.

"At present this transmission goes on experimentally between 1 and 6 a.m. from a number of stations throughout the country. Apparatus is available so that the receiving apparatus may be put radially at a predetermined time, the printing done, and the equipment turned off, leaving a lasting record. All of this is done while the person sleeps and the material can be read on arising. Transmission and reception is at the rate of about three feet of printed paper per hour."

Swap Shop

AN ENTHUSIASTIC fan of the Swap Shop program on WHEC, Rochester, reported effective results after he had advertised his unusual desire to swap an automobile trailer for jiu jitsu lessons. Travelling through the city with his radio tuned to WHEC, he would advertise his interest in the art of jiu jitsu, who, seeing the advantage of a trailer for extra baggage, stayed in town long enough to instruct the eager "swapper" and then sailed on his way with trailer in tow.

Seth Parker Disc Plan Draws NAB's Objection

A MOVE by Philips H. Lord (Seth Parker) to have stations carrying his Sunday network program use a series of transmission daytimes to promote the evening feature on Jan. 24 drew sharp criticism from the NAB.

In a letter Jan. 16, presumably to the list of NBC stations carrying Seth Parker Neighbors, Mr. Lord said he would make four 15-minute recordings of spirituals by the Seth Parker Quartet to be used Sunday afternoon along with an announcement at the end of the program that the Neighbors would be heard over the station that evening. He pointed out that against his evening program had come the Actors Guild Program on CBS and that it would be "very strong competition for the old gentleman." 

J. L. Miller, of the NAB executive staff, Jan. 24 wrote Mr. Lord advising him that NAB felt it would be a bad practice. If a station carried this plan for the three time as requested, every evening program would be entitled to the same treatment, and it might result in a couple of hours every afternoon being devoted to plugging programs to the same end.

"We hope to hear from you that you agree such a practice would be precedent and might make for 'bad radio,'" Mr. Miller wrote.

Exchange of Producers

WILLIAM ROBSON, director of the Columbus Workshop, has accepted an invitation of the BBC to go to London to produce several radio plays during February. Val Gillis and the BBC was a guest producer for CBS several months ago as part of the exchanges between British and U. S. radio systems. Lawrence Gilliam, while en route back to London from Canada where he is program advisor of the CBC, also produced a program for relay to England from New York. At the Beverly Hills Jackson Film Co., Montreal program director of CBC is at BBC headquarters in London while Lance Sieving of the BBC is in Canada.

Fred Allen Contract

FRED ALLEN, radio wit, has been signed to a new contract for two years more as star of the Town Hall Tonight series. The new contract will run until the end of June, 1941. The show will continue as full-length Wednesdays at 7:30 p. m. EST, over NBC-Red sponsored by the Bristol-Myers Co.

Reid Murdoch on 65

REID MURDOCH & Co., Chicago, has started a campaign on about 65 stations consisting of two or three daily announcements or time signals. Rogers & Smith, Chicago, handle the account.

LOOSE-WILES Biscuit Co., Long Island City, N. Y. (Susannah Kristy Creachers) on Jan. 30 began sponsorship of The Swap, Dallas, of the Jason News Reporter, quarter-hour newscasts weekdays in Dallas, with James Alderman. Account was placed through Newell-Emmett Co., New York.
Extensive Tests in Visual Operation By General Electric Will Start Soon

GENERAL ELECTRIC Co. plans to undertake extensive operating experiments in new wave- length bands in which authority granted by the FCC to build four experimental television stations.

Within three months, according to Chester H. Lang, manager of broadcasting for GE, a transmitter мощолнь powe ру пе ви де о у воль пе ви де о will be in use in this country, will be placed, in operation in 12 miles from Schenectady. To be built atop a 1500-foot foot hill with a 300-foot antenna, on 100-foot towers, the station will be at least 250 feet higher than the RCA-NBC tower atop an Empire State Bldg. in New York. The station will use 10 kw. and its coverage will be the area comprising Schenectady, Albany, Troy, Amsterdam and Saratoga, having a combined population of 500,000.

Studios will be located in quarters in Schenectady occupied by for the coming season. Studio programs as well as motion picture film will be used for the visual presentations. The wave transmitter on top of the studio building, the images will be relayed directly, to a receiver on the ground to the man the band 62-72 megacycles. The voice accompaniment will be broadcast from the studio.

Last year GE sent several radio engineers abroad to investigate and study television in England, Germany and Holland. After the experiments, coaxial cable will be used between studio and station building instead of a high frequency directional transmitter will be employed. GE engineers said this is the expected result because the cable "cannot carry the 30 to 40-million cycle frequencies which will be used in television." Radio Participation Next

Coincident with its announcement, GE made public a pamphlet on television prepared by Dr. W. E. Baker, manager of the Management Committee, Radio and Television Division of the company. Titled A Man Sees Television, the pamphlet deals with past development in television and projects a view into the future.

"Holding that television has passed through laboratory research and development, and experimental work with full size receivers and transmitters, Dr. Baker states that the next step is that of "public participation." This new phase introduces operating and transmission problems, program problems, new problems, finance and construction. The magnitude of economic problems is not yet fully appreciated and a solution is yet evident, he said.

"One of our problems at the moment is to prevent the public from jumping to the conclusion that television will immediately provide a service comparable in perfection to radio, and the movies," said Dr. Baker. "Too many people believe that the purchase of a television receiver will bring them the world's events as they take place—in the form of perfect large-size pictures. Unless corrected, this false idea is sure to affect unfavorably the development of this new art."

Another important matter should be set straight about the fact that television programs on a national network, basic radio, will be available today and are not likely to be available soon. The two technical limitations are (1) the range of a high-powered television transmitter is limited to 40 to 50 miles, and (2) television programs cannot be "picked" from city to city by known methods that is practicable in this country. The engineering work is being handled by the General Electric Radio Research Laboratories at Schenectady.

630 KC. IS SOUGHT BY KXOK, ST. LOUIS

FREQUENCY switches which would place the 630 kc. regional channel in St. Louis for KXOK, the country's newest full-time regional, and acquire full time operation for WGBF, Evansville, and KFRU, Columbia, Mo., in lieu of their present night time sharing operation, is sought in three applications filed with the FCC Jan. 20. KXOK, now operated on the 1250 kc. channel full time by the St. Louis Star-Times, is the key of the projected parlay. WGBF and KFRU now operate simultaneously day and time-sharing at night on the 630 kc. channel with 500 watts each.

KXOK also is owned by Elsey Roberts, publisher of the St. Louis Star-Times.

WGBF's application is for change in frequency from 630 to 1370 kc. WGBF's 1250 kc. assignment, with 1,000 watts day and 5,000 watts night and with a directional antenna for night use. The application is in the interest of the cooperating groups are the Cooperative Educational and Cultural Broadcasting Council. From Dallas and Altavista, Virginia.

Another important petition is for the KXOK and KFRU petitions. KFRU's application seeks a change in frequency from 630 to 1370 kc. and a decrease in power in power 500 watts night and 1,000 watts day to 250 watts day. KXOK's request is for a construction permit to install new transmitter, make changes in its directional antenna, and change its frequency from 1250 to 630 kc. and increase its power from 1,000 to 1,000 watts at night and 5,000 watts day.

On March 1, 1927, has experimented in television. At the time of 5,000,000, Tower at left supports the receiving antenna, picking up signals radiated from Schenectady; the next tower will broadcast the television pictures and the one at the right will broadcast voice. Adjoining the voice antenna are power line poles coming up the mountainside.
The 1939 BROADCASTING Yearbook Number reaches your desk in a few days. You will find it a practical, compact, complete, remarkably accurate handbook of the whole radio advertising business. You will find added pages, added features of particular value to advertising agencies and radio advertisers. But most of all, you will find an easy-to-read, easy-to-use reference volume completely indexed and designed to answer the thousand and one everyday industry questions. The Yearbook Number asks for nothing but hard and constant use. Keep it on your desk... and use it!

A few of the sections in the 1939 Yearbook Number:

- Summary-Index of program ideas and titles.
- Radio Outline Map of the U.S. and Canada.
- Survey of 1938 business of broadcasting with study of economics of radio.
- U.S. and Canadian radio stations and personnel listed by states, frequencies, call letters.
- Newspaper ownership of radio stations.
- Network rates and personnel.
- Directory of station representatives.
- Census of radio homes by counties, with urban and rural analyses.
- 1938 program popularity survey.
- Directory of advertising agencies handling radio accounts.
- Directory of transcription, recording, talent services.
- Status of new stations authorized in 1938.
- Log of broadcasting stations of world, listed by countries and showing whether commercials are carried.

BROADCASTING MAGAZINE
National Press Bldg.
Washington, D.C.

Please enter my subscription to BROADCASTING at once and send me the 1939 YEARBOOK Number:

NAME ___________________________ TITLE ___________________________
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No extra charge for Canadian subscription. Add $1 for foreign subscription.

Clip this and get 1 BROADCASTING Magazine twice a month 2 big 1939 YEARBOOK Number!
Is the Local Station Really Local?

Yes, and Then Some, Asserts a Local Defender

By HUGH F. FERGUSON

"I WOULD prefer to use small stations, as the amateur idea fits into my plan of sales and distribution much better than the large stations with their imagination. I like their flexibility, the opportunity for localizal." How many small station operators wouldn't give a cent to hear a time-buyer say that! Well, so help me, one did, in the Jan. 16 issue of this magazine. However, there were small-station representatives flocking to his door, for to the above statement he appended a few ifs, ands and buts apropos what little money the present small-station setup. So here is my reply:

"First of all, you say that the smaller stations are losing their audience... that world-renowned programs and personalities are missing the local audience, hence that the small stations are not receiving the interest of the audience which you're looking for in the small-station owners. And I've seen enough of others of low power to be sure that the listener will stay as long as they're willing to be heard. Casual safety talks by the club automobilists are given a place in the schedule. The WCTU, IOGT, and so on. Civic clubs, schools, veterans organizations and fraternal orders all have regular broadcast periods..."

TAKE Emerson Brewer, for example. If he owned a small radio station—well, things'd be a lot different. Mr. Ferguson takes Mr. Brewer and tries to make a horrible example of him by picking his piece to pieces and pointing out that local stations already are doing most of the things advocated in the Brewer article, which appeared in the Jan. 15 BROADCASTING. The Ferguson reply is an eloquent statement of the small station's case. You get the definite impression from Mr. Ferguson that small stations have given a certain amount of thought to their problems, an impression not especially prominent in the provocative views outlined by Mr. Brewer in his article.

—daily, three half-hour shows with the local talent—minstrel shows in the morning provide opportunities for playing requested music, announcing birthdays and anniversaries, memories of sound- so who died such and such many years ago—all the reasons anyone could think of for request ing a program. If that's true, it is what makes the small station stand out. And if that's true, it is what makes the small station a success. If we didn't know the small station, we'd be glad to have the little fellow... for what good is a radio station without an audience?"

So We're Blind!

You go on to say, however, that a careful study has proven to you that at no time of day or night are there programs on all of the larger stations sufficiently interesting and sufficiently broad in appeal, to take all of the potential local listening audience, or, paraphrasing, "you can tantalize some of the people some of the time"—and so on. In other words, the larger stations are not doing enough to their audiences to have a chance... there is sometimes when we might pick up a few listeners if we "pipe" the public a better news service. Thanks for that much, anyhow!

However, you say that your larger station has the advantage of this fact, do not pick out that little audience that we might. The fault, you say, lies with the small station owner and the present station director. They "fail to analyze and appreciate the wants and interests of their own audience.

After spending the money they have, they are "forced to re- sort to the phonograph programs, or else they use inferior talent and uninteresting programs, and drive their audiences to a larger station with a program more general."

You say that what the small station should have and the small station owner does have is a small-town newspaper on their payroll... for how would be large as Mr. Brewer in the mail! Sure! Any small station can show you mail counts gauge."

Whose Weather!

Other examples? All right! Inclement weather comes along. The larger stations do not, what a news service has to say about the weather in Hoboken or Kalamazoo, or any other remote place outside the home area. Rather, it calls the local branch of the Weather Bureau, finds out what it's like and what it's going to be like in its part of the country. It calls the State police to get information about road conditions, and keeps broadcasting bulletins as conditions change.

More? Well, the Farm Friends program takes the air with news of the local markets, prices, sur- pluses and shortages, etc. The latest Governing boards are discussed by the experts. The weather bureau is, besides by the farmers themselves in many cases. The county agent offers his ideas about the farm sit- uation in his district. FFA, 4-H churches in the community, and the radio station with reports of athletic events, but instead, "on the spot", accounts of local athletic events of sufficient size and interest to warrant being broadcast. When the local team goes away, a representative goes along.

In other words, everything possible is done to make the small town station important, community affair, a matter of civic pride—with what result?

Answering as simply as possible, you have an audience. That's what you want, isn't it? An audience! An audience! The small station has a morrel of "thank-you" letters from various local organizations, citations from veterans groups, chambers of commerce... churches, schools, etc.

That's what you wanted, wasn't it? That was the ideal you set up for the small station, wasn't it?

You say you would have a dozen local tie-ups for every one of these programs. Swell, say we, but you'll find the small-station has already done that.

But you also say, "If I owned a small station, I would be satisfied to have it remain a small station, but I would want it to make money for me". Elementary! The fellow who sells papers on the corner wouldn't be content to stand there each day if he didn't make money. So let's look at this money-making business from the small station angle.

Making Ends Meet

The small station owner or manager has two alternatives—one, to let his local business meet ex- penses, payroll, etc., while the national business is "gravy". The other is the reverse, in which, although the former course is chosen in a majority of cases.

So here you are! In a small town, rates make an awful lot on the commercial side to meet the expenses involved. Raise the rates, did you say? Try to get into the turn. You'll find the small time mer- chant a lot more careful of his dollar. And the small-town department store advertising manager. The result is, you make a little money above expenses from local rates—not much, it is true, but, a little. So now for the "gravy". You know you have programs, tried, tested and true. So you take them—and sell them—then to me, you try to sell them. You flood agencies with reams of copy, promotion pieces, program material.

What about the small-station owner? He sees him coming and the radio station with reports of athletic events, but instead, "on the spot", accounts of local athletic events of sufficient size and interest to warrant being broadcast. When the local team goes away, a representative goes along.

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December 29, 1938.

Air.

Associated Recorded Program Service,
25 West 45th Street,
New York, New York.

ATTENTION: MR. M. E. TOMPKINS.

My dear Tompkins:

I am happy to enclose a contract which will make the Associated Recorded Program Service the official electrically transcribed library to be used during the Fair.

As we have engaged the Goldman Band for a long series of concerts, I am hopeful that we may have in the Library for generous use here an Associated transcription of the Golden Gate International Exposition March that we have commissioned Mr. Goldman to write especially for us.

Very truly yours,

Harris D. H. Connick,
Chief Director.

Thanks Mr. Connick—
We appreciate the distinction—
and share, record your Golden Gate Exposition March with the Goldman Band on Monday next.

R.E.D.
WHAT'S ALL THIS TALK ABOUT LOCAL VERSUS REMOTE RECEPTION? HOW CAN YOU WEIGH THEIR EFFECT ON YOUR PROGRAM RATING?

ARCHIMEDES FOUND

HIS BATHTUB GAVE HIM THE TIP-OFF

ARCHIMEDES was asked to check the suspected presence of silver alloy in the king's gold crown. The solution which occurred when he stepped into his bath and caused it to overflow was to put a weight of gold equal to the crown, and known to be pure, into a bowl which was filled with water to the brim. Then the gold would be removed and the king's crown put in, in its place. An alloy of lighter silver would increase the bulk of the crown and cause the bowl to overflow. So delighted was Archimedes with his solution that he leaped from his bath and ran through the streets of Syracuse crying "Eureka!" Presumably you won't be in your bath when you hear NBC's new facts, but we would not be surprised to hear you, too, shout "Eureka!"
Equally direct is NBC's new and simple plan for weighing the worth of radio circulation

NBC has uncovered new facts about radio circulation that go straight to the point of how the transmission of your program affects its total audience. They distinguish between local (groundwave) reception and remote (partly skywave) reception, and measure the difference in terms of regular listening. Here is a new way to weigh network values that is as simple and direct as Archimedes' famous weight test for the purity of gold in the king's crown.

You have seen many figures based on listening habits in those cities where listener surveys are regularly made. Such information, however, tells the story of only half the circulation. Now we have surveyed the other half of the radio audience. For the first time you may weigh your total network circulation, because—in addition to what you already know about big cities—this new NBC survey shows you comparative network circulations in small towns, villages and rural areas.

These new figures also show just why the NBC Red Network gives you more intensive nation-wide circulation than any other network. Any NBC representative will be glad to give you the full story.

Do You Know—

That 50% of all U.S. radio homes—urban and rural—rely on "remote service" from major network stations?

That there are 10,000,000 radio families in the "rural areas of remote reception"?

That the habits and preferences of these 10,000,000 families are not reflected in any studies of city listeners?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for the full story!

NBC RED NETWORK
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Progress Induced by Patents,
Farnsworth Tells Committee
Tells Monopoly Inquiry That U. S. Television Will Be World's Best, Once

PATENT protection encourages invention and offers the only practical insurance that backers of novel scientific ideas will have at least a fighting chance to secure some return on their investment if the ideas prove fruitful, according to Dr. Philo T. Farnsworth, president in charge of research of Farnsworth Television Inc., Philadelphia.

Long before the Temporary National Economic Committee in Washington Jan. 19, the 32-year-old inventor, who holds basic patents on the electronic television system, traced development of the idea he conceived as a boy of 13 of transmitting images by electronic impulses, using apparatus with no moving parts, to the present when television reception based on that principle of transmission can, as he stated, "be distanced, if the future is any criterion of what is now seen on motion picture screens."

Mr. Farnsworth also said that although he believed that "compression" in the television field, this has been done only to insulate, for the good of the public and the industry, the development will be sound and standardized. Television is not yet on the market, and general standardization preparatory necessary to get far broadcasting started, receivers manufactured and stations planned, he added, but when the RMA Engineering Committee probably will soon ask the FCC's approval of its plans for uniform standards and frequency allocations.

The World's Best
"When television is introduced, we must be very sure that the standard adopted is not one which will be out of date before it is in common use," he cautioned. "The only thing holding it back is its own problem in getting out. But once it is out of this country, and as the standard is established in the United States, I think it will be a better service than that found elsewhere in the world."

Preceding Mr. Farnsworth before the TNEC, Dr. Frank B. Jewett, president of Bell Laboratories, described his laboratory's development of a "long-life" telephone repeater tube which lasted 50,000 hours, as against 1,000 hours for the earlier tube. It will cost only half as much current. This revelation brought questioning from committee members about whether or not the tube was being withheld from radio tube manufacturers and gave rise to the observation widely published in the press that the radio manufacturer himself was being deprived of the benefits of such a long-lasting tube. Mr. Farnsworth explained the situation when he appeared by pointing out that radio users, if they wanted to, could purchase tubes as long as they wished, provided they paid the price, and although he added this might not be a practical move for set owners since receivers rapidly become obsolete and there is no need for a tube that would last much longer than the sets. Failure of television receiver tubes to cost $50,000 was explained to a 50,000-hour tube he described as "in no way an attempt to evade a demand or to decrease, and since styles of tubes also changed rapidly, requiring a change of tubes on average of once a year, it was impractical to build them to last much longer than the sets." He said he thought any electrical company could now make the tube, adopted by the Bell System in 1929, since patents on it probably had expired.

Contacted by BROADCASTING in New York after his appearance, Dr. Jewett explained that, although a three-member amplifying tube like that used on the telephone repeater circuits could be built for under $500, it would be impractical since it would cost four or five times as much as the ordinary radio tube and amplifier itself "out of all proportion."

A Patent Mixup

Pointing out that his firm holds many of the basic television patents but was not "trying to control the industry", and that it had none of exclusive licenses to attempt to fix prices and levied low royalty rates, Mr. Farnsworth said it was not possible to build a television receiver without using others' patents, including Farnsworth, Bell and RCA, all of which are interwoven through the development. However, he expressed disapproval of compulsory licensing and recommended that the patent problem be "frozen" and that developers be strengthened by patent monopoly without disturbing the system's basic foundations. He said that, unless licenses on demand, the value of the patent would be so decreased it wouldn't be worth while getting a patent, he commented. Television is a simler problem in Europe, hence its apparent faster development, he said, explaining that when two television stations can offer service covering most of Great Britain, it probably would take 100 or more to cover the United States. The situation, he said, is not as bad under private enterprise in the United States. Foreign development of television has been based largely on patents licensed from the United States, he said, and industry in this country has had a chance to profit by the experience abroad.

Mr. Farnsworth's account of his Algiers-like risks of personal and technical obstacles, which he
(Continued on page 41)
When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequalled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna... Blaw-Knox fully justifies complete confidence in results. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.
It is February 1, 1929...at NBC Headquarters in New York a young announcer, with more than a trace of excitement in his voice, speaks to the audience of the 30-station NBC Network: "NBC today brings you a surprise...a program coming to you by short wave direct from England!"

Following this startling announcement, listeners of ten years ago were amazed to hear part of a symphony concert coming into their homes right from London's famous Queen's Hall, via BBC Station SSW, Chelmsford, England. It was a great event—heralded by newspapers from Maine to Mexico as an outstanding achievement. Millions spoke of it in awed tones. It was NEWS!

But the news of a decade ago has become the nation's news servant of today. For since that first short wave broadcast of 1929—covering 3300 miles—NBC has brought listeners on-the-spot short wave broadcasts in ever-increasing number (556 of them in 1938)—and from such far-away lands as Kenya, Egypt, Tunisia, Russia, Greenland, Australia, Canton Island, and countless others. As many as 9800 miles have been spanned by radio.

NBC takes pride in the great public service its short wave pick-ups perform. For this is another of its many services that make life as we know it today fuller, happier, and more thoroughly informative than ever before!
Short Wave was News. Today it Supplies News!

NBC Short Wave Pick-ups Write History in the Skies!

ADVENTURE... in 1937, one of the history-making NBC short wave pick-ups came from the distant South Seas. NBC sent Announcer George Hicks, Engineers Walter R. Brown and Marvin Adams 7000 miles to Canton Island, where in the tropic heat they painted a vivid 15-minute word picture of the longest total eclipse in 1200 years.

THRILLS... last year one of NBC's 556 short wave pick-ups brought the thrill of exploration to millions of listeners in the United States, when, for the first time, Dragomen, Arabs and Egyptologists broadcast from the base of the Gizeh Pyramid in Egypt—and from within the tomb of Cheops.

NEWS... one of the greatest public services performed by NBC occurred in 1938 when Europe, nearly torn asunder by threats of war, tottered on the brink of world-wide catastrophe. And via short wave, NBC brought America's millions the news as it happened, through eye-witness, first-hand accounts—keeping the radio listeners of this country better informed about conditions "over there" than the Europeans themselves.

ENTERTAINMENT... only recently a short wave "stunt" was performed with such accuracy and smoothness that millions who heard it were not aware of it. Charles Laughton and Elsa Lanchester... stars of Paramount's "The Beachcomber"... were separated by the Atlantic Ocean. But with one in NBC's New York studios and the other in London—they enacted scenes from their picture—without a flaw!

National Broadcasting Company
THE WORLD'S GREATEST BROADCASTING SYSTEM
A Radio Corporation of America Service
Booms and Bumps

THOSE upward gyrations of broadcasting's business barometer, which have seen each year's revenues jump a score or more percentage points, are relics of a somewhat reckless past. If any proof is needed, we provide it in this issue in which the 1938 dollar volume of the industry is recapitulated from the complete data published in our 1939 Yearbook Number.

Most significant is the fact that the rate of gain in gross over preceding years has decelerated—amounting to only 4.2% over 1937. And 1937 was 19% ahead of 1936.

This, beyond question, reveals that the business curve has flattened out—that broadcasting, after some 18 years of constant, determined development, has struck a normal business groove. The ratio of increase, while small percentage-wise, nevertheless should not be taken too lightly, because other media, for the most part, showed definite losses, due to the tendency of accounts to play things rather close to the belt last year.

While this sign is a healthy one, there are other trends reflected in the 1938 analysis which certainly should give all those engaged in the business of broadcasting some pause. One glaring disclosure is that of the concentration of network sponsorship in a few product categories. Another is the ever-increasing overhead factor, tending to close the gap between gross income and net profit.

During 1938, tobacco, food, drug, cosmetic and laundry soap products accounted for some 80% of network volume—a jump of nearly 9% over 1937. That clearly indicates that in network broadcasting, at any rate, the field of sponsorship has narrowed rather than widened. Of course, the strike-ridden automotive field, gas, oil and accessories included—almost blacked out of the sponsorship picture last year—is coming back strong. Nevertheless, the cold figures demonstrate the need of attracting new commodity and service groups lest broadcast business become dependent upon a small group of industry-buyers.

Spot, both national and local, outpaced network in 1938 percentage of gain, indicating a better sales and promotional job. And when national business slumped, stations found they could tap their local merchants to a greater extent than before, all but making up the national losses.

Broadcasters and their customers are coming to the saner realization that radio is a business that must be operated by businessmen. The first responsibility, obviously, is public service in an art possessed of such ubiquity. But the revenue-bearing portion of the operation must be measured in terms of dollars received for dollars spent, with a reasonable return accruing to each participant.

FCC's Three R's

THE QUIZ technique that has all but consumed radio programming appears to have infected the FCC. The staggering volume of questionnaires fired by the FCC at broadcasters, station stockholders and sundry groups, for this "study" or that, has practically reduced the business of running a station to a bedlam of bookkeeping—particularly for the smaller fellows.

Why this surge of activity? Granted that the Commission, properly, to fulfill its mandate of policing, should have basic data. But should it go to ridiculous extremes in seeking to tap innermost phases of station affairs, under arbitrary time limits, and without giving its reasons? It is relying on strictly legalistic interpretations of the law, which provides for determination of the financial responsibility of licensees, in going after information which, from where we sit, can't conceivably have any bearing on the degree of regulation it is authorized to exercise.

Right or wrong, we have our own idea of the whys and wherefores of the Commission's game of Information Please (though it demands rather than entreats). The Commission's Accounting Department, or at least a portion of its members, steeped in public utility principles carried over largely from their days with the Interstate Commerce Commission, find it difficult to divorce broadcasting from common carrier operation. Several members of the Commission itself appear to go along with that philosophy. In any event they seem to be condoning it, despite the definite provision in the law that radio is not a common carrier.

Added to that is the prevailing view among certain of the Commission's more bureaucratic underlings (along with some members) that broadcasting stations are "rolling in dough" acquired by virtue of a government franchise they dole out. They go on the theory that radio pays nothing for that privilege. That may be an oversimplification of the sentiment, but we have heard the thought expressed repeatedly in regard to the saner realization that radio is a business that must be operated by businessmen. The first responsibility, obviously, is public service in an art possessed of such ubiquity. But the revenue-bearing portion of the operation must be measured in terms of dollars received for dollars spent, with a reasonable return accruing to each participant.

The RADIO BOOK SHELF

UNDER the title Radio and the Rights of Religion, two articles by Edward J. Heffron, executive secretary of the National Council of Catholic Men, are printed in pamphlet form (obtainable at the Council's office, 1312 Massachusetts Ave., N. W., Washington). The articles, originally appeared in the magazines Catholic Action, and Columbia. The first article is general in nature; the second discusses free speech and its relation to the Judge Rutherford broadcasts.

These master minds fail to consider the plight of smaller station owners, most of whom are hard put to meet payrolls. The licensees that can least afford it are placed on the spot—not the networks and the larger units with ample personnel and legal advice, though they too have justifiable cause for complaint.

There will be more questionnaires—one covering 1938 business, employment and programs practically duplicating that of 1937—shortly to issue from the FCC. Unless the tide is checked by conference and rule of reason, broadcasters may find themselves in the bookkeeping business primarily, with station operation a secondary consideration.

Those Three R's we mentioned—they might denote "Regulation running riot".

Audible Journalism

SO COLUMBIA University's School of Journalism is at last going to institute a course in radio news handling—and with a practical and active radio man in charge! We should be gratified except that several score of perhaps lesser renown have offered such courses for some time.

Dean Ackerman's famed institution, with which the annual Pulitzer journalism prizes are closely identified, has for all the years of radio's rise been noted for its rather aloof and deprecatory attitude towards "audible journalism", probably reflecting the sentiment of the Old Guard of printed journalism which hates or fears progress and change. Now it belatedly admits that "the essence of journalism is communication" and that its courses of study therefore "must be more and more closely related to all the new technical developments in journalism as they come into general use."

Possibly the fact that the Pulitzer School's founder, Joseph Pulitzer the elder, left a legacy of foresightedness to his son, publisher of the St. Louis Post-Dispatch, which operates a radio station and is taking a leading position in facsimile development, had something to do with the decision. In any event we welcome the awakening of Columbia University to the fact that radio does partake of the elements of journalism and is "a medium of information and knowledge" which must be recognized even by the hierarchy of American educational institutions.
We Pay Our Respects To —

JOHN CASTON

MCCORMACK

JOHN MCCORMACK

Jack McCormack was only 22 years old when he became manager of Station KTBS in Shreveport. He is only 29 today—one of the youngest station managers in the business—though he looks at least a half-dozen years older. Those who come into even cursory contact with him will attest that he possesses an acumen far beyond his years.

Tall, fair, handsome, Jack McCormack is one of those modest, young chaps who talks very little about himself, indeed talks very little at all. His modesty belies his achievements in radio in the short span of eight years since he joined KTBS on Feb. 1, 1931. The esteem of his fellow citizens in Shreveport, his colleagues in radio and his staff bespeak more than can be written about him.

Born April 7, 1909, at Jackson, La., Jack McCormack went to high school in nearby Franklin and to college at Centenary in Shreveport and Southwestern Institute in Lafayette. He left the campus to take a job as a bookkeeper in a sugar laboratory in Cuba. That was in 1928. Then he came back to Shreveport, now regarded as his home town, to go into the retail radio business. That occupied three years, one of which was taken up in traveling among Crocey distributors.

In 1931 the then management of KTBS, owned by a group of local citizens, offered him a post on the commercial staff. Five months later he was promoted to general manager. When in October 1934 John Ewing, publisher of the Shreveport Times, bought the station, he was continued as manager. Six months later Mr. Ewing d.deeded the WKFH, purchased from the remnants of “Hello World” Henderson’s domain, and put Jack McCormack in charge of that station also.

Jack said he knew nothing about radio when he went into the broadcasting field beyond what he had learned in selling sets. When he joined KTBS it had only seven employees; today the payroll of the two stations numbers 44. Their growth and success may be attributed largely to his leadership, though he insists it is the rich Shreveport market that sells itself. The fact that national business on both stations has steadily gone up, not even receding during the recent business slump, he attributes to Shreveport’s strategic position in the center of the area which possesses 20% of the nation’s oil wealth.

Having literally grown up with radio, Jack McCormack regards it as his hobby as well as profession. He loves the game. He likes particularly the fact that the management of two major stations, both network outlets, places him in a position to extol continuously the merits of that portion of the Southland in which he was born, raised and found his life’s work. He is one of Shreveport’s leading citizens as well as one of the South’s most popular radio personalities.

Best evidence of his character is the high regard in which his staff (one of whom furnished most of the Shreveport “catch”) hold him. Always friendly, he is looked upon by them more as a partner than as boss. The entire operation of the two stations is left in his hands by Mr. Ewing, and it was under his guidance that the two stations joined the networks—KTBS linking with NBC in 1932 and KWKH with CBS in 1934. The fact that two network outlets operate under the same roof has never led to difficulties with either network.

He married Miriam Huff on Aug. 6, 1929. They have a son, John C. Jr., 3½. In his spare moments he may often be found aboard his 36-foot cruiser on Caddo Lake, near Shreveport.

H. T. (Ted) ENNS, formerly of Cramer-Krasselt Co., Milwaukee, has been named head of national business for the Iown Broadcasting System. (KBO-KHNT, Des Moines, and WAPI, Birmingham, are his former radio homes.) Ted has joined the staff of NBC Chicago, has been named commercial manager of WAXA, Yakuton, S. D., owned by Post, and VICTOR VAN DER LINDEN, NBC general sales counsel, underwent a second operation on his hip, Jan. 25. The hip, fractured when he fell while bowling nearly a year ago, failed to knit properly, necessitating the second operation.

ED (CUNNING, formerly of KFAR, Lincoln, Neb., and recently with William G. Rossman & Chicago, has been named manager of WHBL, Sheboygen, Wis.

GEORGE HARM, president of KARM, Fresno, Cal., after a New York business trip, has returned to the West Coast.

HARRY R. CROW, auditor of WJW, Cleveland, is the father of a twin handle delivered in New Orleans Jan. 19. The twin, born Jan. 18, are girls.

A. J. ABRAMS, formerly in the wholesale drug business, has joined the sales staff of the New Orleans Times-Picayune.

FRANK M. RICKELLER, formerly account executive of KJH, Los Angeles, has been named general sales manager of the local Down Town Shopping News Corp.

DELMAR BRADLEY has returned to KOMO, Seattle, after a visit to CAPE, Birmingham, after a long illness.

JOHN CHILES, formerly in the newspaper field in the Midwest, has joined the sales and merchandising staff of KYA, San Francisco.

HILL HYLAN, new salesman of the New York staff of CBS Radio Sales spot division, spent a week in Chicago in January for the ABC network operation in WBBN’s studios.

BYRON MILLS, chief of the continuity acceptance department at the NBC network in New York, spent a few weeks in January in Buffalo for the ABC network’s Buffalo station.

ARTHUR J. KEMP, CBS Pacific Coast Coast sales manager, left for Phoenix, Ariz., Jan. 27 on a six-weeks business trip to Chicago and New York during which he will confer with the local radio representatives.

HYLA KICZALES, general manager of W O V- W I L, New York, and now with WWRN, Philadelphia, has been appointed to the World’s Fair advisory committee on radio, comprising network and station executives under chairmanship of Alfred J. McCooker, president of WOR, Newark. In conjunction with Dr. John S. Young, director of radio for the Fair.

DINAH RUMMEL, NBC executive vice-president, after ten days in Hollywood for conferences with Don Gilman, NBC western division vice-president, has returned to his New York headquarters.

FRANK OLSEN, formerly with KZL, Denver, has been appointed manager of KOB, Albuquerque, N. M., succeeding C. L. Bock.

HALE BONDURANT, sales manager of WHO, Des Moines, has returned home after a two-month trip. While still recovering from a fractured leg, along with Harold Fulton, WHO vice-president, was wounded in a desertion from an attack of streptococca pneumonia.

WILLIAM SYLVERSTON, formerly with a Southern California oil company and now to radio, has joined the sales staff of KOMO-KJ, Seattle.

BURN SEABECK, formerly of the Kansas City Star, and Joseph R. Matthews, formerly local sales manager of KFIL, Kansas City, have joined the sales department of KMBC, Kansas City.

JOYCE HARRIS has been made acting manager of the NBC New York personal division while Dwight G. Wallace, personal manager, is on leave of absence to take charge of coordinating the exhibits in the RCA Building at the New York’s Fair.

DR. JAMES ROWLAND ANGELL, educational counselor of NBC, spoke Jan. 21 on “The Art of Education” at the Hotchkiss School Alumni Asso., in New York.

SAMUEL CHOTZINOFF, music editor of the New York Hornets, has been appointed director of serious music for NBC and will take up that post Feb. 1. Mr. Chotzinoff has had a long career in music as artist, writer, and critic.

GUY HICKOK, NBC director of international programs, was in St. Louis Jan. 19 to address the Foreign Trade Bureau of the St. Louis Chamber of Commerce, following which he was interviewed over KSD by Frank E. Eckerson.


JAMES NEALE has been named director of the new NBC-Chicago sales division and has no charge for network, spot and local sales.

Floyd Van Eten has been named his assistant.

LINOX L. LOHR, NBC president, recently was named head of a special committee to develop new ideas for the announcements area of the New York World’s Fair.

TOM RIGGS, formerly of the Best St. Louis sales manager, has joined the sales staff of WTMW, East St. Louis.

HARRY RUNTON, formerly with KWG, Portland, Ore., is now sales manager of KFJ, Klamath Falls, Ore.

BURNESIDE HEADS Radio Sales for Westinghouse

C. J. BURNESIDE, formerly manager of radio engineering of the Westinghouse Electric & M. Co., has been appointed manager of radio sales, it was announced Jan. 22 by Charles L. VanCleave, sales manager of the company’s radio division at Baltimore. He is succeeded by Donald Donaldson, former chief engineer of the radio engineering department.

John W. McNair, formerly assistant to the works manager of the Westinghouse merchandising division at Mansfield, O., has been named assistant manager of the radio division director.

Mr. Burnside’s engineering achievements have included design work and supervision for the installation of the country’s most powerful transmission station of 250,000 kw. at Cincinnati and the 1BO broadcast station at Rome. He is a native of Des Moines and was graduated from the engineering school of the South Dakota State School of Mines. He has been associated with Westinghouse since 1924.

Mr. Little, 46, is a native of Kalamazoo, Mich., and a graduate of the University of Michigan. Joining Westinghouse in 1919, he assisted Dr. Frank Conrad in developing, installing and operating the original Westinghouse stations KDRA, WBB, W7Z, and the later station for KDRA.

BROADCASTING • Broadcast Advertising

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Wayne Short, announcer of KSD, St. Louis, whose hobby is bird study and who is St. Louis region director of the Audubon Society, has been elected president of the St. Louis Bird Club.

J. Foster, of WICC, Bridgeport, Conn., is the father of an 8 lb. son, born Jan. 15.

Dale Taylor, formerly of WHBY, Green Bay, Wis., and WKBH, La Crosse, has joined WBG, Greensboro, N. C.

Fred G. Williams, Hollywood, and Arthur Standter, Chicago, have signed work on script of the NBC Bob Hope Show, sponsored by Reynolds Co.

BARRY KING, formerly of KFAB, Lincoln, where he was heard as J. B. Ellis, now has joined WNEW, New York, as announcer and sportscaster.

L. R. KIrK, formerly with KAST, Aztoria, Ore., recently joined KXL, Portland, Ore.

Anne Harrison, new to radio, has been appointed publicity director and office manager of KFVD, Los Angeles, succeeding Cecilia Brady who retired to teach school.

Harold Strowmull has joined the announcing staff of KFAB, St. Louis. Mr. Strowmull was formerly with KSJ, Des An- telis, formerly of KTS, El Paso, Tex., has joined KFAC, Los Angeles.

Gary Breckner, CBS Hollywood announcer, is collaborating with Fred MacMurray in writing The Hot Shot Kid new race track serial now running in the Los Angeles Evening News.

Mary Merrimann, of the program department of WSYR, Syracuse, is to appear in the public relations promotion of children's programs at a meeting of the Federation of Women's Clubs Feb. 9 in Hotel Syracuse. General discussion of children's radio programs will be the principal purpose of the meeting.

David Miller, announcer of WMCA, New York, is to marry Den- nise Davis Wed. Jan. 30.

Elliot Gross, newspaperman, has joined the announcing staff of WFMF, Frederick, Md.

Charles Kingsley Jr., formerly with WBB, Baltimore, has joined WJ, Cal., has been named production manager of KHUB, Watsonville, Cal., and Jack Wagner appointed chief announcer.

Harold Bean, formerly of WMBD, Peoria, Ill., has joined the production staff of NBC-Chicago as a director specializing in musical pro- grams.

Arthur Kahn has been added to the NBC Hollywood musical conduc- tors staff, and has been assigned to the Thursday night Modern Melodies program on NBC-Red.

Syd Cornell and Wendell Niles, of the writing units, have been added to the scripting staff of the CBS Joe Penner Show, sponsored by General Foods Corp. for Huskies.

Dave Miller, musical director of WSYR, Syracuse, has received a soloist March 9 during a spring season concert of the Syracuse Symphony Orchestra.

Leonard Cole, of the sales department of KFRO, Longview, Tex., has joined KLA, Little Rock, Ark., as general sales manager. Frank Holloway, formerly of KRC, Beaumont, has joined the announcing staff of KOKI, San Angelo.

The prize fighter and the lady met in gentle combat recently in a Den- ver hotel when Tony Cannonee boxed gloves with Wauhalla Hall, the latest combination of broadcasters by Charlie Ingalls, KLZ sports an- nouncer, as referee. Miss La Hay later broadcast an account of her fistic experience.

A Radio Ship

F. Wellington Morsa, production manager of KLS, Oakland, has designed and built a three-foot model steamer, which is radio-con- trolled. His demonstrations with the model in city parks in Oakland and San Francisco recently have amassed some on-lookers. Morse stands on the shore and through his radio controlled instrument panel transmits a signal to a relay on the small gasoline propelled ship. The radio controls the steerin- mechanism and Morse is at liberty to decide the ves- sel's course by manipulating the small panel on ship.

Ira Blue, sportscaster and com- municator at NBC, San Francisco, is back on the air, following a long ab- sence while recovering from a hip fracture. He appears before the micro- phone in a crunch specialty.

Bill Bieber, formerly with the publicity firm of Constance Hope As- sorted, New York, recently joined the NBS network division to specialize in writing music stories.

Right here with his new program, which was designed to be entertaining, is L. C. Lake, better known as the Marshall Cavendish. In the broadcast, he will play a symphony orchestra, as well as singing his own favorite music. The program is scheduled to be broadcast every Monday evening.

The new program, "The Marshall Cavendish Hour," will be broadcast from the studios of WBT, Charlotte, each week, beginning Jan. 26. The program will feature a symphony orchestra, as well as singing his own favorite music. The program is scheduled to be broadcast every Monday evening.

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Medical Warning Is Issued by FCC

Stations Are Deemed Liable In KMPC Renewal Ruling

RENEWED expression that the FCC probably holds stations strictly accountable for commercial programs making fraudulent claims "concerning the treatment of human disease and misery" was pronounced by the regulatory agency in a decision Jan. 16 renewing the license of KMPC, Beverly Hills, Cal.

In its written opinion, the Commission stated the station, among other things, had been cited because of announcements "of doubtful public interest," made over its facilities concerning the Basic Science Institute and the Samaritan Institute. The station's license was renewed, however, because it was shown that the management of the station had completely changed and that the programs had long since been discontinued. Moreover, it found that the station now is rendering a satisfactory public service and that periods of time are devoted regularly to broadcasting of sustaining programs of a civic and cultural nature.

Violations of Law

In dealing with questionable medicals, however, the FCC stated that in the case of Basic Science Institute it was ascertained it was a chiropractic organization and that the chief member of its staff in 1935 had been identified with another similar organization. He had been arrested, tried and found guilty of violating the California State Medical Act. It brought out also that in 1935, in renewing the KMPC license, the Commission had condemned the part played by the station in promoting the schemes of the Alhambra Electronic Institute, with which the chief member of Basic Science was identified.

"Assuming the propriety of one advertising his skill in the diagnosis and treatment of human illnesses, certainly stations should carefully investigate this and similar enterprises to which they are requested to lend their facilities in foisting upon the public representations and claims concerning the treatment of human diseases and misery," the Commission opinion stated, "it is enough that advertising continuity of such character be offered a station to cause it to carefully scrutinize the same, as well as to thoroughly investigate the particular scheme to be presented."

Regarding the Samaritan Institute, the Commission said that its broadcast was of doubtful merit in the public service. It limited its representations to a 48-hour treatment for alcoholism.

"As to this scheme," said the Commission, "investigations reveal that said Institute has in its service certain persons who were engaged in the practice of medicine without a license therefor, and that several individuals who have subjected themselves to the treatment offered have, as a result thereof, suffered serious physical consequences. This program, similar in its general character to the one heretofore discussed, was not in the public interest. This program also has been discontinued."

CROWDED POLITICAL CALENDAR

For Montana as KGIR-KPFA and Z-Bar Net Go in
For Extensive Legislative Coverage

POlITICAL news recently struck renewed emphasis in the schedules of KGIR-KPFA, Butte-Helena, and the Z-Bar Net, starting with the Jan. 3 broadcast of the Governor's message to the State Legislature in Helena, with every station in Montana connected to the Z-Bar Net for the program. Following up this angle, KGIR-KPFA has arranged several news and educational series on political developments.

A weekly forum, with members of the Legislature taking part, is broadcast from the Governor's reception room in the Capitol. Handled by KGIR-KPFA, the feature is also fed to KFBB, Great Falls, KGVO, Missoula, and KGEO, Kalispell. The first broadcast, directed by Barclay Craighead, veteran in state and national politics, was opened by Lt. Gov. Hugh Adair and other leaders of the State House and Senate.

Another series, heard nightly on KGIR-KPFA while the Legislature is in session, is What's Happening Under the Capitol Dome, with R. O. MacPherson reviewing the day's developments and presenting a legislator for his views on particular matters. A different speaker is used each night and none are scheduled more than once during the session.

The Montana Supreme Court is cooperating in a special Decision Day series, to start in February, designed to educate school children in the duties and functions of the tribunal. The day-time programs will be directed at pupils during school hours, so they can listen from their classrooms.

Shadwell Promoted

CLAIR SHADWELL, who joined WSAI, Cincinnati Jan. 1, on Jan. 23 was named program director by Dewey H. Long, general manager. He has been conducting the every-morning Bow's Daily Express, leaving WRCWMAL, Washington, for the Crosby post. He succeeds Harry Schuler, who has been transferred to the sales department. Michael Hinn, formerly of WWNC, Asheville, N. C., and before that with several midwestern stations, has joined WIL and WSAI as announcer.

GUY EEARL, one-time owner of KNX Hollywood, is now treasurer of the Non-Breakable Lens Co., Beverly Hills, Cal., and is handling its sales and promotion. Company is reported to be preparing for radio advertising.
FCC Is Cautioned To Avoid Duress

Civil Liberties Union Raps Statements in Speeches

PUBLIC statements by any member of the FCC which may "exercise duress" on radio stations, are taken to task by the American Civil Liberties Union which on Jan. 17 dispatched a letter to all FCC members urging them to avoid such statements. No action will be taken on the basis of the recent pronouncement of Chairman Frank J. Rutherford and Mr. McNinch, that "any statement which used a radio as an instrument of racial and religious persecution, etc., is a breach of the public interest.

The letter is signed by Harry F. Ward, chairman, and Roger N. Baldwin, director of the Union, and Quincy Hovey, chairman of the National Council on Freedom from Censorship. It declared "such pronouncements are wholly contrary to the intent of Congress as expressed in the provision of law prohibiting any action tending to decrease the power of censorship over utterances on the air."

Recalls WMCA Case

A number of stations, according to the Union, have turned down speeches which might have been disapproved by the FCC. The case of WMCA, New York, is cited, the president of the station being quoted as saying that Mr. McNinch's statement had been the chief cause for Father Coughlin's talk last November and for cutting off the air "F. J. Rutherford, Witnesses leader who attacked Roman Catholics."

In his speech, Mr. McNinch stated: "There should be ever an attempt here by anyone to so defame radio as to use it as an instrument of racial or religious persecution, the Communications Commission would employ every resource it has to prevent any such shocking offense."

The Union's letter to the FCC held that "many stations have been restrained in dealing with Father Coughlin, Judge Rutherford and other "prophets," those of the Commission's chairman."

McLinn Named

STONEY McLINN, sports director and commentator of WHB, Philadelphia, has been named "favorite sports commentator" in a 10,000-vote contest among the membership of the Philadelphia basketball conference. Of 10,120 votes registered, McLinn received 5,591. Bell Huling, Chicago, with 2,109; Bill Dyer, third with 1,696; Paul Douglas, 741; Ed Thorgerson, 570; John Haggerty, 410. McLinn is the former manager of the Pittsburgh Pirates."

The survey, conducted by the Philadelphia Enquirer, asked newspapers to name their favorite sports commentator.

FCC's waterdown of the broadcast- ing industry think they're applying "ar- ticulating sport"—free speech—when they make public utterances, unless they are under a magnifi- cent delusion. Their statements, tossed around like a baseball, from editorial page to editorial page, serve not as a quietus, but as an added irritant.

Mr. Neville

Mr. Neville Miller has been bathe, not wholly undeservedly, in the caustic ash of criticism, for recently saying that radio "could not toler- ate the personal and false knowledge he had in mind, was the apparent necessi- ty of censorship to apply punishment before commission of the offense, misuse of the instrument, censorship, or refusal of broadcast- ing facilities.

What Is Free Speech?

Without pussy-footing around, Mr. Miller means by "abusing free speech, such speech as might offend the Administration or its political adversaries, or might offend some advertiser, or some listeners."

And my self that Christ's words so frequent offends most politi-
cians, many advertisers, and listeners. And, in fact, to the writer, who has been in commercial broadcast- ing for six years, it seems quite likely that Christ would be denied station and network facilities today. He was too militant, too positive, and too upsetting to the minds of those to whom ethics is merely a word on which to construct pious.

What is free speech? The word "free" is defined by Webster's New International Dictionary as mean- ing "not subject to an arbitrary external power or authority."

Hence, free speech is that speech which is not subject to an arbitrary external power or authority. Therefore, I echo the cry of Montana's Senator Wheeler, "Who is Mr. Miller that he should bumble up to the Federal government to be denied any citizen of the United States?" Will Mr. Mil- ler be the Hague of broadcasting, making the station up a little Hague, hands folded on their fat little tummies, like so many plump Buddhas, smiling sweet approval upon the "free speech" of a favored few, frowning and denying facilities to the unsanctified?

Broadcasting is not entirely free to the public in the state of mind regarding free speech, reflected in Mr. Miller's statement. There are several reasons for the chaos which is a study of the subject dis- closes.

One reason is that the United States is blundering in neanderthal darkness in the development and application of the principles of ad- ministrative law. The FCC is an administrative tribunal as such, is subject to the frailties of the commission form of regula- tion.

With radio stations dependent for renewal of their valuable li- censes upon the state of mind, health and digestion of commis- sioners who may act upon such broad powers as conferred by the "public interest, convenience and necessity." Mr. Miller's problem is that broadcasting shivers in its boot when a leftist appears with a campaign speech from which speaks of communist flame shot, or when a Republican appears with 20 type-written pages of quote fireside-day unquote. Small wonder it is considering the ridiculousness of such incidents as that Eugene O'Neill broadcast, that broadcast- ers fear, not alone to grant the right of free speech, but as well, to contribute to the culture of the people. Until a sharp definition of religious or political power is estab- lished, this fear will be with the industry.

Administrative law, as it may be applied to problems in our dem- ocratic form of government, is still growing. N o b o d y knows much about it, and the best of us sometimes seems, those who administer it.

For when a scholar arrives at a logical conclusion, as the result of his study, he finds himself check- ed by an arbitrary decision of a political appointee who hasn't studied the thing he is delegated to administer.

Time to Get Tough

A second fundamental problem may be solved by broadcasting, and it is a public opinion that broadcasting, in its turn, is an apparent necessity of censorship as a matter of personal diplomacy. Thus a station feels obliged, nay, is obliged, to steer clear of all comments which may, in any obscure way, offend an advertiser.

It is for this reason the majority of the Administration take full ad- vantage of broadcasting's powerful medium to advance its inter- ests, which is to say to take its own head, to allow its commentators to reflect its ideas, in short, to sell itself, its prin- ciples, and its products, both as broadcast programs and as commercial products.

If broadcasting would stop weas- eling around, rear its head, and demand its right to opinion, a right exercised by the press, no loss of revenues or prestige would result, and the perhaps unnecessary fear of the governmental whip would disappear.

In a newspaper, it is true, there is a complete divirement between editorial policies and the advertis- ing. (This is not the case in the cable television.) The editorials and news stories sell circulation, which at- tracts advertising. In broadcasting, there is not such a divirement between the feature and the advertis- ing. It is one of a young industry's many mistakes.

There is another aspect of the question of free speech, to which some attention has been paid, and to which increasing attention should be paid. It is, namely, the dif- ference between newspapers and broadcasting, with reference to the laws of libel and slander. A newspaper has a much fuller control over its printed columns than a broadcaster, so that the facilities, the broad- caster is made to bow to the same line, and is held to the same legal consequence of whatever an action for slander against a broadcaster.

Law Now Helpless

This is fundamentally a prob- lem of radio. The law is helpless here at the present time, for it is inadequate. Some bill-drafting is in order, and a bit of promotion work, to induce legisla- tion which will allow the broad- caster from civil or criminal lia- bility for slander, except where in- tent may be clearly established. Recourse against the speaker, of course, may never be denied. Every broadcaster, I presume, has felt that queer, heavy, Fowler's stomach at some time or other, when a politician appeared at the studio, drunker than a large cap- tain on a ship. There might be a need, perhaps, to make a campaign speech. What broadcaster would dare deny a man that right, just so he didn't have the right to go on the air, simply because he had had a "highball or two" at a rally dinner? Yet, the six or fifteen minutes the Sen- ator had at the rally may begin ad-libbing slanderous statements, not only against his opponent, but the opponent's friends, and perhaps the validity of his parent's state of wedlock. And the broad- caster is likely to get away with it.

Perhaps these goals seem unattainable. Perhaps they are. But newspapers were faced with these problems a great while ago, and fought their way to a militant independence. No newspaper can sway public sentiment in the pow- erful way radio can. The broadcaster has the advantage of every station. And that power can, and should, give the broadcaster also, a militant independence, and a position which attains journalism's eminence.

CARMEL SNOW, editor of Harper's Bazaar, who sailed for Paris Jan. 21 to attend fashion showings, will write a column on the various styles when she broadcasts The Whole Story of the New Paris Fashions over CBS Feb. 6, 5-5:15 p.m. (EST).
Television in America Expected Soon to Pass Development in Europe

A PROPHECY that within a year or two American television will outpace developments in England and anywhere else in Europe was made by Solomon Sagall, managing director of the Saga Company Ltd., English television company, at the concern's annual stockholders' meeting held recently.

Mr. Sagall, who had just returned from an extended visit to New York where he engaged in negotiations for the formation of an American company to manufacture television receiver sets, settled Scophony patents, based his prediction on the fact that from the very start of public television broadcasting in the spring there will be two companies in the field, NBC and CBS, and that this rivalry will make for first-class quality in the programs offered. The interest of the motion picture industry, which can give to television its whole resources of picture production technique, is another factor that will make for rapid progress in sight broadcasting in America, he said.

Mr. Maurice Bonham-Carter, chairman of Scophony, praised the two-year record of the BBC in television as a successful experiment, but pointed out that public response, as expressed in terms of acceptance of receivers, has been "somewhat meager."

He made three suggestions for speeding up the extension of British television: The gradual introduction of television as pictorial illustration to normal sound broadcasting;licting the experiences of the cinema industry in the art of providing public entertainment, and the serious consideration by the BBC of the possibility of "sponsored programs" by advertisers.

WIOD Dispute Settled

A DISPUTE involving WIOD, Miami, Fla., patronized by followers of the Miami local of American Federation of Radio Artists to unionize announcers and performers, at the center, has been adjusted, with the withdrawal of charges by the local, it was learned January 17. The matter had gone to the National Labor Relations Board which had dispatched an arbitrator to Miami. The station, it is reported, did not surrender any rights in the matter.

WSYR

Lowest Cost per Listener

*Both RED & Blue NBC shows

SYRACUSE

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Patents and Progress (Continued from page 32)

Wong Wrong

Wong Wrong TO COMPTON Adv. New York, K. C. Wong, of the bookkeeping department of KGBM, Honolulu, is the most honest accountant in the world and works for the most honest station in the world, according to the agency placed Vie & Sade for Crisco on KGBM, Honolulu, and KHBC, Hilo, which are ordered at a combination rate. In June the KHBC program was cancelled, although it remained on KGBM. In going over the P&G records, Mr. Wong discovered that KGBM owes P&G a credit of $1,477 covering the period June-December, 1938. Wherein it should have been buying KGMB for $3,884,779 for the Crisco program, the agency was paying $3,900, he pointed out, adding that while buying KGMB and KHBC for $3,912, the price should have been $3,912. After consulting his slide rule, Bookkeeper Wong sent the Compton organization a $1,477 credit.

KTSW, Emporia, On Air

KTSW, new 100-watt daytime station on 1370 kc. in Emporia, Kan., affiliated last November with the Federal Communications Commission, went on the air Jan. 25 following construction work that took only seven weeks, according to K. W. Trimble, general manager. The station is equipped with Collins transmitting apparatus and a Lingo radiator. It is licensed to a group of 16 local residents, headed by S. B. Warren as president.

NBD IN HOLLYWOOD USES OLD STUDIOS

NBD Radio City, Hollywood, taxed for space to produce its heavy production schedule of transcontinental and West Coast programs, has started using its former headquarters, disused for Pacific Coast sustaining programs, and when Fitch Bandwagon, sponsored by F. W. Fitch Co., switches from Chicago to Hollywood on the NBC-Red network Feb. 6, for three weeks or more, it will emanate from the Melrose Ave. structure. When NBC started using its new Hollywood studios last September, Don E. Gilman, western division vice-president, predicted the facilities would not be sufficient for this season's schedule of programs and that the Melrose Ave. structure would be retained for emergencies.

NBC has taken steps to eliminate whistling and feet stamping by studio audiences during shows in Hollywood Radio City. John W. Swallow, western division program director, has instructed all staff directors to make every effort to limit audience demonstrations to laughter and applause. Cooperation of the studio producers has also been requested. Swallow's campaign was brought about by editorial and cartoon criticism, supplemented by protest letters from listeners who commented on the "bad taste."
Ruling in Canada Leads to Inquiry
Parliament to Probe Denial Of Network to Publisher
BY JAMES MONTAGNES
BECAUSE the Canadian Broadcasting Corporation would not allow C. George McCullagh, publisher of the Toronto Globe & Mail, to use a national or private network of stations for his five-day weekly radio program, "Pitfall Speaking" starting Jan. 15, the CBC is to undergo a Parliamentary investigation of one of its regulations ban freedom of speech.

Thirty-three-year-old George McCullagh, one of the few Canadians who are publishers of the second most important morning paper in Eastern Canada, asked for a national network to discuss national problems. The CBC turned down this request. Then a network of 19 privately-owned Ontario stations was lined up. Five days before the talks were to begin, on December 31, the network was refused. McCullagh then had transmissions made, sent to each station, and sent on personally from CFRB, Toronto.

The Toronto Globe & Mail, added Jan. 21, 12 stations throughout the country to the Ontario list, carrying Sunday afternoon half-hour talks by Mr. McCullagh on "If you don't agree with me, I'm not speaking on national problems." The talks, originally planned to go on a network sponsored and placed on individual stations, with CFRB, Toronto, carrying the live talk. MacLaren Adv. of Toronto, made the arrangements.

The action of the CBC has caused a sensation not expected by the talks. In opposition government circles the action has been called a ban on the freedom of speech. Parliament, which convened at Ottawa, Jan. 12, could do little else than give in to the clamor and allow an investigation.

Turned Down by CBC

Although Mr. McCullagh offered the CBC to read his speeches prior to their airing, the CBC turned down both network proposals. The CBC's reasons for refusal were stated in a letter of CBC rulings that "no individual may purchase any network to broadcast his opinions, and no non-profit-making corporation may purchase any network to broadcast opinions." However, this does not apply to political parties, the Parliament, Transport Minister C. D. Howe, in charge of radio, stated the same regulations apply when there are networks, as the British Broadcasting Corp., NBC, etc.

Civil War

Publisher McCullagh was offered an opportunity to take part in the various CBC forums on current affairs, but turned them down, because a forum would not "fulfill the motive I have in mind to throw light on the affairs confronting the nation." The entire question of freedom of the air is denied to him, and he feels that foreign commentators could talk on Canadian networks, coming through United States nets into Canada.

The CBC may change its regulations at a later date to circumvent the approval of private individuals buying spot time for Canadian Paint

C. George McCullagh, publisher of the Toronto Globe & Mail, started a three-weekly campaign on Jan. 9, over a coast-to-coast network of three Newfoundland stations. They are CHNC, New Carlisle, Que.; CCAK, Moncton; CHCR, Chicoutimi, Que.; SHCQ, Quebec; CKCO, Ottawa; CJOR, Vancouver, Calif.; CJCX, Edmonton; CJOC, London, Ont.; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CFAC, Charlottetown; VOCM, St. John's, Newfoundland. J. Walter Thompson Co., Toronto, handled the account.

KBND Is Inaugurated

C. O. Chatterton, manager of KGW and KEX, Portland, Palmer Hoyt, general manager of the Portland Oregonian, and Juge Dean Kendall, were legal representatives, participated in the inaugural of the new KBND, at the center, the first broadcasting station, operating on 1610 kc, with 100 watts night and 250 day. Dedication of the station was authorized by the FCC, Dec. 2, and the station will sign on after the Bend Bulletin, followed frequency tests conducted by Edmund Frost, RCA engineer for the installation. The station, which is authorized to an audience of a million within a radius of 175 feet, was assembled by the station's manager Frank Loggan as manager. Studios and transmitter were installed on Oregon's famed Pilot Butte Inn.

KELO, Sioux Falls, S. D., on Jan. 24 was authorized by the FCC to increase its day power to 250 watts, continuing at night with 100 watts. It operates on 1290 kc.

Cooperation With Radio Is Advocated By Hamilton in Address to Publishers

COUNSELING newspaper publishers to cooperate with radio stations, rather than turn their backs on it, Guy C. Hamilton, vice-president and general manager of the New York Newspaper Publishers Assn., meeting in Fresno on Jan. 20, that he did not think this counsel is already followed by every station, he said, and there is plenty of room for improvement.

"radio is or ever has been a threat to us, if we are knowledge that we have and can use to our advantage. I am not saying that we have a free press in this country, but we do not have a free radio system. The incident provides the opportunity to get the papers out of the way of the whole Broadcasting Corp., and leaving the radio in private hands subject only to reasonable regulations."

Gov. O'Daniel Induced RADIO paid tribute to its own in the University of Texas Stadium Jan. 17 when Gov.-Elect W. Lee O'Daniel, a product of radio expression as sponsor and m.e. of a regular commercial over Texas stations, was inaugurated. WBF, Wabez, and KBTX, and one of Gov. O'Daniel, keyed the Texas Quality Network for complete description of the event, under the direction of Manager H. C. Southard. A big staff of Texas State Network announcers and control men handled two hours of broadcasting of the day's events for that hook-up, over which Gov. O'Daniel plans to continue his friendly chats from the executive mansion at Austin rather than from his Fort Worth home. On Jan. 18 TBN carried the Governor's address to the Legislature. Permission for the plan to be carried was given to the station passed by the State House of Representatives.

As you know, 1932 was the low point of the depression," he commented. "We had been spending $10,000 a month up to February of that year on national advertising. We saw the need to keep up circulation. To cut expenses we laid off all solicitors and reduced the circulation promotion. Since that time we have confined all promotional work to our advertising, and amazingly enough, all our papers have been gaining steadily each year since 1932. I think that all this circulation gain was due to our radio stations, as there undoubtedly were other factors. But it is my firm opinion that this constant plugging was the thing most responsible. I can account for the gain in another way - at a time when most of the other newspapers of the country were losing money."

"I offer this to you as publishers for what it is worth. Some of you mayhap may agree with me on the argument on the ground that it is not possible for every publisher to own a radio broadcasting station. My answer would be I feel radio is such a good medium of promotion that the publisher would be well-advised to own stations not owned by him and pay for the time to advertise his product."

LeVoy Drops Suit

MONROE B. LEVOY, writer under the name of Roy Post, Jan. 18 withdrew his suit against NBC, Phillip Morris & Co., and Blow Co., which were the New York Supreme Court recently to restrain the defendants from broadcasting a series, The LeVoy Case, in which he claimed to have originated.

JUST to prove that radio held no hard feelings against California newspapers, many of which months ago dropped the Columbus and others about broadcasting activities, NBC Blue arranged for two special casts in connection with the 51st annual convention of the California Newspaper Publishers Association at Fresno Jan. 20 and 21.
THIS particular Mike is not an integral part of many radio stations. It has always been definitely associated with KLZ. Mike makes sure that all KLZ recordings come up to the high standards of service set by KLZ.

Why make recordings at all? There are two very good reasons. First, there are many radio-worthy events in the Denver-Rocky Mountain region that cannot be aired at the moment of occurrence. KLZ feels that it owes its listeners an opportunity to hear them. Second, many advertisers with live talent shows want to review their programs after their presentation. KLZ wants them to have an opportunity to do so. Mike sees to it that there is no dilution of the original quality in either case.

Mike is symbolic of all of KLZ's efforts to provide a supreme standard of service.

more than a hundred extra safeguards KLZ employs to assure complete satisfaction for advertisers. Mike is another example of the correlation of men, methods and machinery that has put KLZ at the top of the list of Colorado's radio stations in listener preference and advertiser acceptance.

KLZ's 444-foot Blaw-Knox vertical radiator reaches skyward above Denver from one of the most beautifully landscaped transmitter sites in the country.

KLZ Denver

CBS AFFILATE—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY

www.americanradiohistory.com
In cooperation with Trans-radio Press, WOR, Newark, on Jan. 30 inaugurated a new farm program. The Farmers Digest is heard daily except Sunday, 6-6:30 a.m., thus pushing WOR's sign-on up 25 minutes. Program will have a musical background with an m.c., and will report market trends, weather and road conditions, crop statistics and is aimed primarily at farmers. News of homemaking, child education and fashions also will be carried to interest the farmer's wife.

Safety Drive OPENSED a proclamation of the mayor of Cincinnati, and backed by the police department, traffic safety organizations, and three daily papers, WCYK's Cincinnati, is starting a "Save a Life" campaign during the week of Feb. 5-12. Although the drive is planned to extend indefinitely, during the opening week several hundred taxis will carry a placard calling attention to the campaign. WCKY will spot announcements from 6 a.m. to 1 a.m., and on a nightly half-hour different safety features will be carried, with police officials and safety officials, dramatizations of safety lessons and explanation of the city's traffic ordinances.

Spontaneous Discussing FRANK discussions on topics of the day are permitted during the one-hour Sunday Forum on KMTR, Portland, Ore. As a part of the advance program planned, the public is invited to attend and participate in the discussions. Those desiring to have their own subject and start discussing, through Bud Ernest, production manager, can use a portable microphone is passed through the audience so anyone attending can state his view, either pro or con.

More Than One Language AMERICANIZATION of a foreign-born Chicago family, in serialized form, "A Page From Chandelle," produced by the WPA Adult Education Program and sponsored weekly by a half-hour series under the supervision of its curator, the late Richard Seidler, is being translated into English and summarized in Polish, German, Italian, Bohemian and Yiddish.

Tips for Skiers DESIGNED for some 60,000 skiers in the Pacific Northwest, the twice-weekly Ski Tips on KVI, Seattle, Tacoma, presents Tor Torr Nordal and Ken Deady, the ski school director and ski expert, giving snow, weather and road conditions at all popular Northwest winter resorts; hints on technique, waxes, clothing and equipment; news of well-known Northwest ski meets and regional ski tournaments and competition.

Honors in Raleigh THREE non-competing local business firms are saluted for their contributions to the children's program for the week's Civic Salute of WPTF, Raleigh. Plan is to salute businessmen with no part in radio advertising. Transcribed band music is used in all announcements. A regular quarter-hour program fanfares salute the week's honor firms.

Cash From Hoodoo FOR Friday the 13th promotion, Commercial Manager Robert C. Cooper of WJJD, Chicago, devised a special Hoodoo Day sale at the local Carlisle-Allan Co. department store. Store announcements, using sound effects, and special five-minute programs dwelling on the Hoodoo radio promotion. The store offered 13% reductions on all merchandise by issuing coupons to be used to buy addtional goods, 15 cents on each dollar. Newspaper lineage was used only as teasers, telling readers to listen for Hoodoo Day on WICA.

Junior League Fantasies REVIVING its explorations in the field of juvenile radio drama in an effort to find a satisfactory method for children's program, the New York Junior League has begun a 13-week series of weekly "fantasy" programs, entitled The Lost Star on WMCA, New York. Based on the original script by Frances Fortier Neilson, the broadcasts are directed and produced under the supervision of its society members.

Trade Spectacle ATTRACTION a special interest among retailers is a Sunday noon program on KVOE, Santa Ana, Calif., called The Parade of Mer- chandise. Fast moving quarter-hour program is packed with highlights from the business world, national and local. Hints of what to expect in the way of future business trends and new merchandise are also given.

Running Salesmen TAKING listeners for an imagi- nary ride in the auto dealer's son's car, Demonstration Drive, on KWLK, Longview, Wash., presents two volunteers, as a bemused musical interlude, all against the background of running automobile sound effects, with the announcer taking the part of a prospective buyer and pointing out the car's features to a prospective buyer.

Corridor Comment FROM the lobby of Boise's leading hotel, state Senators and Repre- sentatives voice their opinions on legislation before the Legislature on Hemrick Lobby Lounges, weekly feature sponsored on KBOI, Boise, by Hemrick Broadcasting Co., Seattle.

The Budget's Delight HODGEPodge of popular, semi-classical and novelty music, super- intended by Smilin' Bill Parker, is Do You Want to Save Money?, sponsored on WICB, by W. T. Grant & Co., local depart- ment store.

Employment Provided SOME 2,000 applications have been received for the I Went Work program sponsored on WISN, Mil- waukee, by Joe Graf Co. Many offers of employment have been received after each program.

Stumping Sports Experts PATTERNAED after Information Please, WJJD, Chicago, has started a Sunday afternoon half-hour show called Challenge the Experts. New slant is that series is drawn from sports departments of Chicago newspapers. Guest stars include Red Grange; George alas, coach and owner of Chicago Bears; Paul Thompson of the Black hawks. Cash prices are awarded listeners or questions.

And the Mistake "SOMETHING is wrong with this announcement." With this statement KWLK, Longview, Wash., is opening all demonstrations for an electrical appliance store in Long- view. The listeners are invited to visit the sponsor's store and tell what they discovered was wrong with the announcement. Those that find the error are given a useful gift. Sometimes it is the price that is wrong, sometimes the sponsor's address, sometimes the article advertised is mis-labeled.

Friendly Verdicts THE Voice of Friendship is a new type of radio court heard on CKL, Toronto, weekly for Wheat Creek Co., Toronto. True life problems are discussed and the listening audience is asked to hand down ver- dict or give their advice on the problem presented. The sponsor is giving cash and merchandise awards.

Purley Personal FICTIONAL human-interest stories behind the "personal" column items of the newspaper classified ad section are being sponsored as Personal Column on KSL, Salt Lake City; by Sweet Cereal Co. Gladys Walton, owner of Sweet Cereal Co., is the warden of the weekly series, writes the script, and Louise Hill Howe di- rects production.

Legal Loopholes OBSOLETETHAT's the slant of the series leading the discussion. The series, sponsored by various civic and commercial groups in the city, is built around the three primary interests for tourists in the section—good highways going in all directions, excellent all-year climatic and western hospitality.

Behind the Radio Scene WEEKLY feature, Talking Shop, on KGNO, Missoula, presents Jack Burnett, sales manager, in five-minute talks on the business end of radio. Burnett is designed to give the listener an understanding of radio advertising and to interest prospective sponsors in radio as an advertising medium.

Title Guarantee TRANSCIBED music quarter- hour, with titles of two numbers unannounced and two tickets to a local theater going to the first listener calling, and identifying the selections, is the idea of the five- weekly Mystery Melodies feature on WPAY, Fortportou, O.

Stumpers for Motorists KSFO, San Francisco, is choosing automobile weekly stumpers for the weekly at the local headquarters of the State Department of Motor Vehicles. Applicants answering their new automobile stumpers must be able to show evidence of speed regulations and identify those who have violated the regulations.

CHILDREN'S cooking school, Let's Play House with Kay Schindler (left) and heard Saturday mornings on KFAM, St. Cloud, Minn., has worked up a membership of 50 girls and boys under 16 years of age. Membership application must be accom- panying a sample of the kid's culinary art, prepared without aid.

Lion Time FIRST sponsored broadcast of a lion hunt was carried last, WTIC, Hartford, recently when Jack the Tire Expert, through a Baker Agen- cty, Hartford, bought time for a shortwave pickup of the St. Louis Carden's hunt for the so-called "Glaston- bury Lion," which has killed several deer in the Glaston- bury, Conn., neighborhood and is believed to be a small mountain lion escaped from a Vermont zoo during the recent hurricane. Sponsor reports so much comment on the broadcast that he has ex- cused his advertising to the theme: "Jack's General Tires on any road have the grip of the Glastonbury Lion!"

Off-Season Sports WITH Jack Corbett, owner of the Syracuse Chiefs, and Nick Stemm- lets, sports director of WSYR, Syracuse, the broadcast mike for the new series sponsored by WSYR has started a weekly base- ball roundtable, Hot Stove League, which continues until the major league ball season opens. Jack Corbett calls the Saturday-quarter-hour program, starring himself and leading central New York baseball fans, players and Syracuse visitors guest- star on the programs.

Good Roads SERIES of open forums to stimu- late interest in the highways and roads of the Texas Panhandle was started recently on KGNC, Amarillo, with discussions on civic organiz- ations leading the discussion. The series, sponsored by various civic and commercial groups in the city, is built around the three primary interests for tourists in the section—good highways going in all directions, excellent all-year climatic and western hospitality.

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PRIESTLEY LOOKS AT THE BBC
English Author Finds Commercial Basis Results

In Superiority of American Programs

CALLING for "less from the studios" and more of "what is happening in the world," J. B. Priestley, English author and playwright, criticized British Broadcasting Corp. broadcasts as "both amateurish and patronizing" in comparing them with American radio techniques in an article appearing in a recent issue of the London Sunday Dispatch. Complimenting American broadcasters on the freshness and vitality of their programs, he declared this superiority resulted from the commercial basis on which American broadcasting systems are operated.

The government monopoly of broadcasting facilities in Great Britain, with no competition allowed, furnishes radio entertainment strictly on a "take it or leave it" basis from the listener's standpoint, Mr. Priestley declared. His objection to this monopoly stems only from its turning itself into "a gigantic entertainer, a three-ring circus of the air," he explained, pointing out that it was originally organized "as a kind of post office, using the ether to distribute news, official announcements, and educational talks" and has subsequently transformed itself into "quite a different thing"—"as if you had organized a nice little committee to run a ladies' bridge tea in Cheltenham and then suddenly found you were expected to amuse the crowd at Blackpool Tower."}

Plenty of Money
In its early days the BBC "simply provided its patrons with a long flexible ear," carrying "outside broadcasts" taking listeners into the wings of theatres, music and dance halls, he continued. But as the number of listeners grew, the "BBC had more and more money to play with, and so built a warren of studios and organized itself as an entertainment company," he maintained.

Mr. Priestley asserted that the BBC had "enough money to turn itself into an entertainer, but not a really first-class entertainer" as he explained that it could not regularly command the services of first-class dramatists and players who, in the United States, are paid as much in a single week as they would get in a year from

"The BBC is an institution founded in the first place to control this new method of communication, the radio," Mr. Priestley concluded.

"It never should have turned itself into a vast popular entertainer. There really is not enough money to do things supremely well. There is probably about enough money to pay for one really good evening per week. Let four really superb hours of radio entertainment a week be the target of their endeavours. And (for my part) there would be no harm in a return to their practice of the early hard-up days when wireless was used as 'a long ear.' In short, give me less from the studios, but let me listen to what is happening in the world."

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## Broadcasters' World Program

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## Blue Book Service Subscribers

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## World Broadcast Program

Are you in this—
“WHO’S WHO”?*

Member Stations Enjoy
Exclusive Contracts

in the
WORLD PROGRAM SERVICE

The internationally famous World library is the greatest repertory of music ever recorded for radio... 150 artist and orchestra names, not available on phonograph records or by any other medium... 2,500 separate musical numbers, new and old, modern and classical... 18 hours a week of varied continuity, comprising over 65 programs under 22 distinctive titles... every new musical work, every type of performing group brought to the World microphone and recorded for our member stations by the Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

Every station contract in World Program Service is exclusive—one franchise to a city. A few open markets are available. Write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

*Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

www.americanradiohistory.com
Radio and Press Hailed as Alarms

Protect Democracy, Sarnoff Says in Receiving Medal

RADIO and the press were hailed as the "automatic alarms" of democracy at a dinner marking the 233d anniversary of the birth of Benjamin Franklin, delivered Jan. 17 by radio pioneer David Sarnoff, president and NBC chairman, before the Poor Richard Club of Philadelphia, where Sarnoff's club's 1938 gold medal in recognition of his "contributions toward the advancement of American civilization".

Besides being presented an illuminated scroll in appreciation of the value of radio, Mr. Sarnoff said, it is not unlikely that radio would have come years later when the late Guglielmo Marconi used his kite in 1901 as his antenna to receive the first transatlantic radio message, he had a famous predecessor, "the kite with which Franklin demonstrated the nature of electricity in the air."

"But if Mr. Sarnoff as a publishing and advertising pioneer was paid by Mr. Sarnoff in accounting for the tradition of a free press in America a free press and a free radio. Mentioning the automatic radio SOS alarm, he suggested that democracies also need automatic alarms. "When the life of their free institutions is threatened, the average citizen is not in a position to sense the danger promptly. In the mean time the alarm may be lost not through lack of desire for freedom, but through failure until too late to recognize the damage of destructive forces. A free press and a free radio are pillars of American democracy."

"To those good Americans who sometimes complain that advertising crowds the air with nonsense, in the paper, or that commercial announcements interfere with their enjoyment of radio programs, I can only say this: Advertising makes possible in America a free press and the finest news coverage in the world. Advertising makes possible in our land a free radio and the finest broadcasting programs in the world."

Chicago Baseball

P. LORILLARD Co., New York (Old Gold cigarettes), will sponsor the Chicago Cubs and White Sox on WGN, Chicago, during the 1939 season. This marks the third consecutive year Old Gold has sponsored WGN and the 15th anniversary of baseball broadcasts on WGN, according to Roy Danly, WGN general manager. The new series will begin in late April and will feature Bob Elson, WGN sportscaster.
WKY's passing parade of antennas across the Oklahoma sky symbolizes in vivid fashion, the ever-ascending standards of this station. From the days of its first flat-top aerial to today's towering vertical radiator, WKY has spanned the entire history of commercial radio development. WKY has done more than keep pace...it has become known from coast to coast as a leader in the procession of progress.

WKY's studios rank with the finest in the country. Its mechanical facilities are the answer to a radio engineer's dream. Its programs and special features have won showmanship awards and recognition from every authority in the industry.

WKY is proud of its long-time record of achievement...but it is prouder still of those high standards of service, to listener and advertiser alike, which have made these accomplishments possible.

To nearly a million and a half regular listeners, WKY is more than a radio station. It is a friendly, familiar voice of The Oklahoma Publishing Company which, day in and day out, may be counted on for all that is fine in entertainment, education, advancement. WKY sells goods for advertisers because WKY has done a magnificent job of selling itself.
WEEL, Boston
Peter Paul Inc., Newton, Conn. (Mounds, Tea Crown Gum), daily, sp, 13 weeks, thru Platt-Forges, N. Y.
Quaker Oats Co., Chicago (poultry feed), weekly, 17 weeks, thru London Bown, Chicago.
Richfield Oil Corp., New York, 5 to 8 weeks, thru Sherman & Co., N. Y.

WBNH, New York
Segal Lock & Hardware Co., New York (pick-proof lock cylinder), 6 weeks, weekly, thru Friend Ad Agency, N. Y.
Barney's Clothes, New York, daily, sp, 52 weeks thru Austin & Spector, N. Y.
Wander Cove, Chicago (Oriole), weekly, 4 weeks, thru Blackett-Sample-Hummert, Chicago.

KFYO, Lubbock, Tex.
Cudell Oil Corp., Fort Worth, sp thru Advertising Business, Fort Worth.

KCBS, San Francisco
Calavo Growers of Cal., Los Angeles, 5 to 6 weeks, thru Lord & Thomas, San Francisco.

KPO, San Francisco
B. T. Babbitt Co., New York (Babo), thru Lord & Thomas, San Francisco.

WNYF, New York

KFI, Los Angeles

WGN, Chicago
Axtom-Sherman Tobacco Co., Louisville (Tobacco pipes), 6 weeks thru McCormick-Deering Co., N. Y.

KSFQ, San Francisco
California Animal Food Co., Oakland-1 (Cod Dog Food), 6 sp weekly, thru Emil Blisher & Staff, San Francisco.

White King Soap Co., Los Angeles (White King Soap), 5 as weekly, thru Raymond R. Morgan, Los Angeles.

R. J. Reynolds Tobacco Co., Winston-Salem (Camel Cigarettes), 6 sp weekly, thru William Esty & Co., N. Y.

Kennedy Stores, San Francisco (Lucerne Milk), 6 sp weekly, thru J. Walter Thompson Co., San Francisco.

Atlantic Sales Corp., Rochester (Coleman Cigarettes), 6 weeks, thru William Esty & Co., N. Y.

Calavo Growers of Cal., Los Angeles, 5 as weekly, thru Lord & Thomas, Los Angeles.

General Sales Co., San Jose (canned beans), 5 sp weekly, thru Emil Blisher & Staff, San Francisco.

Peter Paul Inc., San Francisco (Mounds Candy) 5 sp weekly, thru Emil Blisher & Staff, San Francisco.

Flamenco Sales Co., Los Angeles (nail polish) 6 sp weekly, thru Buchanan & Co., Los Angeles.

Kya, San Francisco
Tidewater-Associated Oil Co., San Francisco, 6 to 8 weeks, thru Lord & Thomas, San Francisco.

Japanese Committee on Trade & Information, San Francisco (Japanese trade bureau), weekly, thru Brewer & Co., San Francisco.

Christian Science Committee on Publication for Northern California. San Francisco (religious), monthly, 6 sp, direct.

Dodge Clothes, San Francisco (tights), weekly, thru Brewer & Co., San Francisco.


Coupegnie Parisienne, San Antonio (perfume) 2 sp weekly, thru North Western Ad Agency, Los Angeles.

KMPC, Beverly Hills, Cal.


Kern Food Products Co., Inc. Los Angeles (food products), 6 sp weekly, thru Brewer & Co., San Francisco.

Star Sheen Cosmetic Co., Los Angeles (hair rinse), 12 weeks, thru Brewer & Co., San Francisco.

Life Finance Corp., Beverly Hills, Cal. (underwriters), weekly, thru Los Scott Frickton Agency, San Francisco.

Continental Sales Co., Los Angeles (resort promotion), weekly, thru 52 weeks, thru J. Walter Thompson Co., N. Y.

Procter & Gamble Co., Cincinnati (Ivory soap), 5 as weekly, thru Compton Adv., N. Y.

All-is-Chalmers Mfg. Co., Milwaukee, 6 sp weekly, thru Bert S. Gittings, Minneapolis.

WNAX, Yankton, S. D.
Procter & Gamble Co., Cincinnati (Ivory soap), 6 to 8 weeks thru Compton Adv., N. Y.

WABC, New York

WABF, New York
Rumford Chemical Works, Providence (baking powder), 6 weeks, thru H. E. Bailey & Co., Los Angeles.

WAEF, New York

WJZ, New York
Chas. B. Knox Gelatine Co., Johnstown, N. Y., 2 sp weekly thru Kenyon & Eckhardt, N. Y.

WCHQ, Los Angeles
Cherry Specialty Co., Chicago (candy), 2 weeks, thru Coe, Guy & Walter, Chicago.

Marion R. Gray Co., Los Angeles (shirts & ties), 3 sp weekly, direct.

WCHT, Los Angeles

Sales are soaring while I'm dipping. We're on WRC.
Radio Advertisers

BEATRICE CREAMERY Co., Chicago, has renewed its half-hour disc show (titled "The Great Milk Race") on WGN and weekly on WJW, WCAB and KELZ. Series is tied in with local distributors and is being expanded as markets open. Agency is Lord & Thomas, Chicago.

EUCLID CANDY Co., San Francisco (candy bars), on Feb. 5 starts Headlines on Parade, a 15-minute weekly disc showing Knox Manning as new commentator, on WBBM, Chicago. Agency is Sidney Garfield Advc., San Francisco.

PACIFIC BREWING & MALTING Co., San Jose and San Francisco, (Wieland's Beer) recently started The Answer Game on KFRC, San Francisco, Wednesdays, 8-10 p.m. (IST). Account is handled by Crossey & Ham, San Francisco.

CALIFORNIA - OREGON POWER Co. and Mountain States Power Co. are jointly sponsoring a transcription program on the series "The Mid-Western News" on KMOD, Medford; KPJF, Klamath Falls; KIOO, Roseburg, and KGNU, Eugene. B. T. RABBITT Co., New York (cleaners), has added KFI, Los Angeles, and KPO, Portland, to its list of stations using the three weekly quarter-hour transcribed segments, "Hagstroms Rain Hat," "Hagstroms Sweater," Sample-Humvert, New York.

BROADWAY DEPT. STORE Inc., Los Angeles, a network radio program, on Jan. 29 started for 52 weeks, using a heavy schedule of quarter-hour programs on KFI, and will be spreading to a daily 12 noon-12:15 p.m. news and commercial spot featuring Norman Bessett, supplementing this with a daily quarter-hour, Mondays through Fridays, 12:15-12:30 p.m. Firm will also continue using spot announcements for sales and special events. Lee Ringer Adv., Los Angeles, has the account.

NATIONAL FINDING Corp., Los Angeles (finishes), Dr. Smith & Bull Adv., that city, in early January started for 52 weeks, using daily spot announcements on KROK and KLS, and one daily on KFKB and KML. Firm also renewed for 26 weeks on KFSD, KPMC and KERN, using from two to five times daily. In daily 20 minutes 10 spots are being used on KFWB.

SONATA DRUG STORES, Los Angeles (statewide chain), using radio for the first time and placing thru Iver F. Willin Jr., & Staff, that city, used daily spot announcements on seven Southern California stations—KRDK, KMTR, KFAC, KDB, KFXM, KIEV; KFOX—in one-week test which ended Jan. 21.

LORAINE CLEANERS & LAUNDRY, Los Angeles, newly-organized and establishing a chain service in Southern California, has appointed Alvin Wilder Advertising Agency to re- tact its advertising, and on Jan. 23 started a 52-week schedule of daily quarter-hour news programs on KPMC, KRDK and KGJF. Firm plans to extend its activities as new service branches are opened.

MASSEY - HARRIS Co., Toronto (farmer implements), started its largest spot campaign on Jan. 21 with a live show on CJRM, Regina, Sask. Other stations will be added in February in local branches of the company in various parts of Canada.

BORDEN'S FARM PRODUCTS, New York, on Jan. 17 started a five-week campaign of six to eight spot announcements daily for Vitamin milk on five New York stations—WNYE, WMCA, WNEW, WINS, WBN. BBDO, New York, handles the account.

BROADCASTING

3,444 Spots

ONE of the largest spot placements in the history of radio has just been signed by the San Joaquin Baking Co. of Fresno, Cal., which ordered 3,444 transcribed spots on KYOS, Merced, Cal. One spot of the run of 1,520 daily and one of 1,924 weekly during 1939 is what the order averages. Only Sundays and holidays a contract for 195 quarters hours of the Air Adveots of Jim-all Allen has been placed on KLY0 by the Peters Shoe Co. of St. Louis, to be sponsored by Peters dealers.

HERALD & EXAMINER, Chicago, on Jan. started Hot Of The Press, a six-week quarter-hour live show on WCFL, that city. Patterned after March of Time the show will present dramatized news and interviews with the newspaper's staff and feature writers. Schwimmer & Scott, Chicago, is agency.

SCHULZE BAKING Co., Chicago (Mrs. Webber's Homemade Bread), on Jan. 25 started John Higgins of Flushing, Thursday, Tuesday, Friday, 4:30-5:45 p.m., on WMAQ, Chicago. Featuring Joe J. Mond, the shorts are a 70-city, NBC-busy, 15-minute spot, starting Jan. 25. R. J. Potte, of ears St., is agency.

KERN FOOD PRODUCTS Co., Los Angeles (canned & bottled food) out of radio for the past year, and place new contract, is sponsoring the six-week quarter-hour program entitled Bakers Hill, Cal. Contract is for 13 weeks, starting Jan. 11.

STAR SHEEN COSMETIC Co., Los Angeles (hair rinse), out of radio for more than three years, on Jan. 10, placed direct, started two spot announcements daily, Monday through Friday, on KPMC, Beverly Hills, Cal. Contract is for 25 weeks.

VOCATIONAL SERVICE Inc., Glenville, Cal. (training school), on Jan. 10 started a five-week spot program on 6 stations, one daily 10 minutes, starting Feb. 11.

WEST END BREWING Co., Utica, N. Y., has started a five-minute news show daily on WJOD. Transcriptions are handled through Compton Adv., New York.

LORD TAYLOR, Chicago, announced Jan. 11 that it had resigned the account of Lady Esther Ltd., Chicago, account... BAKER'S BAKERY, San Jose, Cal., has contracted for 1,200 transcribed one-minute announcements, to be released 5 daily, on KHUB, Watsonville, Cal.

BRITISH AMERICAN OIL, Toronto, Feb. 13 renewed the Jimmy Allen transcription series for 200 episodes, five weeks, over a Canada-wide list of stations. Transcriptions were handled by Grow's Pitch & Broadcast Agencies, Toronto, and account was handled by Walter Thompson Co. Ltd., Toronto.

AMERICA'S 4th MARKET

IS GOOD INSURANCE

IN LOS ANGELES

RUSSELL ELLER has been appointed advertising manager of the California Fruit Growers Exchange, Los Angeles. He has been identified with Sunkist advertising since 1925 and was formerly assistant advertising manager. He succeeds W. B. Gelisinger, who resigned to become associated with Lord & Thomas, Chicago, in an executive capacity. R. S. Simms, a member of Sunkist advertising staff since 1926, has been appointed assistant advertising manager.

DOMESTIC FINANCIAL Corp., Chicago (personal loans) started a third afternoon quarter-hour show on WHAM, Rochester. Designed on the form of a series it is given over to local and civic clubs, such as the guild for crippled children. Tea is served the studio audience. It is understood the series will be recorded for rebroadcasts on WHAM. Account is placed direct.

AMERICAN INSTITUTE OF MERITISM, Los Angeles (economic philosophy), has appointed Darwin H. Clark Adv. Agency, Los Angeles and on Jan. 25 started a weekly quarter-hour show on 4 Don Lee stations in a test campaign; also using two daily one-minute transcribed announcements on KFAC, Los Angeles, and plans to extend activities to include other West Coast stations.


P. LORILLARD & Co., New York, has renewed for another 13 weeks its weekly half-hour program "World Creations," Hour Old Gold cigarettes program on WCKY, New York, Lenner & Mitchell, New York, is the agency.

BENTON & BOBLES, New York, recently announced its resignation as agency for Sunkist for Eno Ltd., New York, makers of Eno Salts.

MAC GREGOR

PUT YOUR STATION ON THE PROFIT SIDE with Top Flight Talent

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays..." and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90 day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. Mac Gregor

IN BRITISH COLUMBIA

For maximum exposure at minimum cost...

CKWX Vancouver

CJAT Trail

Canadian Representatives

ALL-CANADA RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG - CALGARY - VANCOUVER
U. S. Representatives

WEED & CO.
NEW YORK \ DALLAS \ CHICAGO \ SAN FRANCISCO

www.americanradiohistory.com
LIBBY, McNeil & Libby, of Canada, Chatham, Ont., started on Jan. 16 a twice-daily spot campaign on CFRB, Toronto; CBCF, Montreal; CJCJ, Sydney, Nova Scotia. Other stations will be added and the products advertised will be changed each month. McConnell Eastman Co., Toronto, handled the account.

SWIFT CANADIAN Co., Toronto, for Pavlo dog food, extended in January the weekly transmission campaign started in December of CIL, Toronto, and CFCF, Montreal, to CKY, Winnipeg; CJOR, Vancouver; CHNS, Halifax. Account placed by J. Walter Thompson Co. Toronto.

JACkSon BreWSIng Co., New Orleans, has added the two-hour 21st Midnight Pictoric on KCBL, Houston. The Saturday night musical saluting southern towns also, on WDSU, New Orleans. In Dallas, Jackson now sponsors news, interviews and sports programs on KRLD, and daily sports and newscasts on WDRR, Daily quarter-hour sports-casts of Sportfights of the Day, is also on WOC. Meridian, Miss.; WJAX, Jackson; WGCW, Gulfport, and WBLT, along with spot announcements on KFTM, KPCB, KRLN, WPSU, KIMO, KXOL, WKLH, KGKB, KBOV, KXOL, KXKL, KNX, KYSL, KXOL, WMC, WLSW, WMC, Atlanta.

WILBERT PRODUCTS, New York (No-Rub Floor Wax), on Feb. 2 will start sponsorship of Jimmy Jemnil on quarter-hour half-hour evening programs of sidewalk interviews on WOR. Newark. Mr. Jemnil is the Inquirying Photographer for the New York Daily News, and has been conducting his own programs since 1925. W. T. Pracy, New York, is the agency handling the account.

CHAPPEL & Bros., Rockford, Ill., makers of Ken-Lebrion dog food, on Jan. 22 started a new quarter-hour spot program K e s s e e on Time on WGN, Chicago. Dr. Fred J. Bradley, president of the same WGN League of America, agency is C. Wendel Muñoz, Chicago.

MENTHOLATUM Co., Wilmington, has been running a six-month campaign of three weekly transmitted announcements in New York, Chicago, St. Louis. The campaign was placed through Spot Broadcasting, New York.

PENNINE PRODUCTS, New York (Arrid cream deodorant), a subsidiary of the Pennsylvania Paint & Varnish Co., Pittsburgh, has been running a five-month test campaign of three weekly transmitted announcements in New England stations. The campaign was placed through Spot Broadcasting, New York.

CONSOLIDATED CIGAR Co., New York: (Harvesters cigars), on Jan. 16 started a 25-week campaign of transcribed announcements on KIRT, Des Moines, WMZ, Cedar Rapids, and KMMJ, Meridian. Renewals also are running.

ST. GERMAN PUBLISHING Co., Chicago (religious), thru Allied Adv. Agencies, Los Angeles, is producing a series of 62 quarter-hour transmitted talks which will be placed on stations nationally. Series is based on a trial of the 1 AM movement, is being produced by C. P. MacGregor, Hollywood, recording concern.

AMERICAN PRODUCTS Co., Cincinnati (household foods), in late January ran a campaign of advertising programs on six Midwest stations in Illinois, Indiana, Illinois, KMMJ and KMA. Dics were recorded by World Broadcasting System, Inc. Agency is Gurthwein-Redford & Co., Chicago.

NATIONAL RADIO INSTITUTE, New York, has booked a disc show on WBBM, Chicago, titled Famous Tunes by Famous Orches- tras (Perry), for the future. Agency is Van Sant, Dugdale & Co., Chicago.

EDWARD J. FUNK & Sons, Kount- ind, Ind. (seed corn), on Jan. 28 started half-hour participations in National Network. "The Grandpa Spokesman" program is being handled by the latter sponsor by Lyons Van & Storage Co. on the Pacific Coast. Born in Colorado, Mr. Crandall has resided in Hollywood for more than 20 years. A stock company actor for many years, he turned radio about five years ago. He is survived by his widow, Mrs. Caro- line Crandall and a son, Stuart.

CANCER May Parley

THE privately-owned Canadian broadcasting stations have been in- vited to sit in a round-table discussion of the immediate future of the private stations at the March meeting of the board of governors of the Canadian Broadcasting Corp., to be held in Montreal. It is understood that the Canadian Association of Broadcasters will send a representa- tive committee to take over public and CBC regulations as they affect the broadcasters.

ARNOLD VAN LEER has announced his resignation of the offices of vice-president and general manager of the Canadian Broadcasting Corp. The new company will handle public relations and merchandising for former Canada & Western Leer account, inc- luding Packard Lebros-Shaver, Lektro- lite Corp., of St. John's, Newfoundland, and Dictograph Products Co. Advertising for which will not be decided for another month.

WARD & WEBER, Wilkes-Barre De Soto agency, are handling The Shadow of Fu Manchu on WBAX of that city three times weekly, have placed window cards in 150 Chicago stores in the city and have distributed 500 Chinese key puzzles to merchandize the program.
Arthur Barry Appointed To Free & Peters Staff

ARTHUR J. BARRY Jr., who has been doing promotional sales work for William H. Rankin Adv. Agency, New York, has been named to the sales staff of Free & Peters, Chicago. Mr. Barry, a native New Yorker, was graduated from Brown University with a Ph.B. degree in 1927 and attended Harvard graduate school in 1928. He is associated with the advertising department of the New York Journal of Commerce for foreign accounts, and in 1931 organized Barry Tours, devoted to the development of good will through the interchange of college and university students abroad. During this time he was a free lance journalist, contributing to travel publications.

Dr. Donald A. Laird, formerly head of the Research Laboratories of Colgate University, has resigned to direct the Ayer Foundation for Communication Analysis, newly formed to inaugurate chandling research organization, operating independently of the production departments of N. W. Ayer & Son as a memorial to F. Wayland Ayer, founder of the agency.

Tucker Wayne & Co. is the new firm name of the former James A. Goble Adv. Co., Santa Monica. Mr. Goble sold his interest to Tucker Wayne last Nov. 4 and Mr. Wayne continues as president. Douglas O. Dunn continues as radio director. The officers remain at 10 Dyer St., and the executive staff is unchanged.

Parker Wood Jr., formerly of J. Stirling Getchell, New York, has joined the San Francisco office of Botsford, Constantine & Gardner as assistant in the production department.

Carlos Franco, station relations director of Young & Rubicam, New York, is seriously ill with rheumatic fever in the North Western Hospital at Mt. Kisco, N. Y.

Harry Brinckman, formerly production manager of Philip J. Knight & Co., Los Angeles, has joined W. C. Jeffries Co., that city, in a similar capacity.

F. B. Lammerson, formerly of KTSF, El Paso, Tex., has joined Howard Ray Agency, Los Angeles, in charge of radio programs and copy.

S. L. Williams, formerly of BBDO, Chicago, and more recently advertising manager of Walgreen Drug Co., that city, has joined Lord & Thomas, Chicago, to head the copy department of the Armour account.


Stan Quinn has been transferred from J. Walter Thompson Co., New York, to Hollywood and is writing the dramatic skit for the NBC Chase & Sanborn Hour, sponsored by Standard Brands. He succeeds Ed Rice who is now in New York to produce a daytime script show for the agency.

Four mid-western stations have appointed Weel & Co. as national sales representatives. The stations are WDBO and WQCB, Evanston, Ill.; WCW, Columbus, O. K.; Idaho Falls, Idaho, has appointed Sears & Ayer, New York, as its eastern representative, effective immediately.

Edward Heaton, formerly of International Radio Sales, Chicago, has joined the Chicago office of Radio Advertising Corp., according to George Rooder, RCA Chicago manager.

Joseph Hershey McGillivray has been named associate representative of CJBR, Rimouski, Que., in the United States and the province of Ontario.

William Joyce and Richard Kopf recently were added to the Chicago office of Transamerican Broadcasting & Television Corp. Mr. Joyce, formerly in charge of the Tom Mix and Checkerdome Time shows, is working on production, while Mr. Kopf, formerly with International Radio Sales, is in the time sales department.

Committees Named for AAA Session

Allen L. Billingsley, president of Fuller & Smith & Ross, Cleveland, has been appointed chairman of the Program and Attendance Committee for the 22nd annual convention of the American Association of Advertising Agencies, to be held at the Hotel Astor, New York, May 11-12. Other members of the committee include: James S. Adams, executive vice-president, McCann-Erickson, Cleveland; Ernest V. Alley, partner, Alley & Richards Co., Boston; David V. Botsford, president, Botsford, Constantine & Gardner, San Francisco; John F. Cunningham, vice-president, Newell-Bennett Co., New York; J. Davis Danforth, vice-president, BBDO, New York; J. Stirling Getchell, chairman of the board, J. Stirling Getchell, New York; B. B. Geyer, president, Geyer & Noll & Noll & Noll, New York; S. H. Gielpuer, vice-president, Marschalk & Pratt, New York; Karl E. Goodman, president, Emmett Co., Philadelphia; Robert E. Grove, vice-president, Ketchem, MacLeod & Grove, Pittsburgh; Homer Haverland, vice-president, McCann-Erickson, Chicago; Edgar Kobak, vice-president, Lord & Thomas, New York; and William Resor, vice-president, J. Walter Thompson Co., New York.

Halifax, Nova Scotia

Where more radio sets are located than any other center of the Maritimes.

Halifax is served by the key station of the Maritimes.

Chips

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WSPD--The Voice of Toledo

The Fort Industry Co.
Toledo, O.

5000 Watts
NBC Basic Blue

Schooled--Before Kindergarten!

Willie is only four years old and his sister, Jeanie, but three—but they know four letters in the alphabet—"W S P D".

Sure, and why shouldn't they know them? They live in northwestern Ohio and Mother and Dad have the radio dialed constantly to 1340 kilocycles.

Pretty Jeanie and clever Willie are growing up, and WSPD is becoming a symbol to them, as it has been to Mother and Dad, of all that's excellent in entertainment and education.

Don't think it's "lucky" selection. We've "slanted" our programs to fit the entertainment moods of all the family.

Broadcasting - Broadcast Advertising

BROADCASTING • Broadcast Advertising
February 1, 1939 • Page 53
WCHS, Charleston, W. Va.; WPAR, Parkersburg, W. Va.; WRKC, Wheeling, W. Va., and KFJD, Grand Junction, Colo., are the most recent additions to the list of stations subscribing to the WBS library service.

John Henry Hammont Jr., former vice-president of Associated Music Publishers and a well known collector of music records, has been signed talent agent for the Associated Record Corp., new CBS subsidiary.


Ray Lyon, head of the recording division of WOR, Newark, will address the Public Relations Council of the National Tuberculosis Association in New York on Feb. 3 on the subject of "Electrical Transcriptions, Their Manufacture and Uses." WOR's recording division turned out more than 250 special transcriptions for the association during its drive last fall.

Irving Fogel, head of Irving Fogel Radio Productions, Hollywood, left Jan. 25 on another business trip to New York and Washington. He will confer with executives of McNaught Syndicate on the Charlie Chan newspaper strip which follows the radio serial. He also will discuss a new Jack London transcribed serial with agency executives.

WVSR, Evansville, reports that it has installed Millertape reproduction apparatus, produced by Miller Broadcasting System, New York, which reproduces programs via tape seven million times.

Jerry Fields, president of Fields Brothers Enterprises, returned to his Baltimore headquarters in mid-January after a month at the Hollywood radio production division of the firm. Concern has started to produce the 78-quarter-hour episode western serial, "A Hollywood Westerners," for the Associated Radio Recorders Inc., Los Angeles, cutting under direction of J. Donald Wilson. John Brooks, producer of western songs, has written Hopalong, Hopalong which is being used for signature theme and interludes.

Broadcasters Mutual Transcription Service, St. Louis, has completed a 65-quarter-unit of tape on the quarter-hour series, "All in the Family."

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ROYAL LACE PAPER WORKS, Brooklyn, New York (Royalies, lace doilies), has turned out a letter, "Electrical Transcriptions, their Manufacture and Uses," for the Associated Record Corp., Hollywood, of W.C.S., "The Salutation to Central Illinois."
WOMEN’S PLACE IN THE STUDIO
Is Extended at KVOO as Feminine Voice Becomes
Part of Many of Station’s Programs

WOMEN’S activities in radio are not confined to the model kitchens and the style salons, according to W. H. Way, vice-president and general manager of KVOO, Tulsa. “We have started what we believe is an innovation in the use of a woman’s voice in various program activities, and as a result, have found a very favorable acceptance on the part of listeners, who enjoy hearing a woman’s voice occasionally in broadcasts where it was believed heretofore that only men’s voices were acceptable,” Mr. Way says.

The program department has been using Dorothy McCune, woman news commentator, on three programs during the week. These are Facts for Feminine Ears, Peggy Grey, Your Personal Shopper and Between the Deadlines. In Facts for Feminine Ears, Miss McCune uses three quarter-hour periods weekly for a special news broadcast, and interpretive broadcast of special interest to the women. The Peggy Grey program is sponsored by a local department store.

Between Deadlines includes members of the station’s news department, with Miss McCune and Ken Miller, the station’s news editor, leading a discussion of news, and events of interest. The program is heard three times weekly.

Recently Mr. Way decided to use Miss McCune on numerous special events broadcasts. During the broadcast of the dedication of the Will Rogers Memorial and Museum at Claremore, Okla., Nov. 4, Miss McCune was sent with the station special events crew. She spent a quarter-hour in an airplane, flying over the Will Rogers ranch, and the memorial, describing by short-wave what she could view from the air.

On election night, Miss McCune was again included in the special events pleases our listeners, especially the women listeners,” Mr. Way said. “We have found that her pleasing voice personality adds a long needed touch to some types of special events broadcasts, which have heretofore used only masculine, rapid-fire types of voices.”

WITH radio program information at a minimum in Canadian daily newspapers, two weeks ago there appeared with program news and listings—the Listening Post in Winnipeg, and the Mirror in Toronto.

Gunda Din Televised
A CONDENSATION of the RKO movie “Gunga Din” is being made by RKO-Radio Pictures especially for use in television, through an arrangement between the motion picture studio and NBC, which will present the picture when it starts its regular television service next spring. This first film to be prepared expressly for broadcasting is about 1,000 feet long and will run nine or ten minutes. Edited for the new medium, the film will consist entirely of close-up and middle distant scenes, with gaps in the action bridged by subtitles and sound, the entire production being dubbed with special sound for this version.

SUIT was recently filed in the New York Supreme Court by Nathan A. Hurwitz against RCA, New York Post, and the Publishers’ Service Co. The plaintiff claims that he originated the idea of circulating musical recordings and sound reproductions to newspaper readers and that the Post and the promotion firm induced RCA to break an agreement with him to act as exclusive agent.

POP GO THE PURSES!
Whether it’s soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesman is looking for.

For every month he has plenty to sell... hogs, wheat, cattle, corn, potatoes, butter, eggs, milk... to name just a few of these “melons”.

Altogether, these things that he sells bring the WOWO farmer an average monthly income of more than twenty million dollars, a quarter billion annually. And these farmers of the WOWO Family spend a large part of this monthly income for the products they hear about over WOWO.

Your best way of influencing their purchases is through the medium to which they respond... WOWO.

Every Month
THE WOWO FARMER
CUTS A MELON

He doesn’t even have a speaking acquaintance with such things as unemployment, part-time, relief, or lack of income.

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Armstrong's Staticless Radio

(Continued from page 19)

areas than do even those of 50 kw. stations today, but practically no coverage beyond those primary zones.

His station, W2XMN, which will broadcast with 40 kw. in the 42.8 mg. band, is located at Alpine, N. J., just across the Hudson from upper Manhattan. The 400-foot tower, with its three 150-foot crossarms, is set atop the Palisades, 1,000 feet above sea level. Instead of the conventional wires strung between two supports, the aerial consists of a series of copper plated steel bars fastened to a beam suspended between the crossarms. These bars aid in concentrating the waves along the ground. When it begins regular operation, W2XMN will re-broadcast the programs of WQXR, New York's high-fidelity station, whose owner, John V. L. Horgan, himself a noted engineer, has filed a petition with the FCC for permission to build a frequency modulated station in New York City.

Where the price of these transmitters is not yet determined, it was said that it would be much less than that of the wave-length modulated transmitters and that the upkeep will likewise be less. General Electric is also beginning to manufacture receiving sets for commercial basis. These sets, which will receive both the amplitude and frequency modulated signals of some of the experimental stations, will be priced about the same as a good all-wave set is today, it is claimed, though some engineers hold the price inevitably will be higher.

Finch Plans Station

Another station to be built under the Armstrong plan is the facsimile transmitter that William G. Finch (founder of the Crosley Corp. is manufacturing the Reedo series, first facsimile receivers to be placed on the market) will erect in New York this spring. With frequency modulation it is possible to broadcast multiple signals within the same wave band, thus permitting the simultaneous transmission of facsimile copy and sound from a single station.

An adapter on television, Maj. Armstrong said that frequency modulation would greatly improve the sound and of the combined sight and sound programs and went on to express the belief that eventually this system will be used for video broadcasting itself, using considerably shorter waves than are now used for picture transmission, although he refused to prophesy as to how soon this would occur.

Although frequency modulated broadcasting is just now making its first public appearance, Maj. Armstrong has been working on the theory since 1924 and demonstrated before the Institute of Radio Engineers in 1935. As part of his demonstration he played a recording of a telephone during a thunderstorm of broadcasts received at a point 85 miles distant from the 2 kw. station in the Empire State Bldg. using the new method and from WEF, 50 kw. WEF's program came through strongly, but was interrupted with static crashes. In contrast, the frequency modulated signals provided a clear, uninterrupted, stationary background, demonstrating the fact the difference in power. In June 1936, Maj. Armstrong described his system at the ultra-shortwave hearing of the FCC ([BROADCASTING, July 1, 1936]), at which time critics predicted that the method is impracticable.

Today, the biggest obstacle in the path of a shift from present broadcasting methods to those of Maj. Armstrong, if that should be proved desirable, would be the $50,000,000 set now in use in America, all made for use in receiving programs on present broadcast band. As long as these are in use, broadcasters and sponsors will continue to use frequencies available to this vast audience, and as long as the more popular programs of the great networks are broadcast on these frequencies, there will be little incentive on the part of the public to buy different receivers.

Crosley 25.9 mc. Station Starts Regular Schedule

W8XNU, 1,000-watt ultra-high frequency (apex) transmitter operating on 25,900 kc., began a schedule of daily broadcasts Jan. 5, the Crosley Corp. announced. Designed primarily for a local audience, the station is being operated on an experimental basis to determine the adaptability of high frequencies locally, said R. J. Rockwell, WLW-WSAI technical supervisor who directs the equipment.

The transmitter, located near the WSAI transmitter in Clifton Heights, Cincinnati, employs a new type of antenna which enables the radiation of concentrated energy along the ground. This factor Mr. Rockwell said, greatly facilitates local reception.

The programs, broadcast daily from 8 a.m. to 1 a.m., consist largely of sustaining network programs not available through Cincinnati stations under the direction of Joseph Ries, program director. Special schedules of symphonic and operatic music are being prepared for broadcast over W8XNU, and eventually, broadcasts by civic and religious groups and educational institutions are to be arranged.

President Roosevelt on Feb. 18 will be heard on combined CBS, NBC and MHS networks when he formally opens the San Francisco World's Fair with an address from the White House, which will be transmitted by official ceremonies of the opening, to be broadcast from 8:30 to 9 p.m. EST. The President's talk will also be in Europe and South America via shortwave.
The Local Station

(Continued from page 28)

custom-made program, or else. So, you think, "Well, we can use the contract" and the program is run, and flops. Sighing, you try to sell them something again and they remind you of that "sure-fire" program they gave you before, the one that you couldn't use for selling oil stoves to the folks. And that story is repeated over and over again.

Just a Hayseed

Occasionally, a national sponsor lets you run things your way. Localization and distribution of product accompanies the program; a sales job is done; you receive passing testimonials for it. But what good are they? You can't pour proof of the audience you have, and the popularity of your programs, on the desk of any time-buyer. They sit back at a remote point, think of you as a "corn-cracking, balling-wire" outfit that knows nothing about production, and when they do give you an order, tell you how to run your program.

You say the smaller stations are losing their audience, and that this can be proven by comparative figures. I question that statement, openly, and I question especially the word "comparative".

Had you said, rather, that national advertisers are losing much regional coverage, are losing many listeners by not putting their sales message in a local way by not including the smaller stations on their list, I could perhaps agree.

No, it is not a question of how soon the small station owner sits down "in the quiet of his bedchamber and looks the situation squarely in the face," or how soon he hires a former "small-town newspaperman" to build his station into a truly local one. Rather, it is a question of how soon the time-buyer sits down "in the quiet of his bedchamber and looks the situation squarely in the face" and realizes that the average small station has done these things long ago—with, or without the aid of a "small-town newspaperman".

We of the small station are not clinging to "a forlorn hope" that soon we shall join a group that will run NBC or CBS out of business. We are not clining to the hope of network affiliation, of miracles to bring in business. Give us, instead, an opportunity to do a selling job our way—the way the people of our community have been accustomed to. We'll do that job for you, and well. We won't put "neon signs in haymows". We won't try to "ape" or "emulate" our big brothers. But we will continue to serve our communities in a local, community way.

We will continue to be local!

Copy Chief: A timely headline, no doubt—and a pretty good pun—but what so what?

Copywriter: So that's what advertising managers want... a good market for their stuff... buyers with money to spend... and we've certainly got 'em in the Salt Lake market... half a million or so...

Chief: All right. Go on.

Writer: Then I'll tell 'em about KDYL. Like this: KDYL, with its sparkling showmanship and its new, up-to-the-minute broadcasting facilities, offers a medium of unsurpassed popularity in this rich, responsive market.

Chief: My boy, you've got something there.

KDYL

SALT LAKE CITY

THE popular STATION

Representatives: JOHN BLAIR & COMPANY

CHICAGO - NEW YORK - DETROIT - SAN FRANCISCO - LOS ANGELES - SEATTLE

February 1, 1939 • Page 57
Moving in one direction year after year consistently

Paul H. Ray
New York - Chicago
Exclusive Radio St

Growth of Business - 1938 equals 100

1933 1934 1935
CABINET members and other ranking officials will discuss the Federal Government's participation in the New York World's Fair in a series of weekly programs to be heard exclusively on NBC, starting Feb. 5 and concluding one week prior to the opening of the Fair on April 30. The quarter-hour programs, to be broadcast each Sunday evening, will deal with various phases of the Government's participation in the social and economic life of the nation as represented by the twelve themes of the Fair exhibit, some of which will be Foreign Relations, Internal Transportations, and Communication, and Trade.

LOCAL program, Dawn Busters, conducted each morning over WWL by Henry Dupre, placed fourth in a popularity poll among students of New Orleans' John McDonogh High School last month, being outranked only by Charlie McCarthy, Jack Benny and Lux Radio Theatre. WAZL, Haslet, Pa., has been informed by the Harrisburg office of AT&T that the station carries more than twice the amount of remote broadcasting than any other of the 14 stations served by the Harrisburg office. During the week Jan. 28 WAZL carried a total of 21 remote programs, all but one handled entirely by its own staff, and the 100-hour-week has permanent remote loops into its control room.

One Campaign Three Ways

ITALIAN JEWISH POLISH

One Campaign three ways. First a slogan, now a fact. Advertisers know that "The Triumphant Trio Way" -- ITALIAN, JEWISH, POLISH -- is the only way to capture our important Foreign Language Market with its tremendous Buying Power!

Advisory Council

SPECIALIZING in Italian programs, WOV and WBL, Bulova-owned stations in New York, have announced an Advisory Council of prominent public officials and citizens identified with the welfare of Sicilians in America, to offer suggestions as to programs and service. Miss Hyla Kicinala, manager, has announced the following acceptance of membership:

Supreme Court Justice Vito Scalia, of Philadelphia, Pennsylvania.

The Timberman, Salute (The Don), of Philadelphia, Pennsylvania.

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Radio and Education

DR. TRACY F. TYLER, former secretary and research director of the National Committee on Education by Radio, recently was appointed consultant to the radio committee of the Minnesota Education Assn., by Clifford L. Leary, the Association's president. Mr. Tyler is in charge of radio education classes at the University of Minnesota, which operates WLB Minneapolis.

UNIVERSITY of New Mexico, Albuquerque, plans to use its radio activities a course in radio play production, to begin in February, using scripts submitted to the dramatic art department. Carless Jones is in charge of the project.

DORVAL, Conn., recently was appointed consultant to the Radio, recently was appointed consultant to the Minnesota Education Assn., by Clifford L. Leary, the Association's president. Mr. Tyler is in charge of radio education classes at the University of Minnesota, which operates WLB Minneapolis.

FRENCH lessons by ultra-shortwave relay are being carried by WTYC, Hartford, as part of its adult education program. Prof. A. Croxton broadcasts a 15-minute French lesson on WYCH, shortwave station at Connecticut State College in Storrs, about 28 miles from Hartford. Using its new frequency-modulated receiver, WTYC tops up the broadcast on 100,000 kc. and reproduces the lesson on the regular WTYC frequency.

ALL KENTUCKY high schools have been invited to participate in the second annual radio drama contest sponsored by the University of Kentucky high school, Lexington. Dramatic groups of participating schools will come to Lexington at weekly intervals and broadcast a quarter-hour dramatization of their own choosing over a local radio station, coached by the university dramatics. Judgments of the university faculty, will be the group's in their homes and will not see them. The contest, starting in March, to be heard Wednesdays, 4-6 p.m.

KSL, Salt Lake City, along with the Utah Congress of Parents & Teachers, Department of Public Instruction and the extension division of the University of Utah, has started a new radio series, Today in Education-Tomorrow, directed, dramatizations of family life and relationships. The weekly program is designed to encourage study groups among parents. Give information to these groups, and encourage further reading and study by parents.

CONVENTION of the American Assn. of School Administrators in Cleveland the week of Feb. 25 will be covered by MBS, through facilities of WHK-WCLE, Cleveland. Eight national programs with an educational slant to be heard during the seven-day meeting will cover addresses and panels by educators. The programs are to be directed by Larry Rojers, educational director of United Broadcasting Co. and Cleveland educational representative of MBS, assisted by Joseph Reis, educational director of WLY, Cincinnati. Creburn, the correspondence of radio, Cleveland, has arranged to broadcast the three programs of WODA Cleveland, for six CBS features to originate from WOAR during the Conference.

VARIOUS aspects of education, including an entirely new phase of classroom instruction opened by the development of radio and motion pictures, are being discussed by educational leaders during three of the Saturday American Education Forum broadcasts on NBC-Blue, Jan. 21, 22 and Feb. 4.

ELIZABETH M. HERRICK, regional director of the National Labor Relations Board, is conducting a new series of weekly talks on The Consumer and Legislation on WNYC, New York. The series, which is under the name of the Consumers League of New York, is planned to acquaint listeners with the workings of State and Federal labor and social welfare legislation and its effect on the consumer.

MARGARET LEWERTH, author and producer of the CBS series Americans at Work, and Kenneth W. West, president of the Authors Guild of the Authors League, have been invited to the staff of the New York University Radio Workshop for the spring term, effective Jan. 30, to conduct evening courses in beginning and advanced Writing for Radio. Other courses next term will include Laboratory Course in Radio Production and Direction by Earle L. McGehee, and casting direction by Robert S. Emerson, CBS assistant in production.

TO ACQUAINT parents and taxpayers with activities of the Los Angeles school system, and to familiarize students with what is being done in schools other than their own, the Los Angeles, has inaugurated a weekly half-hour educational feature, Discovering Our Schools. Radio committees have been appointed in representative schools throughout Los Angeles county, with a different group participating each week. Free choice of subject matter is permitted, giving schools that have made exceptional strides in any field an opportunity to feature their specialized achievements.

SOME 160,000 free lesson sheets were received by WTYC, Hartford, from listeners to its French pronunciation lesson under direction of Prof. Anne Croxton of Connecticut State College.

RADIO committee of the United Parents Association, of which Mrs. Natalie Sliker is chairman, has issued a list of 15 radio programs which it feels are particularly suitable for children from six years old through the fifth grade. Plans to publish revised lists as frequently as necessary. Earlier studies made by the Association show that children spend 21 times as much time listening to the radio as they did reading, with a minimum listening time of two hours a day on the average.

A STAGE demonstration of a WNYC School of the Air new program from broadcast to classroom utilization was presented at Empire Auditorium in Cincinnati, Jan. 20. Teachers from Cincinnati and the vicinity attended. The stage was divided by a screen on one side of which a "School of the Air" program was broadcast to pupils from the Garfield school, who, as in class, on the other side. The pupils could not see the broadcast. A teacher then conducted the usual post-broadcast discussion with the class on the stage.

AS A RESULT of studies made during 1936-1937, the inquiry into the Character and Cost of Public Education in the State of New York, organized by the New York Board of Regents, is publishing a series of books. The latest being a report on Motion Pictures and Radio by Dr. Elizabeth Laine, a member of the research staff, published by McGraw-Hill Book Co. Although post surveys seem to indicate that the public prefers light music and variety programs, Dr. Laine points out that radio is so well adapted to the dissemination of all kinds of education that an increase in enterprises now using educational broadcast would elevate the standard of programs so that only those of the highest quality would be presented. Suggestions as to advantages and disadvantages of a national or regional "school of the air" are also offered.

BENJAMIN R. POTTS, of N. W. Ayer & Son, New York, on Jan. 16 gave a short address on the study of technique in radio script writing to the radio script class of Teachers' College of Columbia University. Mr. Potts will also conduct the radio session on Feb. 4 of the round table forum held as lectures in New York for a selected group of 25 men and women of the National Tuberculosis Association. During the session, the Mr. Potts will talk on radio as a publicity medium.

WNYC, New York's municipally owned station, in February and March will conduct a weekly series of interviews with leading bankers each Wednesday evening.

TED SHERMAN, WBC Hollywood director, and Anne Stone, well known radio actress, will be married Feb. 12.

**IT SAYS**

**I'LL BE RICHER STILL, B'GOSH!**

If Si is right [and all signs point to it]! you can look for even better business, even bigger spending, in Fargo this year. And WDAY listeners already spend the grand total of $343,900,000 annually for retail purchases.

**WDAY is the only station covering this rich section!**

Shall we tell you more about this important and productive station?

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FARGO

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FARGO 940 KILOCYCLES

5000 WATTS DAY

1000 WATTS NIGHT

NATIONAL REPRESENTATIVES

February 1, 1939 • Page 61
Program Operations of CBS Reviewed

FCC Inquiry Also Goes Into Affiliation Contracts

WHEN the FCC’s inquiry into network operations resumed Jan. 17, Hugh A. Cowhan, CBS traffic manager, continued the testimony. Mr. Cowhan had taken the stand Jan. 13 [BROADCASTING, Jan. 16]. He outlined network programming and clearance of line, program service.

Publics of routing of traffic, split network operations, placement of commercials and sustaining and handling of transoceanic service were covered in the testimony of the Network Inquiry Committee. Attending the session, which opened the second week of the CBS presentation and the third month since the hearings began Nov. 14, were Commissioners McNich, Brown, Sykes and Walker.

At the afternoon session, Ralph F. Calin, general counsel of CBS and Mr. Paley’s personal counsel, testified in connection with CBS stock transactions and Paramount acquisition of 50% interest in CBS and its subsequent disposition of that interest [see story on page 63].

Paley Traces Growth Of Network Outlets

Mr. Paley occupied the stand practically all Jan. 18, testify- ing on a question-answer basis in connection with the network’s pro- gramming policies and the necessity for existing form of contract with af- filiates, fiscal matters and general network policy.

When he assumed direction of CBS in September 1938, Mr. Paley said, the network had less than 20 outlets. At present it has a total of 117. CBS programs reach an estimated 90% of the nation’s audience, based on surveys it has undertaken. He explained that this percentage did not distinguish between primary and secondary cover- age but was based on what was considered as “acceptable listen- ing”.

CBS embarked on the policy of acquisition of stations in impor- tant cities because it had to be sure of outlets in certain terri- tories, Mr. Paley declared. Very often, he said, it was found neces- sary to purchase stations to be as- sured of key point coverage and program origination.

Because there was only one or- ganization operating two networks in existence at the time of CBS’ creation, formation of the network actually resulted in the introduc- tion of competition, he declared. Primary efforts were in the direc- tion of improvement of programs, since NBC had a definite advantage in outlets, and it was the task of his organization to make its programs attractive from the listeners’ point of view. Prominent artists were developed by CBS, he said.

CBS introduced a different type of arrangement with affiliates on sustaining programs, he said, piling out the effect of the ex- isting networks charged on a standard program basis. CBS used the vehi- cles of free commercial hours from the affiliate in lieu of sustai- ning program and line charges. He

INTERMISSION found CBS President Paley (center) discussing the network’s presentation with Edward Klauber (right), executive vice- president, and Paul A. Porter (left) CBS Washington staff attorney.

said this arrangement proved ad- vantageous to the outlets, since it provided them with full sustaining service, including many special event programs, international broadcasts and other service which individual stations could not procure without a network af- filiation.

The controverted questions of guaranteed clearance of time for CBS programs and of exclusivity of interest as network affiliation is concerned then were developed by Mr. Paley. He stated emphatically he felt both provisions were exten- sively necessary not only in the interest of the network but of the affiliates and, in the final analysis, the public. The time provision, he said, requires stations to supply a stipulated number of hours (50 “converted hours” at a prede- termined rate. The so-called ex- clusivity clause is one under which the station agrees not to carry the programs of another network.

Present quality of pr. r. f. programs could not have been attained with- out the networks, Mr. Paley in- stated, declaring it is the equiva- lent of mass production. Single stations could not afford to pay large sums for programing logically has developed. Mr. Paley said, is prepared at all times to carry on in national emer- gency and to originate special pro- grams of great public interest.

Provisions of Contracts With Affiliated Stations

With those preliminaries cov- ered, Mr. Paley launched a disser- tation on the contractual provi- sions. There would be no budget for CBS to incur this expense if it could not obtain the benefits of its efforts in building up its reputation and listener interest. Thus, he said, if an affiliate carries CBS pro- grams, both sustaining and com- mercial, and also broadcasts pro- grams of competing networks, it would result in “wildcat operators” invading the field without sharing the costs of building listener good- will.

Elimination of the exclusive clause would be ruinous, Mr. Paley

said, since it inevitably would lower the standards of broadcast- ing. It would develop “a classe of opportunists, with their offices in their hats” and with no policies or organizational backing, who would capitalize on such a situation.

Under the existing arrange- ments, CBS is in a position to build up exclusive outlets and as- sure them of national sales made by the network in their territories on an exclusive basis.

No Control of Program Policies of Affiliates

Emphasizing that CBS has no control over program policies of affiliated stations, Mr. Paley said that the guaranteed clearance of time provision, in his judgment, does not interfere with program selection. He said that the “guaranteed time obligation is “voluntarily assumed” and is “entirely reasonable”. When Chairman McNinch ques- tioned him in his statement that there was “no compulsion”, Mr. Paley pointed out that CBS “agrees to” and “agrees with” both the time clearance and exclusive contract provisions but that they have the option of re- jecting network service or of negotiating with other networks.

An affiliate, if it has a reason- able objection, as against public interest, is in a position to reject the program. Mr. Paley explained very frequently, he declared, affiliates will turn down CBS commercials to make space for programs of impor- tance. He said the affiliate does not reimburse CBS for the time but CBS rebates the advertiser.

In CBS realizes its own welfare depends on the service it renders, Mr. Paley said there has been no clash between the interests of the network and its affili- ates. The network is a “selfish” business organization organized to make money and serve the public interest. When Chairman McNinch asked Mr. Paley if the “program moti- ve”, Mr. Paley asserted that the interests of the network are in harmony with the public welfare and network audience.

Discussing program policies, Mr. Paley said that in June 1935, the p r. r. f. p o l i c i e s s t a n d a r d s which among other things limit commercial credits to 10% of evening time and 15% of daytime with a 40-second closing announcement leaveway in addition to this percentage for 15-minute programs.

Policies on children’s programs were discussed after a complete study had been made of them, he said, and after some complaint had been heard by the network. It was determined there was too much of the element of hysteria and scare in certain programs and as a con- sequence, those rules were adopt- ed against such programs which stir up alarm. CBS engaged on a national basis, Mr. Paley said, Mr. Paley T. Jerald, eminent psychologist who reviews all such programs before they are accepted.

Mr. Paley cited the previous testimony of M. R. Runyon, CBS vice-presi- dent. Mr. Paley said that CBS has always provided a safety net for “arguable social issues”. The primary reason, he said, is that it would mean that the inter- ests with the greatest resources
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Paramount Acquisition of CBS Stock
In 1929 and Later Disposal Are Shown

PARAMOUNT'S two-year excursion into the television field, through acquisition of 50% of the stock of CBS, and its subsequent decision to sell back to the public the remaining shares of CBS stock, is a figure to which a net profit of approximately $1,000,000, was un- doubtedly attributed to the FCC. The FCC, in its In- quiry Committee Jan. 17 by Ralph F. Colin, general counsel of CBS, in his discussion of the case after hearing Paley, CBS president, and treasurer, and the Park- er of the FCC, Mr. Paley's position of importance.

As a special witness by George B. Porter, assistant general counsel of the FCC, Mr. Colin responded in his report on CBS's entry into the television field and also to the director of the FCC. Mr. Paley and Mr. Paley realized approximately $1,000,000 each due to the enhanced value of the CBS stock, and to the directors of the stockholders in exchange, deteriorated sharply in mar- ket, and dividends were paid.

Exchange Arrangement
At the time the transaction originally was made, Mr. Colin re- c o n t e d, Paramount exchanged 1 1/5 shares of Paramount stock for an arbitrary value of $85 per share for 60,000 shares of CBS A stock at a value of $82.21 per share. "In other words," interposed Mr. Paley, "In other words,"... acquisition of the network and confers with officials continuously in connection with policy.

Policies Developed
From Trial and Error
Religious programs similarly are non-commercial and are presented with the advice of a counsel representing all denominations, he de- clared.

The general philosophy of CBS is one of self-imposed and voluntarily assumed regulation, he said. Many of the policies have been arrived at as a result of trial and error, he said, with others based on good taste.

"We feel we are advancing our own interests as well as those of the public," Mr. Paley declared, in following the course of voluntary regulation.

Under cross-examination by Commission Counsel Porter, Mr. Paley was questioned to some ex- tent in connection with the Parma- mount acquisition of a 50% interest in CBS. In the broadcast of 1929, Mr. Paley asserted that he is in the adoption of the policy of conferring with officials continuously in connection with policy.

Questions asked in connection with guaranteed time, Mr. Paley said that CBS requires of its affiliates the right of way on 200 converted hours per week, with a daytime hour computed as equivalent to an evening hour.

As asked by Mr. Porter whether an inconsistency was not apparent in the right of way demand, Mr. Paley replied that he has not, since affiliates almost never exercise the right to cancel a commercial program except when there is a program of local public inter- est involved.

The practice in connection with clearance of network commercials for locals has been in effect for many years, though it may not have been "spelled out," in the contract itself. He said that the actual time is determined by the contract, and that CBS contracts within the past year.

When Mr. Porter asked if it was not the practice to place sustaining programs in unavailable or least desirable hours, Mr. Paley asserted that such a practice had not been "spelled out," in the contract itself. He said that the actual time is determined by the contract, and that CBS contracts within the past year.

Mr. Paley said, "I don't think radio broadcasting should be restricted from performing, because of children's behavior," he said.

News commentators came next and Mr. Paley explained that at present there are no commercials on CBS using news commentators. He said that "in general terms, a CBS commentator describes a commercial using a news commentator, describing that type of broadcaster as one who not only gives the news but takes on one side and becomes an advocate.

Mr. Paley said, "In my opinion, the problem would be better solved if the FCC board."

Television Election
Related by Mr. Paley
The "other financials of the CBS corporate structure were touched upon by Mr. Paley in his examination of the network's chief executive. Aside from increases in the number of shares to be paid out from time to time to the present figure of 3,000,000, there has been no sub- stantial change in the network's capital structure having any bearing on stock valuations. The stock has been sold at such that individual shares would not hold such a high value per unit, he said.

When Judge Burns interrupted Mr. Paley's cross-examination, FCC counsel objected and Acting Chairman Sykes smiledly asked Mr. Paley to refrain from further colloquies.

Existing treasury stock of CBS, totaling approximately 2,000,000 shares, is earmarked for disposition in the event of the liquidation of the CBS board and its stockholders. Mr. Paley explained that he does not control CBS stock but serves as a director and for the board of directors. Asserting he does not control CBS stock in any way for all practical purposes, the stock he holds in that category permits him to have a vote in certain matters and that there had never been any question about such elec- tion. He said that there was no issue in- volved.

Mr. Paley brought out that the old presidential appointing had approxi- mately 1 1/4% of the network's Class A stock and that other members of his family hold about 4%, with the Paley family thus representing ownership of 15 to 16% of the Class A stock. In this case, Mr. Paley de- clared, "When the FCC said it did not give control of the voting power of the stock held by members of his family and relatives, there had never been a fight for election of either Class A or Class B directors.

CBS is engaged in experimenta- tion in television and maintains laboratories as well as an experienced staff, Mr. Paley said. He added that by the middle of this year, installation of one of the last two television transmitters to exist will be completed in the Chrysler Building.

Television costs will be defrayed out of profits made with no special financing under contemplation, he declared. Should it become necessary, Mr. Paley said, he would raise additional funds, he said, the problem would be met by the CBS board.

Concluding his cross-examina- tion, Mr. Porter asked that Mr. Paley hold available for further examination if future CBS witnesses testify as to matters on which additional information is de- sired. Mr. Paley replied he had been leaving for Nassau for a fort- night's vacation in an effort to break a "thumb" but would be available after that time.

Commissioner Walker, again tak- ing up Mr. Paley's examination, asked if CBS could not originate
Walker Asks About Exclusivity Feature

"Could there be a chain broadcasting service without owned stations?" inquired Commissioner Walker.

"Yes," Mr. Paley responded, "but it would be a very undesirable one, in my opinion."

Pursuing the exclusive contract feature, Commissioner Walker asked why there should be exclusive contracts particularly in the light of complaints about the lack of sufficient cultural programs. Asked by the Commissioner, Mr. Paley said it was his understanding that NBC had an arrangement similar to his network's which prevented affiliation with other chain organizations. Mr. Paley reiterated that if station operations used other networks, the ability to clear time for CBS programs might be impaired and the incentive to the program service would be depreciated since other networks would be in the position of "cashing in on our development."

Commissioner Walker insisted that in order to "get rid of criticism about the present position," it might be desirable for "some agency or network to take over the servicing of programs" rather than continue exclusive contracts. Mr. Paley asserted that he was conscious of CBS having been complimented on the amount of time it devotes to sustaining programs and that he expected there always would be some criticism of broadcasting service. As for CBS, he said it would continue to improve its service to the best of its ability. Criticism is "better than stupidity as intelligently as possible," he said.

"Where are those people going to get those programs on education about which they are complaining?" "inquired Commissioner Walker.

Mr. Paley said that as far as CBS is concerned, the network provides a substantial number of educational features. The source of some of this complaint, he said, may grow out of the fact that some affiliated stations do not carry the features even though they are fed to them.

Mr. Porter again picked up the examination on establishment of network rates. Noting that the NBC Red and CBS basic network rates were the same, he inquired whether there was any "agreement" between the two major networks on "fixation of rates".

Booming back "absolutely not," Mr. Paley explained that competitive factors which must be taken into account which resulted in the desirability of covering the same key markets at exorbitant costs was a consequence. He discussed the consequences of the same overall rates. He insisted, however, there was "no collaboration" on such rates.

Mr. Paley explained that coverage and circulation factors are taken into account along with market in establishing station rate structures. He said he was not in a position to estimate the cost, to deliver a 30-minute program since it would involve breaking down of overhead and bare fixed costs. Line charges, he said, play an important part in the establishment of rates. In order to advertisers to meet certain minimum requirements, a basic network was "guaranteed programs" in a substantial portion of this overhead.

Station Relations Discussed by Akerberg

Herbert V. Akerberg, CBS vice-president in charge of station relations, was called as the next witness. Mr. Akerberg was an amateur in 1913 and one of the pioneer technicians in the field, having been chief engineer and manager of stations in Columbus in broadcasting's earliest days.

In 1928, as a Bell Telephone Laboratory engineer, he designed and installed the studio equipment of a CBS affiliated station. Later he was assistant station manager, chief engineer and in 1931 was detached from engineering and placed in charge of station relations. In 1933 he became manager of station relations and three years later became a member of the staff in charge in that department.

In his present capacity Mr. Akerberg explained that CBS, after reviewing its affiliating station programs, set up which affiliation contracts with the networks. He said his department was in charge of affiliation contracts with the networks. All complaints of affiliates and special requests are cleared through his department, he asserted.

Exhibits tracing development of CBS from its origin to date were introduced and Mr. Akerberg was asked if affiliation contracts with the networks were ever "guaranteed stations" in the sense that stations were required to carry certain network programs for a certain period of time. Mr. Akerberg said that this was not the case.

The contract history of CBS relations with affiliates was traced by Mr. Akerberg in response to a request to Mr. Paley on Jan. 19. He described several forms of contract beginning with the network's inauguration of regular operation in March 1927, through the present.

Explains Changes Made in Contract Form

In 1936, Mr. Akerberg said, several improvements in the CBS contract form were made. The "converted hour" provision was then adopted and the contract was extended for a period of one year with an option to extend for four additional years. This contract remained the standard all latter of 1937 and early 1938, when the present form of agreement was devised. It was to the point that all existing terms either written or oral which were in force as of that time. Mr. Akerberg went on to explain that the first form of CBS contract provided for delivery of ten hours per week of sustaining programs, with this figure subsequently increased to 20 hours. There was no new contract stipulation regarding sustaining programs until the existing contract, though the amount of service steadily was increased.

Now, the contract guarantees 50 hours of mixed sustaining and sponsored programs, thus giving stations an opportunity to carry programs which may not carry the network, CBS vice-president in testimony delivered during Jan. 18 and 19.

Contracts with affiliates were described by the FCC Network Inquiry Committee by Herbert V. Akerberg, CBS station relations vice-president in testimony delivered during Jan. 18 and 19.

Kilocycles or Meters

The CBS practice of listing meter assignments, as well as kilocycles, on its weekly program sheet, may be discontinued as a result of an observation made by Acting Chairman Thad H. Brown, of the FCC Network Inquiry Committee, with Hugh A. Cowham, traffic manager, on the stand Jan. 17, describing the function of the weekly release, Commissioner Brown asked whether the network still carried the meter assignments and he did not know the reason but other CBS executives declared it was probably a "traditional thing" carried over from radio's earlier days. CBS executives stated that perhaps a "traditional thing" carried over from radio's earlier days.

Mr. Paley said he did not know the reason but other CBS executives declared it was probably a "traditional thing" carried over from radio's earlier days.

Unless it gets consent in advance in writing.

He said CBS under no circumstances permits local sponsorship of sustaining programs, because of advertisers, since it cannot be in the position of competing with itself.

Average Program Experience of Affiliates

Explaining the present agreement pattern, Mr. Akerberg pointed out that CBS, under one of the clauses, has first call on the sustaining time, which means that it has 50 converted hours in any one week.

CBS records show that the maximum time CBS has ever used on an affiliate station totaled 32 or 33 hours, and that was in the case of a basic network outlet.

Based on the 1937 average experience, Mr. Akerberg said that 50 converted hours would amount to 79 clock hours. The maximum used during 1937 was 37% converted hours, or about 55 clock hours. He said, replying to Judge Stone, that the converted hour provision does not appear adequate for CBS demands since it has never used all of that time on any station.

The average operating time of CBS affiliates is 123 clock hours. Approximately 28% of this time is sustaining time for CBS programs. He pointed out that affiliates are only required to clear for network commercials and acceptance of sustaining programs is not mandatory.

On the latter the clause which recognizes the privilege of affiliates to cancel programs for local events is mandatory. Mr. Akerberg pointed out that this clause was not written into earlier contracts but the practice has been in existence practically from the beginning.

In the present contract, he said, this provision simply codified an existing and well established practice.

Last January, he said, 11 network commercials were supplied to local stations by local sustaining under this provision for an aggregate of 240 minutes and, although eight network commercials were so supplied for a total time of 150 minutes, a judgment of reasons for the network commercials was the determining factor, he said, and there never had been any complaint of local stations that the network cannot substitute a local commercial for a network commercial except under extraordinary circumstances, such as baseball broadcasts.

Station Break Policy of Network Discussed

The question of station-break announcements was taken up as part of the standard CBS contract, with Mr. Akerberg pointing out that affiliates are prohibited from making such announcements during sustaining breaks even on a continuous network program as well as immediately following the program itself. He added that CBS does not carry any station announcements. In this connection, a CBS form letter of consent, covering local sale of spot announcements station announcements under this limitation, was introduced.

Among affiliate contracts outstanding, Mr. Akerberg said there were three which expired in 1938; 19 in 1939; 12 in 1940; 14 in 1941; 29 in 1942; and 28 in 1943; three in
For individual Problems

Mr. Akerberg said the new standard form of contract has been made available to all affiliates and reflects exactly the same conditions for each station. CBS, he said, is seeking to standardize its contracts but there are many points which require arbitration and negotiation in individual cases and the process is a continuing one. Asserting he hoped to get all of the affiliates on the same contract, he said it nevertheless was necessary to meet individual problems.

The development of guaranteed time, has been a gradual process over the years, Mr. Akerberg said. He pointed out while the network seeks to have its affiliates carry CBS commercials exclusively, its statistics show that only 28% of the time on these stations an average of network commercials.

referring to a weekly summary of commercial time covering the 13 weeks from Oct. 4, 1937 to Jan. 2, 1938, Mr. Gray brought out that the percentages, in total, were far below the allowable percentage on both day and night programs. For example, he said, the permissible limit for a daytime 15-minute program is 5 minutes 56 seconds but the average for the week of Oct. 4-10 was 2 minutes 15 seconds. For the 13-week period, 110 daytime programs were broadcast with an average of 14 minutes and 32 seconds of commercial continuity. Of these only five programs exceeded the limit—and by an average of only 48 seconds. The average time per program, irrespective of length, devoted to commercial credits was 2 minutes and 15 seconds as against an allowable commercial credit time of 2 minutes and 55 seconds.

Mr. Gray explained there were occasional deviations between the rehearsals and the actual presentation of such announcements, which he

Some five stations on CBS, Mr. Akerberg stated, are billed directly by AT&T for line costs. This is done in cases of stations in remote areas and because of special consideration, he said.

Network Limitation

On Commercial Copy

Gilson B. Gray, commercial editor of CBS since 1935 and in direct charge of commercial scripts, was the only witness Jan. 20 at a session which was recessed at noon until Tuesday, Jan. 24.

Aided by several exhibits, Mr. Gray outlined the procedure followed by his department in scanning commercial continuities and in actually timing by stop-watch to keep commercial messages within the 10% evening and 15% daytime limitations. The reason for the 40 seconds additional time allowed in 15-minute programs both day and night, he explained, was in recognition of the fact that it takes as long for a station identification closing announcement for short as for long programs.

All scripts, Mr. Gray explained, are rehearsed for timing and if the commercial announcements run over the time limitation, someone in authority with the agency or account is called upon to cut the copy.

Referring to a weekly summary of commercial time covering the 13 weeks from Oct. 4, 1937 to Jan. 2, 1938, Mr. Gray brought out that the percentages, in total, were far below the allowable percentage on both day and night programs. For example, he said, the permissible limit for a daytime 15-minute program is 5 minutes 56 seconds but

The Shadow Of Fu Manchu

Radio's greatest serial, available for national sponsorship.

Mr. Porter in his cross-examination of Mr. Porter by Mr. Porter.

In this connection, Mr. Porter brought out that the FCC has received a total of 106 CBS contracts filed by affiliates, of which 46 were dated on or after June 1, 1937, and the remaining 60 prior to that time. A summary of the contracts, prepared by the FCC on its "worksheet" from which Mr. Porter based his questions, he said, revealed that there were many dissimilar provisions.

Negotiation Required

For Individual Problems

For example, he said some 38 of them had provisions differing from the standard form in connection with sponsored service; 41 provide that a station may require CBS to give it 28 days' notice on time clearance; 39 carry a provision on substituting public events; another 38 which carry a provision for three weeks notice on program rejection while others contain provisions differing in varying degrees from the standard form. Mr. Porter inquired whether this meant that the standard form was simply used as a basis of negotiation and inquired as to the reason for the differences.

Mr. Akerberg explained that the five-year contract is desirable from CBS' standpoint because it guarantees continued service and eliminates a lot of negotiating and renewing which would be essential under a one-year contract. He denied only one case in which knowledge was for ten years and that involved WAPI, Birmingham. When Mr. Porter said he had recently renewed its contract for five years, short-term contracts would make the network vulnerable from a competitive standpoint, he declared, while a five-year contract permits both network and station to 'take off our coats and get to work'.
described as unavoidable. In spite of this, the total time used is far beyond the allowable.

The average commercial credit time for all evening programs, Mr. Gray asserted, whereas as the allowable time is 2 minutes and 10 seconds. In another analysis covering children's programs for the past year, Mr. Gray brought out that in a one-hour program the actual average of commercials has been a maximum of 5 minutes and 30 seconds daytime against a maximum limit of 9 minutes during the day.

**Evening Programs**

**Also Beneath Allowance**

During the evening, the actual average has been 3 minutes and 12 seconds as against a maximum limit of 6 minutes. In half-hour programs, there has simply been 2 minutes and 20 seconds as against the maximum limit of 4 minutes and 30 seconds daytime and an actual average of 2 minutes and 23 seconds evening, against a maximum limit of three minutes.

In quarter-hour programs, the actual average has been 2 minutes and 35 seconds as against the maximum limit of 2 minutes and 55 seconds daytime, and during the evening, the actual average has been 1 minute and 31 seconds as against the maximum limit of 2 minutes and 10 seconds.

Pursuing this line of testimony, Mr. Gray stated in effect:

All daytime programs, regardless of length, have been 2 minutes 21 seconds of commercial continuity per program—considerably less than the 6 minutes for quarter-hour programs.

Similarly, evening programs, regardless of length, are less than the evening quarter-hour limit—the average for all evening programs being just under 2 minutes.

But most interesting of all, remembering that the allowance of the quarter-hour program in the evening is 2 minutes and 10 seconds of commercial time, the average for all sponsored programs broadcast during this entire period, day and evening, regardless of length was within 1/6 of a second of that figure.

It is also interesting to see just how much of this total time during this period was affected. During this average day the Colgate-Palmolive-Peet Company's 18 hours of program material, yet of this total of 16 hours, less than 6 representing some 15 or 17 broadcast periods, were actually sponsored and used to promote the sale of goods, making the remaining hours, and consequently during the entire average day, there was available only for the broadcast of 30 minutes 48 seconds of commercial announcements—a little over one second per sponsored program, although one or two of them may have exceeded the limit for as much as a total of 33 seconds. That means that from the commercial compressed into fewer seconds were in themselves more adroit, more entertaining than ever before.

Generally speaking, Mr. Gray said, the advertisers who co-operated well with CBS. With advertising messages compressed into fewer seconds, more interesting and more profitably produced programs are produced. Moreover, he said the news value of advertising messages has been improved considerably.

Describing the CBS pamphlet POLICIES covering commercial or sustaining, juvenile or adult, were discussed fully by W. B. Lewis, CBS vice-president and director of broadcasts, before the National Broadcasting Inquiry Committee, in one of his very infrequent public appearances.

Setting forth policies governing advertising generally including children's programs, issued May 15, 1935, Mr. Gray placed particular emphasis upon children's programs. All of the policies enunciated in the pamphlet, he said, have been carried out. In the case of exclusion of laxatives and certain other types of proprietary, he said these did not become immediately effective in all cases and that accounts were permitted to continue their programs until the expiration of contracts if they elected to do so, but subject to very rigid limitations.

**Revenue Lost From Child Program Policy**

Wide publicity was given the new policies, he said, with many beneficial effects. He declared they were of particular value to advertising agencies in dealing with clients and in pointing out in advance where certain program claims could not be accepted.

When the joint policy became effective there were five or six commercial children's programs on CBS, Mr. Gray said he had made a specific study and the figure was in excess of $1,250,000. This did not include estimated loss of revenue of every character growing out of other policy restrictions on commercial programs, which he later estimated at $9,000,000. He explained, however, that many of the periods which otherwise would have been sold for such programs were disposed of to other accounts so that this figure did not actually represent an out-of-pocket loss but was simply based on actual program revenues. Hard liquor advertising is definitely prohibited on CBS, Mr. Gray said, but the policy with reference to beer is rather "under consideration". He was quick to point out, however, that the network does not now have any beer or light wine accounts.

Elaborating on program types and character, Mr. Gray said that in addition to specific products, psychiatry and psychology programs were permitted no matter how they are conducted because it is felt these involve individual cases and he felt that they are not properly the subject of mass information.

Moreover, the network does not accept programs material. He said "improperly exploits human misery," he said. And he added there had never been a complaint received by the network pertaining to the new policies.

Among other taboos are character reading on programs which play upon superstition; memorial parks, funeral parlors, stock promotions or personal services involving professions, the ethics of which are frowned upon in such advertising.

**Gangbusters Program Brought Up Again**

Asked to estimate the approximate loss to CBS from its advertising programs on "Gangbusters," CBW Garden, the network's 6 o'clock (EST) and repeated at midnight for the West.

Corroborating the previous testimony of Mr. Paisley, Mr. Gray said this program was not regarded as juvenile and therefore was not checked from the psychological standpoint by Dr. Jersild. Mr. Porter pointed out that the Commission was being flattered with a substantial number of complaints from parents and educators, among the program of its effect upon children (the number is understood to have been about 50).

Whereas the program is designed to depict crime and crime stories with a view to inducing citizens not to commit crime and always conclude with the apprehension of the criminal, Mr. Porter repeated that no letters received was to the effect that this program "encourages crime and therefore is particularly aimed at children to this end."

The policy of CBS is not to build all of its programs on the "under 12" basis. However, Mr. Gray declared, again pointing out that it is broadcast at an hour which is considered to be adult rather than juvenile listening.

Commissioner Walker, who several times in the course of the discussion of children's programs, asked whether Mr. Gray would tell the Commission the degree of children's listening to so-called adult programs. Asserting that Dr. Jersild is making a continuing study, Mr. Gray said it has been ascertained very definitely that children prefer children's features. Commissioner Walker wondered if the program were sent to all programs to which children listen, such as Gangbusters, were not checked by child psychologists.

**Normal Adventure Crazing of Children**

Mr. Gray observed that in his opinion "every radio wave has to their normal cravings for adventurous activities in radio programs."

Under redirect examination, Mr. Gray asserted that Colgate-Palmolive-Peet Company's shaving products and other adult products in its Gangbusters feature, thus conclusively demonstrated that the program was not to children. Moreover, he said that in about three years he knew of only some 20 letters of complaint which the program received a large quantity of laudatory communications.

Programs generally were designed for children, it would mean a material reduction in the effectiveness of broadcasting services, he said. He felt the responsibility rested on parents to oversee the listening habits of their children. Mr. Walker interpolated that he did not want to leave the impression that all programs should be designed for children but simply that certain features, such as adult programs, should be checked in that light.

Questioning Mr. Gray on his statements regarding estimated losses because of the new program policies, Mr. Porter asked if these represented actual "out-of-pocket" cases. Mr. Gray agreed and negatively, asserting he felt that on the long haul the policies have worked. However, in the cases of children's programs, he said, there has been something in the nature of an out-of-pocket loss. Concluding, he declared that the more "blood and thunder," the more successful the program would be from the child's standpoint, even if it gains the ill will of parents.

**W. B. Lewis Describes Program Operations**

Program operations of CBS in all their various phases were outlined Jan. 24 by W. B. Lewis, network vice-president in charge of advertising and public relations, when he appeared before the network, he said, is to give the people what they want and something extra with the intent of improving the listening level.

Maintenance of a balance in program production to prevent repetition of similar types of features on the daily schedule is attained largely by the use of a spread sheet showing the varying feature, he said. Sponsors also are anxious to effect diversification since it is regarded as good for business.

In all, there are 340 employees in the program department of CBS, divided into seven different groups. A program board, composed of executive heads as well as the program department chiefs, passes on all policies. In addition to the program department heads, this board includes the executives of the sales, publicity and promotions and the Columbia Audio Service, he declared.

In February, the functions of the various departments and how they are coordinated, particularly employee responsibility placed upon new program development. In 1937 the estimated loss of rev.
When these two get together,

You've got something!

94 TYPE AMPLIFIERS

New 750A and 751A LOUD SPEAKERS

For You Engineers:

New 750A and 751A speakers give high quality reproduction at regular monitoring levels. Directive beam distributes "lion's share" of sound within angles of 30° to 45°—ideal for monitor booths. Reproduces with intimate clarity that brings new significance to the term "presence." Crystal clear "definition" enables better evaluation of program balance. New diaphragm formation, new type permanent magnet, compact size and other new design features.

94 Type Amplifiers are of the high immunity bridging type which can be connected across program bus or line circuits, without reaction on those circuits and deliver loud speaker sound levels. Stabilized feedback—self contained power supply operating from AC—gain approximately 45 db—flat frequency response.

Bell Telephone Laboratories designed these units to give you the ideal combination of amplifier and loudspeaker for broadcasting work. And that's just what they do!

Impedances—power handling capacities—transmission characteristics are all properly matched to assure realization of maximum performance capabilities.

This combination will help your monitor operators and production men to do a better job for you—and for your clients and listeners. Get full details from Graybar.

DISTRIBUTORS

Canada Prohibits Private Facsimile

Dominion's Television Policy Described as Similar

B. JAMES MONTAGNES

THERE will be no privately-owned facsimile broadcasters in Canada, according to a ruling decided on by the Canadian Broadcasting Corp. in its annual report, just released for the period April 1, 1937 to March 31, 1938. The report states, "With respect to facsimile, the policy was announced of recommending that, with the exception of private interests. It was felt that no further part of the public domain in this regard should be alienated without compelling reasons."

Somewhat similar policy was laid down by the CBC for television and shortwave broadcasting. "With respect to television, the policy was laid down of considering only applications from parties financially capable of conducting research and for cooperation with the Government in, the development of a system. Every precaution will be taken to safeguard Canada's right to share the wavelengths."

The CBC report also turned down an application of CKAC, Montreal, for a television license, the station being operated by a group of broadcasting stations pending clarification, after consultation with the Government, of its overall plan for shortwave broadcasting system. The press release described the action as the "first major decision on television policy in Canada." Private Stations

"Relations with private stations continued satisfactory," this second CBC report states, "The Corporation attempting to secure the views of private owners on all matters affecting the growth and development of the regulations (effective Nov. 1, 1937) were not finally promulgated until a full and frank discussion of the regulations has taken place. Generally speaking, the enunciation of the Corporation's views and program plans has resulted in a welcome clarification of the position of local private stations in relation to the Corporation."

Finanncially, L. W. Brockington, CBC treasurer, under whose signature the report was issued, stated that the CBC operates on a self-sustaining basis from the proceeds of listeners' license fees ($2.50 annually) and a limited total of commercial revenue. The two sources for the year amounted to about $2,000,000, and the balance of the revenue includes payments for commercial programs on CBC stations, CBC networks and line charges to networks sponsored by CBC just by manner in which its commercial network towards the end of the year, so that the next report will show a considerable increase in commercial revenue.

Expenditures amounted to $2,165,110, leaving an operating surplus for the year of approximately $85,000. Expenditures were divided 50% for programs, 22% for wire lines, 13% for station operation, 29% for lease of time on private stations, and nearly 7% for administration.

WHEN the Texas Rangers of KMBC, Kansas City, were granted honorary commissions as real Texas Rangers by Gov. James V. Alred on Jan. 14, a mistake of the Klug Company of Kansas City was evident. The musical group during a CBS broadcast, which Arthur Church (right), president of KMBC, handed each Ranger his certificate.

CBS-Paramount Stock Deals

(Continued from page 62)

Mr. Paley—Parcol Corp. and Park Corp. Mr. Colin said they were established simply as a means of handling the Paramount-CBS stock transactions so that payment of taxes on the transactions would be postponed until the actual profits had been realized. This was done in full compliance with the terms of the revenue laws as they then existed, he said. It was also brought out that when a profit actually had been realized, the tax was paid in full.

Both Parcol and Park were created in March, 1932, Mr. Colin said. Mr. Paley explained that he bought his Paramount holdings to Park, and then formed the Park Corp. as the recipient of CBS stock purchased by Parcol in exchange for the Paramount stock. Park held about 45,000 shares of Paramount stock and received some 21,000 shares of CBS in exchange. Thus the CBS stock was received by a firm almost ready to put promptly transferred to Park which in turn transferred it to Mr. Paley, he explained.

In tracing the stock transactions on the basis of exhibits offered by CBS, Mr. Porter brought out that from March 1932 to January 1934, Mr. Paley had sold part of his holdings through the Park Corp. which netted him $1,201,286.57 in cash. By virtue of a five for one split on CBS stock in 1934, Mr. Paley's holdings in the Park Corp. were multiplied from 10,577 to 62,586 shares. After the sale of stock by Park Corp. in the amount of the $1,200,000 figure, this corporation still held 40,660 shares of Class "A" Stock. In December 1934, when a 15% stock dividend was declared, these holdings increased to 60,908 shares of Class "A." Mr. Colin said these figures, taken from the stock records, were substantially correct.

Payment of Taxes

The Park Corp., distributed to Mr. Paley about six months of the total of operations of $85,000. Expenditures were divided 50% for programs, 22% for wire lines, 13% for station operation, 29% for lease of time on private stations, and nearly 7% for administration.

When the Ranger, V. Alred on Jan. 14, a mistake of the Klug Company of Kansas City was evident. The musical group by a duly recognized group, at the same time it arrived at the rate of $500,000 for the Paramount stock held by CBS. Its only cash was consummated on March 11, 1932. As part of this transaction, Mr. Paley used the "compliance" of the Parcol Corp. to handle the transaction.

Contrary to General Manager, Mr. Paley had said that substantial profits were made both for CBS and Paramount amounting to more than a million dollars in each instance over the period of the transaction.

Mr. Colin said he knew of no family or business relationship existing between Adolph Zukor, executive of Paramount and Mr. Paley or members of his family which are CBS stockholders. Whether any business relationship exists between other members of the CBS board of directors and family of Mr. Paley he said he did not know but, based on his long association with the CBS directors, he felt fairly certain none did exist.

No Paley Control

William S. Paley, he said, holds approximately 85% of the CBS Class "B stock. He has never been in legal control of CBS at any time by virtue of ownership of 51% of its stock but through associates has a "family control".

Asked to identify Jacob Paley, an important CBS stockholder, Mr. Colin said he is William Paley's uncle and Samuel Paley is William Paley's father, Leon Levy, president of WCAU and a substantial stockholder in CBS, is William Paley's cousin. Mrs. Levy, also an important CBS stockholder, is Leon Levy's sister and related to the Paley family only by the Paley brother's relationship to William S. Paley.

Questioned by Mr. Porter regarding election of members of the CBS board, insofar as the "family" ownership is concerned, Mr. Colin said as far as he was aware there has never been a contest. Those nominating committee and the duly appointed nominating committee have always been elected, he said.

Interrogated regarding CBS stockholders as treasury stock by the corporation, Mr. Colin declared that except for a small block set aside under an optional plan, at any time for a group of CBS executives, these shares were not subject to any other commitment. CBS Treasurer Frank E. White had testified in connection with this optional plan in the Spring of 1936. "We have been in the art of operating a program stock under this optional arrangement. The figure should be $4,680,000, as shown in a CBS statement which was made a part of the hearing record."
in the
CONTROL ROOM

LEO SHEPARD, KNX, Hollywood, transmitter supervisor, has been placed
in charge of experimental work on the new CBS short wave station.
Wpurple, being installed in that city. Harold Peery, engineer, has been
transferred from the CBS Hollywood studios to Torrance, Calif., succeeding
Shepard as supervisor. New ultra-
high frequency transmitter is sched-
uled to be in operation by Feb. 15.

WILLARD DEAN, engineer and con-
trol operator of WPPT, Raleigh, has
been transferred to remote and special
events duty, replacing John Hoykin,
new control room engineer.

OSCAR BERG, maintenance supervi-
sor at NBC, San Francisco, is rec-
covering from an appendectomy.

GEORGE NIXON of NBC New York
development and research department,
is in Hollywood conducting acoustical
work in the network's new studios.

HARRY R. LUDKE, television di-
tector of Don Lee Broadcasting Sys-
tem, Los Angeles, was recently guest
speaker at the luncheon meeting of the
University of Southern Califori-
a radio department.

R. F. SCHUETZ, NBC New York
technical engineer, is in Hollywood
making a final check on equipment in
the new NBC studios.

VLADIMIR K. ZWORYKIN, Chief
television scientist of RCA at Camden,
on Jan. 17 was issued Patent No.
2,144,239, covering an electron mul-
tifilar device, which he has assigned
to RCA.

RALPH L. JENNER, of Lupp Insula-
tor Co., LeRoy, N.Y., on Jan. 17
was issued Patent No. 2,144,657 by the
U.S. Patent Office. He covers an
distributor construction and he has as-
signed his invention to the Lupp com-
pany.

JAMES R. DONOVAN, chief engi-
neer of WDOD, Chattanooga, and
Roy Owens, operator, have joined
WTOM, Savannah, Ga.

LEWIS HEWITT, formerly chief engi-
neer of KFWI, Hollywood, supervi-
sed installation of all radio equip-
ment in the Radio Building at the
Golden Gate International Exposition,
San Francisco, which opens Feb. 18.

CHARLES BRENNAN, transmitter
engineer of WINS, Milwaukee, is the
father of a girl born recently.

C. B. DENGATE and Georl H. Ma-
bouey, both formerly of RCA, have
joined the engineering staff of WIP,
Philadelphia, and started its 24-hour operating schedule.

ARTHUR FULTON, sound effects
engineer of Aerovox Corp., Holly-
wood, supervision of construction,
is the father of twin boys, born Jan.
23. Mrs. Fulton is the former Grace Boush,
who was associated with Radionics,
Hollywood production firm.

NORMAN LEONARD, technician on the
nightly NBC-Pacifie Red network pro-
gram, Richfield Reporter, sponsored by Richfield Oil Co., from Hollywood,
has joined the technical staff of
KRKD, Los Angeles.

Engineering Firm Moves
JAN Sk & BAILEY, consulting radio
engineering firm in Washing-
ton, has taken occupancy of the
former quarters of the NAB in the
National Press Bldg. The NAB on
Jan. 1 moved to new offices at 1826
K St., N.W.

WILLIAM ABBETT LEWIS Jr.,
Westinghouse engineer, has been ap-
nointed director of the School of Elec-
trical Engineering of Cornell Univer-
sity, effective Feb. 1.

WEDDING music came over the
radio from WOMI, Owensboro, Ky.,
as Earl Jago, its chief engineer,
married last month to pretty
Eliza Walkerv Tapscott of the
studio staff, whom he met at the
station last spring. Here they are
in the bride's home just after the
ceremony, all the music for which
was received on the home radio
from the station. Their attendants
were LeRoy Woodward, staff an-
nouncer, and Virginia Lee, WOMI
receptionists.

GWYL Stays on the Air
Though Hit by Lightning
THE 625-foot vertical antenna of
GWY, Schenectady, which survived
last summer's lightning storms
without damage, received a direct
hit from the single lightning flash
which heralded the Eastern bliz-
zard of Jan. 22. Emergency equip-
ment brought promptly into serv-
ice enabled the station to operate
continuously without loss of time,
though there were several minutes
when the power in the antenna
was noticeably reduced.

Robert Millham of the transmit-
ing engineering crew was on duty
time there was a crash in the
transmitter building and on the
transmission line directly back of the
transmitter. Millham immedi-
atly pushed the button which puts
the emergency transmitter into
service and then investigated the
cause of the crash. He discovered
that the meter which records the
current passing on the transmitter
line was in flames. Oddly enough,
this flame acted as a conductor
and permitted passage of current
during the 11 seconds required for the
emergency transmitter to come into
service.

The auxiliary transmitter was
on the air from 11:40 to 11:47 a.m.

LOCAL SPONSORS!
Use Radio's Greatest Salesman

SMILIN' ED
McCONNELL
NEW SERIES
HYMN TIME

Now 78 Transcribed Programs Supplied by
PRESS-RECORDING FEATURES INC.
360 W. Washington Avenue, Chicago

The new Presto Model K recorder
is now available at $99, makes excellent recordings of both voice and music.
Write today for illustrated catalog describing this and other Presto
recorders sold complete at $100 to $300.

PRESO RECORDING CORPORATION
242 W. 55th St. New York N.Y.

World's largest manufacturers of instantaneous
sound recording equipment and discs.

BROADCASTING - Broadcast Advertising

February 1, 1939 • Page 69

www.americanradiohistory.com
Proposed FCC Rules Well Received

Horizontal Boosts and One-Year Licenses Advocated

(Continued from page 17)

tant place in the committee's recommen-
dations, since it was perhaps the most controversial phase of the hearings. The committee had the evidence overwhelmingly from the technical standpoint that the use of power in excess of 50,000 watts was a disad-
antage because it provides better quality service to the vast popula-
tion areas of cities and towns which neither have broad-
casting stations of their own nor are located within the pri-
mary service area of any station. It added the evidence also indicates there are 'positive' advantages of an economic and so-
cial character in removing the power limitation.

But use superpower has been a seething issue not only within the industry but politically, it was felt the time had arrived for a plea for greater information, leaves the issue one to be contended with in the future.

The whole superpower issue surrounds WVL's operation with 450,000 watts experimental power in the technical limitation of present operation and 50,000 watts superpower. This same com-
mittee unanimously recommended in the draft rule at the time that WVL be denied renewal of its superpower experimental au-
thorization and has already heard oral arguments on it. Commission-
er Walker, it is understood, was assigned the task of drafting the proposed opinion. There is no indication as to when the Commission proposes to act finally.

The committee's recom-
dations on the change in rule had in mind that it had before it not the single case of a single station but of a number of them, since a dozen applications presently are pending before it and seeking the same authorization. It pointed out the testimony indicated that if the Commission has established a few 500,000-watt stations in the principal market centers, these stations would have the vast major-
ity of the purchasing public in the entire nation.

"Consequently," it said, "there would be created an advertising medium which would be more attrac-
tive to national distributors of marketable goods. In such fac-
ties were considerably less than the existing cost inher-
ent in the present method of pro-
gram distribution, there is no doubt that there would be an economic effect upon the present broadcast stations. While it is true that there would be a greater diversity of competition, particularly in areas of prosperity, the evidence is not conclusive that such competi-
tion would not be a blessing in the long run, taking into con-
sideration economic depression, as to results in the 'squeezing out' of stations.

The committee has asked for a new station channel in this area for which there was no available in a better use of regional and local station channels, through horizontal increases, and of the 19 former clear channels which the committee recommended be shared station channels rather than to "tap the reservoir of the remaining 25 channels to too great an extent."

On the subject of nomenclature of clear channels, the committee pointed out the clearance granted to an indivi-
dual station whose testimony indicated a desire to have the \"character\" of the frequencies designated as one of 25 clear channels. "A part of their objection," the committee said, "was precisely that \"clear\" is used upon an alleged discrimination in the definition of clear channel stations. This question has proposed a change in the draft rule which is designed to eliminate the alleged discrimination, but the committee has not considered the evidence sufficient to warrant the designa-
tion of these stations as channels on which only 50 kw. station is operating at night."

\n\n
Samples of Station Program Standards Cited in Proposed Report by the FCC

The question of "standards program" for stations, now the subject of consideration by the NAB and the FCC, was placed by the committee in a draft rule in the report of the proposed rules committee comprising Commissioners Case, Craven and Payne. The three-
man committee concluded that the Commission should not prescribe standards at this time, but suggested that the matter might be subject of a future hearing in which the feasibility of adopting standards might be considered along with means of enforcement.

Asserting that such standards might not be practical because of minimum requirements, the committee, comprising Commissioners Case, Craven and Payne, may be opened and decided more positively upon the basis of more accurate evidence and experience than is available at present. If as a re-
sult of further study, it is ascer-
tained that the advantages of super-
power outweigh its disadvantages, the committee said that the \"Commission should be pre-
pared to formulate rules to count-
ervary the advantages and disad-
"advantages,", in no way affecting the character of the medium as a whole and the public in general."

CLEAR CHANNELS

In urging retention of the pro-
posed rule allotting 25 channels for use by stations now generally called Class-
1-A operation, the committee again pointed to the necessity for ade-
quately ruling out any abuses on the present stage of engineer-
ing development and with the need for future remote control by changing all channels on a shared basis. It said, "If it is true that the present stage of engineer-
ing development and with the need for future remote control by changing all channels on a shared basis, it is entirely up to the public to protect itself from the faults of the new service."

The committee said that its recommendation on the rule limiting power to 50,000 watts at this time, but in line thereof, would have the effect of making the Commission pro-
hibit the use of more than one more intensive accumu-
lation of facts as a basis for a program of the economic features involved. At a later date, it said, the sub-
ject might be treated more positively, but it said, "to exhaust the possible improvements which may be made

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man committee concluded that the Commission should not prescribe standards at this time, but suggested that the matter might be subject of a future hearing in which the feasibility of adopting standards might be considered along with means of enforcement.

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CLEAR CHANNELS

In urging retention of the pro-
posed rule allotting 25 channels for use by stations now generally called Class-
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ing development and with the need for future remote control by changing all channels on a shared basis, it is entirely up to the public to protect itself from the faults of the new service."

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ject might be treated more positively, but it said, "to exhaust the possible improvements which may be made
one year," the committee said many advantages can accrue to the public as well as the industry if this is done. The tremendous amount of detail involved in the renewal of station licenses every six months, taking so much of the Commission's time, is one of the reasons why it "instituted the re-examination into the consideration of broader problems of policy." As part of this section of the report, the committee analyzed total revenue of the industry in 1937, as based on questionnaire studies made by the PCC Accounting Department. The net income of approximately $18,883,000 represented 14.6% of the total business for the year. It pointed out that these figures were for one-year only and do not reflect the trend of operation over an extended period.

While profits should not be the sole motive of a station licensee, the committee said, "profits are not only proper but they are also necessary if the public is to have good radio broadcasting." While the net income of $18,883,000 represents 14.6% of the total investment of $125,000,000, the committee said, it should be realized that broadcasting is essentially a service industry and that there is a risk ever present in the business of broadcasting station operation. Reasoning that ordinarily encountered in some other forms of business.

Rapid Changes

"Not only must each broadcaster, against constant competition, maintain the confidence and interest in the service rendered, but also the licensee must adapt and hold his market on a rigid basis of regulation by the Federal Government. The industry is confronted with rapid change, rapid obsolescence, and renewed demands upon the enterprise, initiative, and capital of its members. There is always present the threat of sweeping changes in the technical base on which radio stands, as for example, such developments as television. The industry must be sufficiently prosperous, not only to maintain but also to secure adequate funds to finance the new developments and changes which periodically will continue to confront a new industry based on a rapidly developing new science.

"The committee is impressed with the necessity for encouraging stability in the business of broadcasting. Such stability is essential if needed improvements in service to be the public interest are to be sustained. If there is less risk the net profits might well be smaller than now and yet more satisfactory from a business standpoint with consequent benefits to the public from the standpoint of improved service."

It was in connection with this financial discussion that the committee urged the Commission to continue securing financial reports from each station along the questionnaire line. But it emphasized that this information "is desirable not for the purpose of rate regulation but solely for the purpose of assisting in the better interpretation of the relationship between the social, economic and technical phases of the public's radio broadcasting system."
FOOD FOR THOUGHT was the main course, beside actual victuals, at the first meeting of Broadcasters' Chow Club, recently organized among Indiana-Illinois downstate stations to better small station operation through trading practical program and engineering ideas. Here are charter members at the first meeting (l to r) H. L. Dewing, WCBS, Springfield; Ernest Paxton, Danville; Charles R. Richardson, manager of WDAN, host station; Ben Enterline, WJBL, Decatur; H. L. Gateley, WCBS, Springfield; (standing l to r) Francis Higgins anderry Esten, WDAN; W. F. Craig, WLBC, Muncie; Bill Adams, WDAN; Jack Wain- scoom, WDWS, Champaign; Don Glasgow, WDAN; W. R. Carlson, WROK, Rockford; A. M. McGregor, WJBC, Bloomington; M. H. Stuck- wish, WJBL, Decatur; Jim Rodgers, WROK, Rockford. The group will meet again at WCBS, Springfield, during the month of February.

PROGRAM DISTRIBUTION

In its chapter devoted to program distribution, the committee covered both networks and transcriptions. Pointing to the scope of work encompassed in network operation, particularly in handling remote broadcasts and in building first-rate programs, the committee said that the operation of transmission facilities in networks is in its opinion “indispensable in safeguarding of national emergency such as widespread catastrophe, a national financial crisis, or the advent of the sudden air attack because it is only through such organization that there can be efficient mass communication of a regional and national scale.”

As for the stations themselves, those affiliated with national or regional networks have herefore “secured a financial advantage as compared to the stations not so situated.”

The committee said it regarded as entirely impracticable from both the business and the economic points as well as from the social aspects of public welfare, the suggestion that programs of national interest be transmitted exclusively by networks while whole program service should be confined to such national aspect, with purely local programs carried by community stations. Frequencies are too scarce to accommodate such a dual system and at this time permit success and adequate program service to the nation as a whole, it said. Furthermore, it held the evidence showed that an important program of revenue accruing to stations is attributable to network connection and “the excellent programs services are made possible through such affiliation.”

The committee said it felt that “network ownership should be encouraged rather than discouraged,” but in endorsing the network principle it emphasized the necessity for some action to provide an adequate local service not only for local residents but also for the use and development of local talent and community public service programs.

TRANSCRIPTIONS

One paragraph was devoted to transcriptions: “Of growing volume and important is the electrical transmission method of program distribution. What effects a thing that the relative economic welfare of all stations cannot yet be determined accurately. However, it appears to be a source of revenue for all classes of stations, and in many instances, for the community to receive a desirable program which would otherwise not be available to it, and while the electrical transmission is a form of recorded programs, it has the technical capability of programs reproduction with fidelity, and in addition it forms an economical means of bringing high grade talent and interesting programs not otherwise available to the broadcast listener in a small community. Its operation undoubtedly will have an influence on the future programs and economic phases of station operations. However, in connection with this development care should be taken to safeguard and promote the equal opportunities of all talent programs, both local and national, the discouragement to local employment, and the elimination of the organization of radio broadcasting facilities for rapid simultaneous dissemination of intelligence to the entire nation or portions thereof.”

ABSENTEE OWNERSHIP

Apropos the proposed rule that in the case of local station licenses, ownership be limited to residents of the community in which the station is located, the committee said it appeared to be “unsound from a regulatory standpoint” and proposed the following.

The committee said the primary consideration in granting a license should be public interest. The applicant for a local station who makes the best showing should be granted the license, provided the Conrail plan. However, “the license showing made will serve public interest.”

“Broadcasting,” it said, “has become a specialized profession and experience in the operation and management of a station should be recognized. If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent non-resident applicant, the committee of course would recommend that preference be given to the application of the local resident.”

TREATY PROVISIONS

Referring to the Havana Treaty and the fact that (at the time the report was rendered) the United States had not given its approval, the committee brought out that the proposed rules cover other contingencies— notably the national treaty terms, or, if Mexico fails to agree to their introduction by administrative enforcement then of the new rules without the actual frequency shifts. It pointed out that the full advantage of the improvements in the technical service in the United States by excluding the additional channels which will be available, cannot be realized “until the provisions of the treaty are placed in operation.”

Thus, it said, in the interim the “rare and valuable” frequency progress and there may exist interference conditions which are caused by tomographic satisfaction in the allocation of frequencies to the various stations of the four North American nations most directly concerned. The Commission should realize that interference conditions resulting from the foregoing situation will tend to minimize the improvements in service from United States broadcast stations provided for by the proposed rules and standards of good engineering practice recommended by this committee.”

Sound Engineering Needed

Pointing to the interlocking nature of the proposed new rules and the standards of good engineering practice, the committee said flexibility permitted in technical phases. However, “the showing made will serve public interest.”

“The committee,” it said, “has become a specialized profession and experience in the operation and management of a station should be recognized. If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent non-resident applicant, the committee of course would recommend that preference be given to the application of the local resident.”

General Policies Covered

Prefacing its actual explanation of the rules, the committee discussed the regulatory considerations and the effects and limitations of the law. It pointed out, for example, that Congress specified that broadcasting is not a “common carrier” service, and that Congress “evidently recognized not the impossibility of broadcasting stations, but also intentionally avoided the potentialities involved in the acquisition by any administration in office of added channels of mass communication.”

The committee said it is convinced that the American system of broadcasting “has proved to be the best method of applying this modern invention of radio to the public service of the United States.” The best method of safeguarding the system, it said, is to encourage full and free competition. Attainment of this objective requires “faithful areas impractical Commission to the diversification doctrine of licensing stations in any community or region as well as in the nation as a whole, and also the licensing of an adequate number of stations to interstate business, not only in business but also in service to the public.”

The protection of programs, maintenance of a balanced program service and maintenance of radio as a vital force for the discussion of questions of concern to the public on a fair and equitable basis regardless of race, creed or political doctrines” was stamped as fundamental in the preservation of the American system.

Practical Aspects

Under the heading “practical aspects” that the committee studies the obstacles of an economic and technical nature which make the ideal of equality of service all at this time. It traced the development of radio, both technical and economic, and
pointed out that it is now one of the major industries of the nation, with estimated annual expenditure of over three-quarters of a billion dollars.

With advertising supplying the financial support, the committee said it is impossible to disregard economic factors in the frequent influence upon radio service. Consequently, it said, “a dispassionate common-sense application of sound business principles coupled with the objective of an ideal social service to the public is necessary in the proper consideration of the broadcasting problem of the United States.”

Because of the lack in the past of sound economic information on stations, the committee suggested that in rendering favorable decisions the Commission might find it desirable to establish a policy which may serve as a guide for all applicants in the matter of “economic support for any number of stations in cities of different populations.” Specifically, it recommended that in each hearing involving additional facilities in any community “there be specified in the bill of particulars the issue of economic support, and that the Commission’s staff present testimony or other evidence on an economic character in each such instance. The committee feels that the evidence now available is not sufficient to warrant the establishment of a uniform policy, the method recommended by the committee would be the best procedure in establishing such a policy in the future.”

Equalization of Stations
Evidence at the hearing showed the report, showed the degree of financial support governs largely the nature of service which can be rendered by stations. Small communities, it pointed out, cannot and need not support costly stations, and in towns of 10,000 population or less, “it is barely possible to support one station of any character and still provide a program service of interest to the public.”

The Commission, added the committee, should attempt to secure a better equalization of facilities in states and communities than now exists by granting increases in power to regional and local stations. Blanket increases in power to all regions and localities “is a desirable” the report said, and the Commission should maintain control of the situation in order that an equalization can be accomplished in accord with sound engineering and economics.

“Each individual application for increase in power should be granted only on condition that such increase is needed in the community, is technically feasible, is economically sound, and is affording the use of the frequency in question throughout the nation in such a manner in which will serve the greatest good for the greatest number in all parts of the country.”

In granting applications for improvements, the committee recommended that the Commission adhere in general to a four-point priority: (1) Communities having no stations and capable of support of one; (2) communities having existing stations with inadequate technical facilities to properly serve the population; (3) communities having an adequate number of stations and capable of supporting additions without detriment to resultant service, and (4) communities serving the technical facilities of existing stations.

If Radio Be Censored—

Afonsky in New York Journal-American

WORKSHOP VERDICT

If Radio Be Censored—

KSTP Series Gives Pupils Status as Critics

AN EXPERIMENTAL program in which the reactions of listeners will be wired has been inaugurated by KSTP, St. Paul. The broadcast is a part of the station's educational schedule and has been worked out by Thomas D. Rishworth, educational director, with students of the Mary Miller Vocational High School in Minneapolis participating.

The program is split into two parts, the first originating in the studios and consisting of a dramatization of the lives of composers; the second half comes from the school's radio workshop. While the dramatic portion is being broadcast, students in the workshop listen, take notes; then when the second half switches to the workshop they discuss the merits and flaws of the previous production.

Juice Campaign

SNEAD, BURG WEGER & MOORES, Chicago (tomato juice, prune juice), on Feb. 6 starts six weekly participations on WWJ and KSTP. Distribution is through local dairies, the juices being packed in the dairies' bottles. Merchandising tie-in includes a free booklet called “Four Point Beauty Menu” which plugs dairy products. George H. Hartman Co., Chicago, is agency.

Longines to Add

LONGINES-WITTNAUER Watch Co., New York like Bulova and Benrus, is increasing its radio campaign for 1939, announcing a 20% increase in stations carrying time signals starting at different dates in March. The total will be about 100 stations. Arthur Rosenberg Co., New York, is agency. Bulova and Benrus [BROADCASTING, Jan. 15] have increased advertising budgets 25%, to be used mainly for enlarged radio campaigns. Biow Co., New York, is Bulova's agency. Brown & Tarcher, New York, has the Benrus account.

[Image of Billboard Advertisement]

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD-WIDE NEWS COVERAGE

UNITED PRESS

Broadcasting • Broadcast Advertising

February 1, 1939 • Page 73

www.americanradiohistory.com
Earl May Seed Spots
EARL MAY SEED Co., Shenandoah, Ia., on Feb. 1 started two spot announcements daily on WLS, Chicago; WJE, Detroit; KFIE, Kansas City; WWTQ, Springfield, Mo., thru Fresa, Fellers & Fresa.

MIMBOGRAPHED tables showing allocations by frequencies of broadcasting stations in Canada, Mexico and Cuba have been prepared for distribution by the FOG press room to all interested parties requesting them. They also show the powers and locations of the stations.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST AT ANY HOUR EVERY DAY IN THE YEAR
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.
MONITOR room of the CBS television transmitter, now under construction on the upper floors of the Chrysler Tower, New York, has been completely screened by a double thickness of finely-woven burlap mosquito netting to prevent outside interference from disturbing the final checks on the televised images before they are broadcast. In addition to soothing the screens and confining each unit to the steel frame of the building, to drain off a stray current, the entire room has been acoustically treated and provided with double doors, doors, ceilings and walls to protect the delicate equipment from outside noises which might otherwise confuse the sound portions of the programs.

UNITED Transformer Corp., New York, is expanding and moving to a new and larger plant Feb. 1. Main offices, engineering division and manufacturing will be at 150 Varick St.

WNX, Yankton, S. D., has installed a new system of Jensen P.M speakers in all offices, controlled from a master board in the operator's booth, and over which studio auditions and broadcasts can be heard. A direct-phone hookup also enables operators to speak from the control board to any office through the speakers. The equipment was purchased from Jensen Radio Mfg. Co., Chicago.

NBC Hollywood has installed RCA equipment to make its own acetate recordings of programs and auditions. KROC, Rochester, Minn., has installed in its Owston studios a new WE 940 amplifier for use on its monitor system and remote broadcasts. Engineer Galen R. Yust supervised installation of the equipment.

KFOX, Long Beach, Cal., has added a new 30-watt shortwave transmitter, KADB, to its portable equipment. It was built with Western Electric parts and designed by Lawrence W. McNeil, commercial manager. The station now has four auxiliary portable transmitters. They range from a 5-watt pack to a 30-watt set.

RCA MFG. Co., Camden, N. J., has published a 12-page brochure for its Type 80-A and 100-A vertical control desks and coordinated speech-input units.

DR. RALPH L. POWER, Los Angeles, has appointed American representative of Stannage Pty. Ltd., Sydney, Australia, recently organized to manufacture and distribute various types of broadcasting equipment, as well as to represent American-made apparatus in the British Empire.

FOR SEEING to it that no sponsored time was lost due to technical difficulties during 1937, the technical staff of KSFO, San Francisco, recently received a gold cup (inset at right) from Chief Engineer Royal V. Howard at ceremonies broadcast direct from the transmitter. The "Chapel From the Cup" is to be a permanent possession of the transmitter engineer, and if the record is equalled in 1939, it will be chronicled on the trophy again next year. Participating in the ceremonies were KSFO transmitter supervisor, who accepted for his staff, "Doc" Howard, making the presentation, and Frank H. McIntosh, western engineer for Western Electric-Graybar, all ready to pass over the cup.

WPRB, Baltimore, has purchased an RCA S-D transmitter, pursuant to the recent FCC action authorizing it to increase its daytime power to 5,000 watts at 1,000 watts at night.

WNX, Yankton, S. D., has installed a Fairchild recording and amplifier unit, model F-28-2, for use primarily in making transcriptions of WNX programs and as a means of bringing them to the attention of agencies and prospects.

KMMJ, preparing to move from Clay Center to Grand Island, Neb., has installed a 1,750-foot tower located near Phillips, N. B., 14 miles from the relocated Grand Island studio.

WNX, Yankton, has installed a remote control temperature indicator, Model WE 940, on the control board at the transmitter and registered on an indicator in the announcer's booth, to give lawyers accurate temperature reports. The new system was devised by Chief Engineer Clifford Todd.

New WBBM Tower

WBBM, Chicago, has installed a new 490-foot Blaw Knox vertical radiator at an approximate cost of $26,000. Expected to go into operation Jan. 27, the new transmitter is located at Glenview, Ill., 23 miles north of Chicago. The Innovation of the 64-ton tower is the location of the tuning coil for the upper half of the tower's ground instead of high in the air. This plan will enable WBBM's engineers to make almost continuous fine adjustments in the tuning of the mast from the ground, while engineers study the results with field strength measuring equipment. Tower is built entirely of round rods instead of the usual "L"-shaped riveted, is welded instead of riveted. Chief Engineer Frank B. Falknor was in charge of the installation.

TO ADVERTISE its new 650-foot vertical radiator, the tallest structure in the Southwest, WFAA, Dallas, has revised station identification announce-ments: "Four Stations in W.P.A., The Tower of Texas, in Dallas.


Wages and Employment

For Radio-Phonograph Industry Rose Slightly

A SLIGHT increase in employment and a moderate increase in wages was reported by manufac-

Wages and Employment For Radio-Phonograph Industry Rose Slightly

By the C.B. C. Bureau. Figures for 1938 are not available, except from unofficial trade sources, and they are expected to show a dr

For 1937 the official reports, these manufacturers employed 48,343 wage earners during 1937 as compared with 44,796 in 1936; paid out wages of $58,001, 896 in 1937 as compared with $42,906,018 during 1936; and produced products valued at $277,807,140 in 1937 as compared with $200,972,623 during 1935.

The industry, for census purposes, embraces establishments engaged in the manufacturing, or assembling from purchased parts, of radios, radio tubes and phonographs. It does not include the manufacture of components such as transformers, batteries, cells, condensers etc., which is believed to at least double the foregoing figures.

Knox Participations

CHAS. B. KNOX GELATIN Co., Johnstown, New York, on Jan. 20 started 13 weeks participation sponsorship in "Woman Tomorrow" series on WJZ, New York, Wednesday and Friday, 9:15 to 9:30 p.m., and in WMAJ Magazine of the Air series on 5 NBC Pacific Red Stations (KOMO, KGW, KIQ, KPO and KPI), Feb. 3:30-3:45 p.m. (PST). Kenyon & Eckhardt, New York, places the account.

KFRU - COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

www.americanradiohistory.com
AFRA Strike or Boycott a Certainty

Networks Not Expected To Be Affected by Talent Shutdown

(Continued from Page 13)

asking for intervention from any-... the microphone on receipt of walk-... is some of the basic features such...Disclosures of copyrighted materials and... on a per use basis.

Thorton Fisher’s Sponsor

THORNTON FISHER, noted sports commentator and cartoonist, formerly on NBC for Briggs Baking Co., now heads the staff of WCKY, Cincinnati, where he is doing a quarter-hour sports broadcast every evening at 19:45. Beginning Feb. 1, the program will be sponsored by the Peter Ibdol Co., Cincinnati cigar manufacturers.

Motion Picture Relief Fund show, Hollywood Guild, sponsored on NBC, CBS and Mutual-Don Lee network, from headquaters in Los Angeles and Hollywood, many non-AFRA members appearing on commercial net-...work programs announced they would refuse to cross the line.

Golden Gate Action

The San Francisco chapter, AFRA, followed the lead of New York's chapter, and likewise in unanimously voting Jan. 22 for a national strike in the field of network broadcasting. John E. B. Hughes, president of the San Francisco chapter, presided over the meeting which was attended by nearly 300 members.

The San Francisco AFRA mem-...bship approved scales and working conditions as recommended in the cases of regional and local commer-...al programs, according to Vic Condello, secretary. According to...showing...in which the radio artists association is now...gaging, will be begun in the days of local and regional commercial pro-...grams as soon as the national situation is solved.

CONNECTICUT BILL COVERS ASCAP FEE

A NEW proposed copyright statute, carrying the "per piece" basis of royalty payment, as against the existing ASCAP practice of blanket licensing on a percentage basis for radio and flat fees for other uses, was introduced in the Connecticut Legislature in January by Senator Enquist.

Reflected programs only when...sition, says he's...nce, to make the cost of...counter proposals submitted by agencies which were turned down.

Eddie Cantor, AFRA national president, presided over the meet-...s, with short talks by Carlton KaDell, Los Angeles Chapter pres-...dent; Kenneth Thomson, Screen Actors Guild executive secretary; J. W. Gillette, international representative of AFPM; I. B. Kornblum, executive secretary of AFTRA; George L. Emery, talent representative of Los Angeles Chapter; Ralph Morgan, president, and member of AFRA, and radio actor. More than a score film and radio stars, including the question of Edward Arnold, James Wallington, Tyrone Power, Boris Karloff, Mel-...lyn Douglas, Andy Devine and Con-...rad N. R不可缺少 the stage during the meeting. Several score more were scattered throughout the audience which packed El Capitan Theatre.

Carlton KaDell, at press time, was en route to Los Angeles to make up his contract at the San Francisco strike. The Coast show would be forced to discontinue during the strike. Los Angeles Chapter appointed an im-...mediatly following the strike. The general strike against network commercial originating in that territory as strike captain to handle any situation. The situation was complicated by the fact that Coast strike would come to pass. Each captain had his specific instructions should the order be issued.

SAG Offers Support

If pickets should be established around advertising agencies, NBC, CBS and Mutual-Don Lee network, from the San Francisco headquaters in Los Angeles and Hollywood, many non-AFRA mem-...bers appearing on commercial net-...work programs announced they would refuse to cross the line. In the case of networkism, the...tion concerns in Los Angeles and Hollywood indicated no nego-...tiations were to be had toward replacing live talent network programs with transcribed shows in the event the strike is called.

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BROADCASTING • Broadcast Advertising

Refugee Badges

WHEN NBC-Chicago recently remodeled its Merchandise Mart, a number of working artists who were in the vicinity were let loose a flood of German. A stout woman rushed from the crowd, embraced Engineer M. W. Rife, NBC field engineer, and it...loose of German. Gootie had a blood change, yelled everyone, and T...is the case of German refugees. The program is rebroadcast there...is no fee charged by AFRA for an off-the-air recording, but if the pro-...gram is not rebroadcast the AFRA call for payment to the ar-...tists is fulfilled. If the privilege is offered for a fee, such a record a fee equivalent to the rebroadcast fee, or approximately 50% of the charge for the program, is the AFRA decision that this will make the cost of the recordings prohibitive and that their use will be discontinued on such programs. It is expected that the rebroadcasting will be limited to situations in which it is...some of the basic features such as...requirement for full disclosure of copyrighted materials and the...or "per piece" basis of compensation. The bill specifies that all copy-...right owners must file with the Secretary of State lists of the com-...positions to be licensed for use, to...be paid, descriptive data and the price per use which it would...lately against network commercial originating in that territory as strike captain to handle any situation. The situation was com-...licated by the fact that Coast strike would come to pass. Each captain had his specific instructions should the order be issued.

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Hollywood Votes

Hollywood's highly and lesser paid radio talent, backed by Screen Actors Guild and plainspoken by a number of the nation's biggest commercial network programs, were ready to desert...
McNinch Against Censorship of Air
Urges All Sides Be Aired But Recognizes Time Limitations
SHEER physical limitations make impossible absolute “free speech” for Americans, 140,000,000 of citizens to broadcast with, said Frank R. McNinch, Chairman of the FCC, when he declared, Jan. 26, in an ad-dress before the Cambridge University, student organization of the University of North Carolina. The broadcast was over NBC and a Caro-lina hookup keyed from WPTF, Raleigh.

The number of people who can broadcast, Mr. McNinch pointed out, is limited by time only to those who desire to speak “simple arithmetic, and this would make it plain that this right to speak would be only for a matter of seconds or minutes in a lifetime.”

Appealing to broadcasters, in fairness to all listeners, Mr. McNinch said that broad-casting cannot, as long as we retain the principles of our Con-stitution, “become a propaganda medium serving the interests of any administration, Democratic or Republican, or any political, religious or economic organization or any individual however rich or powerful to the exclusion of others.”

Rounded Discussions
This, he said, does not mean that such questions may not be discussed over the radio without doing violence to the Constitution nor that biased or prejudiced persons may not be given the opportunity to express themselves.

It does mean, however, that if any of these questions are discussed, a complete and rounded discussion of all involved in the controversy should be given for the benefit of all listeners. Whether such a presentation is achieved through debate or expansion of opposing views is not material. The important and necessary requirement for effective broadcasting is that all listeners is that all sides be given, if any side is given, on any important controversial social, political, economic or religious ques-tion.

Using as his theme the Bill of Rights and radio, Chairman Mc-Ninch said that the founding fathers who insisted on the inclusion of the bill of rights in the Constitution would have insisted that this right carry with it, if any special group selected or licensed by the Government should have the right to use, regulate or control the expression of any form of ad-ver-sation of imformation by means of broadcasting in such a manner as to control their or their views upon the people.

The Chairman said no matter how he might disagree with the views expressed, he would never advocate that anyone be punished for expressing his views over the air, or advocate that a censorship question hold it against a radio station for letting anyone express his views. If an important controversial question is adequately given on the air, the listening public will be in-
Did You Ever Play 
"Hide-go-seek"?

... With Your Copies of Broadcast ing

$2.50 POSTPAID

Your name in gold 25¢ extra

National Press Building
Washington, D. C.

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CBS Program Operation Reviewed

(Continued from Page 66)

even due to cancellations of commercial programs for broadcasts of important public events was approximately $40,000, he said. Of this amount $75,000 represented losses during daytime and $65,000 during nighttime. Figures for the second half of 1938 are not available, but he pointed out that all stations are making a larger margins on their daytime schedules. To meet the trend of the times, CBS has added a number of new programs to its daytime schedule, he said, including the "Pepsi-Cola Hour" and the "Better Home Hour." He also said that the network is considering the possibility of adding some new programs to its nighttime schedule, as well.

In addition to its ASCAP license for the performing rights, CBS holds licenses authorizing network broadcasts of music copyrights of Associated Music Publishers, Society of European Authors, Composers, & Ricordi of Milan, and some 175 independents, he said. These licenses require payment of copyright royalties, he explained.

Sustaining Run 2-to-1 to Commercials

A series of exhibits was offered by Mr. Lewis to explain the nature of CBS program operations. He began in 1927 when there were only seven sponsored programs on CBS and traced the development to the present, showing a grand total of $6,000,000 in sustaining programs. Of these, in 1938, 4,300 hours or 11,066 broadcasts were sustaining, and 52,000 hours or 7,469 broadcasts commercial.

The ratio of two sustaining programs for each commercial has been maintained throughout the year.

In 1938 there were 246 hours of formal educational programs, exclusive of those that might be described as educational but actually were not in the nature of academic research. Many of the sustaining features are in "time withheld from sale" which means that they cannot be sponsored under any condition and occupy immovable sustaining positions.

The well-known American School of the Air series over CBS reaches in the neighborhood of 3,200,000 students, according to a recent survey made by Princeton University. This program received the first award ever issued for network radio. The subject of the program is the science of education, and the program is produced and distributed for the sponsors, including the American School of the Air.

Disaster relief organizations, Mr. Lewis said in commenting on the network's "charitable appeals" policy, in the first nine months of 1938 CBS carried 141 broadcasts for such appeals, amounting to a total of 39.4 hours. During the same period the 291 separate sports broadcasts carried on a sustaining basis by CBS accounted for 146 hours, he said, in addition to 25 hours of commercially-sponsored features.

Writing Talent Vital in Network Business

Explaining the special regional programs sponsored on CBS facilities for regional hookups like Columbia-Pacific and the New England stations, Mr. Lewis said that these programs are "over and above" the regular national network service to and from those sections.

Commenting on the CBS policy against using recordings on network programs, Mr. Lewis said, "It would be a shame to build up a vast network and then turn it into a super-Victrola." He emphasized the talent as "the most important thing in the business", Mr. Lewis said the CBS program department had handled 2,579 letters and interviewed 979 persons with program ideas during 1938. The New York office accepts from 4,500 to 5,000 unsolicited scripts per year, he estimated, with Hollywood and Chicago offices also handling unsolicited "idea submission" form letters, he pointed out that CBS customers could request unsolicited manuscripts to the writer, along with a letter explaining that the manuscript would be considered only if the writer returned it with a waiver protecting them against subsequent "priority complications."

The CBS music department auditioned about 2,600 singers last year, in addition to about 250 more adds to only 12 to 15 "artists of Columbia Artists Service," he estimated. About 500 names were added to the actors' file during the year, he said, after interviews with some 5,000 applicants, and of these only 125 were actually cast in some CBS production.

Under cross-examination by Mr. Porter, Mr. Lewis explained that responsibility for CBS policies, as for commercial programs, are vested in Mr. Gray, while responsibility
from an artistic standpoint rests with himself.

Discussing desirable commercial advertising spots in the broadcast schedule, Mr. Willis said that within “at least” two sustaining programs a day between 6 and 10 p.m., sustaining programs running through the rest of the network hours totaled from 17 to 20 a week, while commercial features were increased to 80 or 100, indicating that this was a favored spot with advertisers. He also observed that since the New York radio market has become common, CBS has found that Saturday is a “marvelous listening day.”

“The War of the Worlds” program was an educational program in many ways,” he commented in an interview with W.B. Porter, pointing out that many listeners were not frightened, and becoming acquainted with Wells’ book was itself of educational value to them.

Shortwave Operations Listed by Mr. Willis

Next CBS witness called by Judge Burns was Frederic A. Willis, assistant to the president, in charge of international shortwave operations since December 1931.

CBS international broadcasts are carried on its own shortwave transmitters, WBC, lowercase, New York, and WEX, meter. The station WJJ, frequency 19,000, and W5X, meter, New York, are on 10,000, watts, and CBS programs, including those off the network, and others originated especially for international broadcast, also are fed to W3XAU, shortwave affiliate of WACU, Philadelphia; W5XK, shortwave affiliate of WBBZ, Boston – Springfield, and W5XAL, Boston. A closely cooperative arrangement has been worked out with W3XAU to supply complementary service to Europe and South America by CBS furnishing bilingual announcing talent and the Philadelphia station, being given the right to pick up programs from the network or use CBS features originated specially for international broadcast. He commented that CBS allowed rebroadcasting of its shortwave programs, and requests for rebroadcasting from all parts of the world, Cuba, Brazil, and Mexico are now under consideration. Special operate new stations for shortwave international broadcasting increased 100% during 1938, Mr. Willis said.

Mr. Willis declared the proposed 1939 budget for CBS international broadcast operations, not including supplementary services from the network, was $39,800, an increase of about $50,000 over the last year.

Kesten Tells Sales Activities of Network

Paul W. Kesten, CBS vice-president, attached to the executive department, was also called to the witness stand. Judge Burns Jan. 26 and reviewed a “typical work sheet” to describe the activities of sales, promotion, and some of the research activities of CBS. These units work together in dealing with sales problems, he said, recommending surveys, estimates, comparing effectiveness of different hookups, and in general supplying consulting service to advertisers and agencies.

There is constant competition between CBS and other networks to bring new advertisers into the air and to “woo away” clients from one network to another, he commented, although such transfers balance closely between the networks. Over several years CBS has pulled about 42 accounts from "another network," while 32 have been drawn from it, he estimated. CBS has "essentially one "facilities contract," and "99%" of the contracts are with agencies rather than directly with the advertiser. The contract carries provisions protecting CBS against programs not conforming to its standards and allowing CBS to substitute an acceptable program, including the power to edit; allowing the network "in its discretion" to omit commercial programs to carry "appropriate educational" material; providing rebates to the advertiser or agency for failure of broadcasting facilities "due to cause beyond the control of the System;" and protection of CBS against libel action resulting from the sponsored program.

Analyzing a CBS rate card dated April 1, 1938, Mr. Kesten pointed out that 11 groups of CBS stations are listed: the Basic Network schedule, excluding newscasts and the networks station, and additional networks outside the basic network. The stations are classified according to their size and area, and the cost for 30 minutes is $5,095,000, or $2.63 per thousand listeners.

The “informed judgment” of the advertiser and agency, arrived at through their own field surveys and reports as well as the judgment of CBS, exercises a control over station rates, Mr. Kesten said. Radio research activities are growing in scope and other companies alike, he pointed out, and food and soap manufacturers particularly are using intensive field checks of their programs.

Pointing to the “axiom” that the cost per thousand listeners is greater in sparsely settled than in thickly settled areas, and that these factors affect the cost of reaching a thousand listeners, Mr. Kesten commented that he was not so interested in discrepancies in comparative coverage and service as between individual stations as he was in securing overall effective coverage.

The “informed judgment” of the advertiser and agency, arrived at through their own field surveys and reports as well as the judgment of CBS, exercises a control over station rates, Mr. Kesten said.

Factors Involved in Station’s Price Listed

A station’s price on the radio schedule is affected by costs, distribution returns, audience, sales, and scope of service, he commented, declaring that CBS was selling its facilities to the advertiser in its own interest. As this was not so interested in discrepancies in comparative coverage and service as between individual stations, he was in securing overall effective coverage.

The “informed judgment” of the advertiser and agency, arrived at through their own field surveys and reports as well as the judgment of CBS, exercises a control over station rates, Mr. Kesten said.

Allocating the division of expense in CBS network sales, Mr. Kesten explained an exhibit showing comparative pie charts of the “network sales dollar” of 1937 and the first nine months of 1938. Qualifying the figures as a “conservative estimate,” he said that gross income from CBS network sales and income service, $2,410,000, amounted during 1937 to $28,438,000, divided as follows: Time discounts, $3,032,000, or 11.61%; agency commissions (15% after discounts), $3,302,000, or 11.61%; station payments, $3,032,000, or 11.61%; other operating costs, including wire costs of $1,783,000, taxes of $570,000, and incidentals of $2,440,000, in all $7,016,000, or 7.92%, and profit, $2,091,000, or 10.87%.

Breakdown of Gross Income Shown for 1938

The same breakdown for January, February, and March of 1938 showed that placed gross income at $19,602,000, divided as follows: Time discounts, $3,024,000, 19.42%; agency commissions (15% after discounts), $3,302,000, 11.95%; station payments, $4,878,000, 24.77%; pay roll, $2,695,000, 13.21%; and other operating costs, $1,037,000, or 5.36%. Costs, $633,000 for taxes, and $2,180,000 for incidentals, totaling $4,870,000, or 25.4% and profit, $2,091,000, or 6.82%.

Explaining the 15% agency commission included in all media, Mr. Kesten said it was done to lift agency competition to a plane of service rather than price.

Mr. Kesten also explained a se-
enjoyable to classify CBS accounts, breaking down accounts by agencies and listing CBS facilities used by clients [Broadcasting, Jan. 15].

Regional Advertisers
Offer Bright Prospect

There are approximately 600 national advertising agencies, for potential network clients, Mr. Kesten asserted. These are accounts which have buying budgets of a minimum of $50,000 per year, he said. He hastened to add, however, that a much wider group which spends less than $50,000 minimum are regional prospects and are actively solicited by CBS.

The existence of the regional advertiser is important in the network sales strategy, asserted Mr. Kesten, because very few of the national accounts use full nationwide networks and regional groups of stations are available for unit sale.

He estimated that in the regional group, there may be a potential 100,000 accounts.

The advertising agency was portrayed as an indispensable factor in radio by Mr. Kesten. He declared the development both of network and spot market business was probably accelerated by the aggressiveness of agencies. Many agencies are taking from the shoulders of the advertisers the whole problem of division, promotion and sales and assuming even the point of actually redesigning products. The agency, in brief, he declared, in many instances represents the creative and exploiting brains of the accounts they represent.

Under cross-examination by Commission Counsel Porter, Mr. Kesten explained that for the first time in his association with CBS, he was in charge of sales promotion and research. During the past four years he has been vice-president attached to the executive department in charge of the general administration of a number of departments. Sales, sales promotion and research, publicity, general engineering as distinct from operating engineering and general development projects all fall within his jurisdiction, he said.

Alluding to press relations, Mr. Porter inquired whether CBS had experienced any difficulty with newspapers in handling of radio publicity. Except for two or three “distorted instances” of newspaper boycotts of programs and special programs, he said, his relationship has been generally favorable.

Most of the boycotts have been withdrawn, due to copy lists, he said. For program listing, he was asked. These sporadic outbreaks grew out of the feeling that radio, as a supplementing medium, should not receive newspaper support.

Agencies Take Big Part In Placing Business

Describing radio as an “invisible Hercules,” Mr. Kesten pointed out that even today little is known about listener behavior and receiving set ownership. The industry talks in terms of technical coverage, he declared. He described various original researches undertaken by CBS protecting the audience factor and contending that there is only a small factor of error in modern survey methods. Mr. Porter observed that he had never seen a survey which did not show the particular station opposing it in the test.

Mr. Kesten observed that in the case of WABC, CBS published a survey in which it was found the station, then second and finally first, over a period of perhaps five years.

The plan, then, is the placement of network business was developed by Mr. Porter in his cross-examination of the CBS vice-president, who temporarily is supervising the network’s sales department, the post of sales vice-president having been vacant since the resignation of Hugh K. Boice.

The first ten agencies, Mr. Kesten said, place approximately $85,000,000 of network business and the first 20 agencies about $54,000,000.

The program rate, he probably represents 60% of the total billing. The same situation obtains in the newspaper and magazine fields, he asserted, estimating that the first 20 agencies placed 90% of the total national lineages.

Discussing a new study on cost trends, Mr. Kesten said that while CBS is working with the network cost, the average price per station to the advertiser has shown remarkable consistency. During the past decade and a half, the cost to the advertiser per 1,000 listeners has gone steadily downward. In other words, he said, there are more listeners at a smaller cost per thousand than the cost per station has remained the same on the average.

Incorporated in the record at Mr. Porter’s request was a copy of the Jan. 15 issue of Broadcasting containing 1938 agency billings to networks and pertinent client network tabular data, along with a clipping from another trade publication.

While the number of radio homes per thousand of population is still on the upgrade, Mr. Kesten said particularly on motion picture and radio business on the West Coast, he said, while Columbia Concerts owns 48% of CBS stock of Columbia Broadcasting System of California.

Columbia Concerts Corp. was formed in 1900 through a merger of three independent companies. The Judson Radio Program Corp., formed to supply recorded concert music which had been in existence since 1910, was merged into the Concert Management Arthur Judson Inc., Evans & Salter Inc., Metropolitan District Theatres Co., Inc., Burrell Haensel & Jones, and Wolfsohn Musical Bureau of N. Y. Inc. according to Mr. Judson.

Concluding direct examination by Mr. Burns, Mr. Judson outlined generally the organization of Concert Service, which he said was regarded as a division of Columbia Concerts Corp. and which is engaged in the fields of concert artists. Pointing out that the organization profits only out of the management of the artists, he said it often had to shoulder losses on concerts and at present was operating with a $94,000 deficit.

Community Concert Service Described

Asked by Judge Sykes if Columbia Concerts was a financial success, Mr. Judson declared it was absolutely necessary to have concerts, with profits running about 2%.

Cross-examined closely by Mr. Porter regarding Community Concert Service, Mr. Judson told how the organization was formed, as a result of a group of New York managers, in the face of a rapidly shrinking concert field and the observation that an increased number of cities over the country were without the connections necessary to carry on a concert service.

The network itself full of program and technical developments both and a laboratory of both and a laboratory for the benefit of the artists, it is said, said, including the new transmitter and studio installations. By the end of this year, he said, the network will have expended $1,350,000 in television.

Regarding facets, he said Columbia is working with it and talking it but he personally wondered whether the introduction will depend on television’s schedule. “We want to get out of the laboratory and see where it is headed,” he said.

Judson Explains Functions Of Artists Service

Arthur Judson, president of Columbia Concerts Corp., took the stand Jan. 27 and explained the functions of his organization, which, he said, manages concert artists and sells concert tickets, even before the artist’s appearance in this country, and often plans a career several years in advance for a prospective artist. “We do all about everything but manage the artists’ investments,” he commented.

It is impossible for us to define any “standard contract” with artists because each career must be treated individually and pointed out. Terms vary widely, both between different artists and even for the same artist, with compensation ranging from a flat guarantey to percentage of receipts, according to the artist’s preference and the service he receives. The long-term agreements are with agencies and that although the artist is always consulted about broadcast engagements and that there are so many conditions to be
THEME-MAKER and "utility" vice-president of CBS, Paul W. Keester, told the FCC Network Committee about the network's sales policies and practices, about operations, and even about television, which falls under his jurisdiction.

considered", the agency orders and FCC attempts to fill the orders, "not really concerned with the network on which it appears". Along this line, Judge Burns informed the record that "as far as CBS does any booking of concert artists, it is done by Columbia Concerts Corp."

Columbia Concerts Corp. book. on NBC and CBS from its start follow:

<table>
<thead>
<tr>
<th>Year</th>
<th>NBC</th>
<th>CBS</th>
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</thead>
<tbody>
<tr>
<td>1953-1954</td>
<td>$131,500</td>
<td>$10,500</td>
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<tr>
<td>1957-1958</td>
<td>147,050</td>
<td>20,400</td>
</tr>
<tr>
<td>1963-1964</td>
<td>152,075</td>
<td>156,075</td>
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<tr>
<td>1964-1965</td>
<td>206,105</td>
<td>185,200</td>
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<tr>
<td>1965-1966</td>
<td>260,856</td>
<td>366,250</td>
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<tr>
<td>1966-1967</td>
<td>388,494</td>
<td>393,092</td>
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<tr>
<td>1967-1968</td>
<td>220,860</td>
<td>131,830</td>
</tr>
</tbody>
</table>

No Efforts Made to Raid Each Other's Artists

Mr. Judson declared there was no revolution of territory 'agreement' between Community Concerts Service, and "the NBC affiliate", presumably NBC Artists Service, and expressed surprise that any such idea existed. He explained they did try to avoid disrupting a city's receptivity for concert attractions by both entering the same field, and in cases where NBC was already establishing itself in one field CCS looked to others rather than attempting to enter the same one. He added that such tactics would be impractical, since a manager of artists CCC did not want to lose its own money and run the risk of conducting unsuccessful concerts and thus losing business for the artists.

He also stated that there was no raiding or luring away of artists, from the NBC groups to CCC or vice versa, simply because it would mean retaliation in kind. "We would not think of bringing about a breach of contract," he declared.

Community Concert Service at present serves about 375 cities, while the NBC subsidiary serves about 200 cities in the United States and Canada, he estimated, adding that there are about 1,000 cities throughout the country, including those already served, that are potential concert events. Inquiries are described in an article called "Brainstorm Department" by Stephen J. Hamblen, in the January 28th issue of the Saturday Evening Post.

Five days a week he is exploring the rivers and bays of Northern California in quest of the best fishing. During his latest trip, Friday, he says he fished far Western sportfishing in the Pacific. He tells his angling stories. He has been in the same boat for a few weeks when B. Simon Hardware Company of Oakland bought The Fishin' Fool, for a small sum. Results were favorable. The Fishin' Fool brought thousands of fishing fans into the hardware store, with huge crowds. Those same fishermen and many more are followers of both fishing and Ralph Jones, popular because his broadcast is in rapid, spontaneous and enthusiastic style. He is the only man in the state who makes his hobby — fishing — a full-time job.
Move for Three-Man FCC

(Continued from Page 11)

Mr. McNinch said he had not yet begun the work on the bill, which would probably be quite short, but would submit it early the following week to the chairmen of the Senate and House committees.

The bill, it was brought out, would not go into “fundamental” changes, but deal only with reorganization of the Commission itself. Then, in about 30 or 60 days, the plan is to introduce the second bill for rewriting of the Communications Act of 1934 to include the new policy provisions. Meanwhile, the existing act, except for Commission personnel phases, would remain in full force.

It would be in connection with the second bill that extensive hearings would be held. More than likely the Senate Committee, rather than the House group, would launch these sessions, with the idea of “objective, constructive legislation,” rather than muckraking. It is thought this strategy would eliminate any efforts to “smear” which might grow out of a single course of legislative action involving rewriting the act with both organization and policy matters.

Senator Wheeler said he had felt for a long time that the FCC should be reorganized, “Conditionals have been such,” he said, “that the Commission has not been getting ahead as rapidly or as efficiently as it should. Secondly, I have thought that the law itself ought to be amended or rewritten, and Senator White holds the same view.”

Favor Three-Man Board

Both Senator Wheeler and Mr. McNinch agreed that a “three-man Commission is better than a five-man body.” A five-man board had been suggested as a possibility but it now appears certain the proposed reorganization draft would provide for the smaller board. Despite that, it is thought a fight may be waged for a larger board on the ground perhaps that all regions should be represented and possibly for patronage purposes.

The thought of a single administrator with broad powers to sit under the newly-constituted Commission, at least for the present, caused Mr. McNinch to emphatically that any complete bill had been drafted.

Senator Wheeler asserted he felt that Chairman McNinch “has done a good job in cleaning up a lot of things,” but he said he thought there should be a “smaller commision” because there is “more controversy on the larger one.”

“So far as the fundamentals are concerned,” Chairman McNinch then stated, “the President, the Senator and I are in agreement on the necessity for a reorganization, and generally as to the form and character of the new Commission.

Because the Senate committee of a score of members is smaller than the House committee, and because several of its members are more conversant with communications, it is thought the hearings will first be held on the new legislation before that body. In addition to Senator Wheeler, Senator White, co-author of the Radio Act of 1927, which is incorporated in the existing law enacted in 1934 in all essential details, is the ranking Republican member. Senator Chan Gurney, (R.-S.D.), serving his first term, is former operator of WAX, Yankton, S. D., and is a practical broadcaster. Senator Bosler (D.-Wash.) also has shown considerable interest in radio, and Senator Reed (R.-Kan., another new member, is former chairman of the Kansas Public Utilities Commission.

The proposed new law in its draft form, is expected to define sharply the administrative functions of the chairman of the new Commission in order to avert the existing FCC situation under which each of the seven considers himself co-equal in authority. Moreover, to emphasize the leadership reposed in the chairman, it is expected to stipulate that the director in a salary whereas all commissioners now receive $10,000 a year.

Statement of Policies

At his press conference Jan. 24, the President said it is well recognized that it is difficult for a commission to perform the regulatory job if policies are not stated and objectives blocked out. The first undertaking, the President said, should be to tell the new Commission what are the policies of the United States with respect to broadcasting and these should be evolved from hearings.

Disclaiming any final decision as to the type of agency which would be created, the President said simply that a half-dozen or more different “blueprints” have been discussed and that there would probably be a different setup entirely for the FCC. He indicated he regarded two of the proposals as workable.

Asked by eager newsmen what policies might be incorporated in the proposed new law, the chief executive said that all such matters as newspaper ownership, transfers, and the like could be considered and specifically be treated. When a newsmen asked whether the control and influence over stations by the networks was involved, the President responded he regarded it as one of the problems.

The same thing holds for the telegraph and telephone fields; but to a lesser degree, Mr. Roosevelt declared, pointing out that there are 80 about three companies involved.

Within the Commission, all appeared to be fairly tranquil up to three forty-fortnight ago, although there had been constant simmering under the surface. Chairman McNinch repeatedly has stated that he did not plan to make any legislative recommendations for some time. When the FCC committee on new rules governing broadcasting, which also embodied the superpower issue, suddenly released the first part of its report to the Commission on Jan. 18, subsurface pandemonium broke loose. The committee secretly had the report drafted and released, whereas the McNinch edict had been that all such matters clear through his recently revamped Information Section. Members of this committee were Case, chairman, Craven and Payne.

This action, it is thought, was the last straw so far as the fiery little North Carolinian was concerned. The trend of events since then appear to substantiate that view.

Accord With White’s Views

The President’s letter, together with his press conference statements, appear to accord with the views repeatedly expressed by Senator White who has been recognized as the best informed legislator on radio in Congress. Senator White has pointed out that the ex-
McNinch to Stay

While the sudden turn of events came as a surprise, trouble has been brewing for some time. President Roosevelt personally drafted Chairman McNinch to "clean up" the FCC in October 1937 on what was a temporary assignment. Now, however, it appears certain that the President desires to keep him on this job even under the revised operation.

Commissioner Payne, who has been a storm center of the Commission, until recently has openly defied the chairman on numerous policy matters. He was called to the White House recently and while no statements have been made, he has since been extremely quiet. Reports from the White House were that the President expressed extreme dissatisfaction and even discussed a possible "change" for FEC chairman.

Commissioner Walker, former utilities commissioner in Oklahoma, who was appointed in 1934 by President Roosevelt, could be up for reappointment July 1.

Capitol Hill Opposition Seen
To Plan for FCC Revision

By WALTER BROWN

President Roosevelt's recommendation that Congress make a broad study of the communications field with the view of enacting a new legal framework and administrative machinery for control and further development of radio broadcasting, along with telephone and telegraph facilities, came as a complete surprise to Capitol Hill and all other discussion of radio legislation was immediately relegated to the background.

The first reaction was favorable to Mr. Roosevelt's letter calling for a congressional action to put the FCC house in order. Chairman McNinch's subsequent conferences with Chairman Wheeler and Chairman Leder of the Senate and House committees which handle the legislation. But as more serious study was given to the proposals, especially the recommendation to plan a new seven-man Commission and set up a three-man Commission, a babble of opposition began to develop.

McNinch Popular

Chairman McNinch is held in high esteem by a large majority of members of Congress and the back-benchers. In the Thirties the FCC had been short of men and a new Commission proposal by Chairman McNinch greatly strengthened the hand in getting through the reform legislation he desires. His difficulty, however, is to be in keeping down sentiment that the reorganization proposal is a plan to discharge seven men in order that the President can appoint three more and thereby secure greater control over the communications field.

Because of Chairman McNinch's popularity on Capitol Hill, coupled with a general feeling that something should be done to correct the internal boils that have prevented the FCC from doing the job well, the FCC act was passed in 1934, some reorganization bill will likely pass at this session but not until after hearings and debate which will probably last several weeks. There was a time when a legislative proposal from downtown could be rushed through in a week or two but that day has gone and every measure, especially one as far-reaching as reorganizing a quasijudicial body, is closely scrutinized by both committees and on the House and Senate floors.

Whether Chairman McNinch has improved his position by dividing the legislation remains to be seen. Some members have expressed the opinion that the whole subject should be handled in one bill and Congress should not take two bites at it. Others see much merit in the Administration's strategy.

Final outcome of the legislation to a large extent will depend on whether President McNinch's ability to sell Congress on the need for a thorough overhaul of the FCC machinery and to further prove to the complete satisfaction of Congress that there is no desire on the part of the Administration for a "packed" Commission.

Another development, which on the surface has no relation to FCC reorganization but figures in the record of conversation of members is that Roosevelt's appointment of Thomas R. Amile, former Progressive member of Congress from Wisconsin, to a position on the Interstate Commerce Commission. The appointment shocked the House, to use the words of a Representative recognized as one of the big four in the Democratic leadership.

Investigations Sought

One not familiar with Capitol Hill methods and manners will quite naturally ask what this has to do with FCC reorganization. Simply this: The bill is expected to ask Congress to abolish the jobs of seven men on a partisanship basis and amend the Fair Trade Act. This was referred to the House Naval Affairs Committee. Chairman Vinson (D-Ga.) has sent the bill to the agencies subject to this report as to the desirability of its passage. He and his fellow committee members showed clear opposition to Celler's first bill last year and refused to report it out.

Taking the position that broadcasting is not a matter of public interest, it is subjected to the same strict libel laws that are in force for newspapers. Rep. Celler has also said the bill should go along with civil liability concerning suits in defamation. The bill proposes that "the owner, lessee, or operator of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator, shall not be liable for any libelous and/or defamatory statement published or uttered in or as a part of a radio broadcast, by such owner, lessee, licensee or operator, or agent or employee thereof, if such owner, lessee, licensee, operator or agent shall in good faith believe the whole of the matter to be true of due care to prevent the publication or utterance of such statement or statements in such broadcast."
THREE TO SPONSOR GOTHAM BASEBALL

THREE advertisers will cooperate in sponsoring the weekly radio broadcasts of the home games of the New York Giants and Yankees during the coming season. The trio, this year, will be General Motors, Socony-Vacuum Oil Corp., who have shared baseball broadcasts previously and who this year will have the exclusive rights to the broadcasts of all games, both home and abroad, of the Brooklyn Dodgers, and National Broadcasting Co. Games will be broadcast on WABC, New York, when they are played in New York, with the exception of Sundays, when the games will not be aired. Details of the arrangements for the campaign, which is put on order by the sponsors will be made for the sponsors by William J. Scolum, formerly a New York baseball representative, who have not been divulg ed as yet.

Announcement was made Jan. 25 in identical press releases issued by the two clubs, as follows: "Terms were agreed upon tonight between the Yankees, who lead the National League and group of advertisers consisting of General Mills, Socony-Vacuum and Procter & Gamble for the broadcast of the entire series of home and away games of the New York Yankees for the coming season. Contracts have not yet been signed. The games will be featured by WABC and there will be no Sunday broadcast. Negotiations for the campaign will be conducted by Bill Scolum.

Macaroni Campaign


Wired Radio Copyrights

Wired radio, such as Musack, New York, will have to get special recording licenses from music copyright owners after June 30, 1939, according to the American Publishers Protective Association. This will mean payment of an additional fee by transcription facilities.$2.00 a day to $75 a month is required of all manufacturing and broadcasting firms who continue furnishing wired radio outfits with the same assortment of library discs that they now rent to WBBN, Chicago.

FRANCE with its Parisian night life, gay cafes, suburbs and provinces will be transported to Americas in a new series of international exchange programs arranged by NBC in cooperation with the Foreign Section of the United Press, Telephones et Telephones, official French broadcasting service. The series will be signed by NBC Blue beginning Feb. 7, 6:05-6:30 p.m. (EST).

SAYWERS DISCOUNT Co., Chicago, is offering free news commentaries on WBBM, Chicago, during the 1939 baseball season, from five major games of baseball just before the game featuring interviews with stars. Neimer-Myerhoff Inc., Chicago, is agency.

Late Personal Notes

WALLACE WERBE has resigned as editor of the Billboard Press, effective Feb. 6. Mr. Werbe became Southern manager in Dec. 1938. He was Washington bureau manager for the same news service in 1937. Werbe said his new plans will be made public in a couple of weeks.

HOMER HOGAN, one-time manager of WSTW, Chicago (now Philadelphia) and later Chicago head of International News, has been named manager of WOR, New York. The position was held by A. Joel Neisser and Ken Thake, and Jan. 24. The new man takes over the full Mutual Network Jan. 27, with Alice Hughes, syndicated fashion columnist, as her guest.

Nicholas Pedroso, formerly public relations director for several large American companies and in South America, has been appointed director of South American programs for the Mutual Broadcasting System. Pedroso, a native of Cuba, works as foreign correspondent of WCAU, Philadelphia.

PAUL A. LOYET (technical director of WSB, Atlanta) addressed the local Lincoln High School physics class Jan. 2, while Bill Brown, sports writer, and Harold Hummel, sports director, on the same day speak before the Ocean Champlin boys baseball club.

AL FITZPATRICK, engineer of WCFP, Chicago, suffers from bronchial asthma. According to the doctor's advice, Mr. Fitzpatrick has returned to work following a severe attack of bronchial asthma.

FCC Must Consider Economics

Continued from page 18

made concerning the matter of economic injury.

While a station is not a public utility in the same sense as a railroad, the court continued, radio communication nevertheless constitutes interstate commerce and involves the public interest. "Since the power of Congress has not been extended to the point of regulating the character of services for the establishment and maintenance of rules requiring like service for the entire public, or limiting the extent of the service or its price, the public interest, convenience and necessity should not be given such a broad meaning as has been applied to it elsewhere in the interpretation of public utility legislation," the opinion said.

The court declared the act clearly contemplatesthat consideration be given the equities of existing stations and that in many cases where it is shown that granting a new license would be to defeat the ability of the holder of the license to carry on a public interest, the application should be denied unless there is a proof of economic injury. In connection, the court quoted from several other cases in which it discussed the possibility of economic injury for granting in that area is inadequate, the result may be disadvantageous for or to the public.

Regarding the WKBK contention of improper action by the Commissioner, the court said the Commission could not be considered as a court of first impression, but if the Commission were to consider the evidence from actual evidence in arriving at its decision, the court would have to consider that the Commission had "not considered these reports were not considered. Then the court said that even the necessity of the FCC to refrain from exercising what is, but is not considered as a court of last resort, which is exempt from such action, the court said that the court had the Commission's action was entirely supported by the record as a whole, and the Commission's positive denial. Under the circumstances, the court said the presumption of regularity of official conduct is controlling.

Feathers From Afar

FEATHERS from 41 States have been made into a pillow by WBBN. The owl and a companion will soon be run to see which listener gets the Smiley-A-While pillow. Program was started Feb. 3 to 5, and is to be run in six weeks. Listeners are testing personally by antics like this one.

CURTIS MASON, co-founder of KFI-RECA, Los Angeles, is the father of a girl, born Jan. 19.

LEE COOLEY, formerly announced producer of KFWB, Hollywood, has joined KYL, Los Angeles, in a similar capacity.

MERRILL INCH, continuity director for Fox Broadcasting, is the father of a baby boy, named Dennis Brian Iach.

H. WESTON CONANT, NBC sound effects man, on Jan. 23 became the father of his first child.

KLAUS LANSBERG, formerly with WABX, Philadelphia, on Jan. 30 joined NBC as a television engineer.

Fleischmann Test

STANDARD BRANDS, New York (Fleischmann's Yeast), is an 18-year test campaign in New York to prove to the public that a product labeled "pure yeast" is actually a yeast product and not a vitamin product, the latter being the only alternative. If successful, the series will go transcontinental on NBC-Red network. A new series, "Standard Brains," is being planned.

Larus Renews on 9

LARUS & BROS., Richmont, Va., which started a 13-week spot campaign last spring with tobacco and Domino cigarettes, has renewed the schedule on the following stations: WTSF, San Diego; WSPR WPTF WCHS WJSV WBTB WSB WBL WBT and KWWI. The campaign, which will be expanded to other stations, is broadcast at 26 weeks a five-quarter-hour adventure mystery series / "Lost a Mystery," or 6 NBC-Pac. Red stations (KFI KPO KGOM KHRQ), Monday through Friday, 8:15-8:45 a.m. Pacific. The transcribed version is being sponsored on WTAE, Norfolk, Va. West Palm Beach, Fla., and KOCO, Oklahoma City, and if successful, the series will go transcontinental on NBC Red network. A new series, "John Christ of J. Walter Thomson Co., Hollywood, is the producer.

ARTHUR SEARS HENNING, chief of the Chicago Tribune Washington bureau, on Jan. 16 resigned his six years at the post. Formerly chief of the Capital Comment by direct line to the Tribune, Henning was the chief of the Foreign correspondent of the Des Moines Register & Tribune, does his weekly broadcast at 5 p.m. in Washington, and has written three books, Washington and Mexico. He will be in New York, placed the account.

TELEVISION's first woman program director, Miss Thelma A. Prescott, has been named program director of NBC shows. Ms. Prescott, former program director for NBC shows, is the first in the field. She will direct the program of the NBC programs.


Page 84 • February 1, 1939

BROADCASTING • Broadcast Advertising
Of course, WBNX doesn’t want to miss an issue of BROADCASTING. It ran its first ad January 1, 1935 and hasn’t missed since. WBNX finds it’s good business to use BROADCASTING consistently. You’ll find it’s good business to start your schedule now!
Radio Big Factor In Infantile Drive
Networks and Stations Active In President's Birthday Fund

Radio has been used widely during the annual "March of Dimes" campaign for the National Foundation for Infantile Paralysis, which started on Jan. 15 and ended on the night of Jan. 30, when balls were given in the president's second annual honors of President Roosevelt's 57th birthday.

During the two-week campaign, "March of Dimes" buttons were sold for ten cents each, while direct broadcast fund to finance the disease were handled in the New York area by a spot radio campaign under the sponsorship of the Greater New York Committee headed by Gen. Hugh S. Johnson. One-minute announcements by celebrities personalities were broadcast in New York on WMCA, WNEW, WHN, WARD, WINS, WNYC, WJZ, WHOM, WNYC, WOW and WBBC.

Sunday Observance

The Radio News Division of the Committee for the Celebration of the President's Birthday in New York sent out special news announcements on the drive to all stations in the country for use as fillers on spot programs, and various single broadcasts were offered in cooperation with the campaign. WOR, one of the federation members, called Mrs. Roosevelt for a round-table conference during which 100,000 people, including William Green, president of AFL, spoke on MBS on behalf of the drive. On Jan. 26, the Gang Bufer program, sponsored by Colgate-Palmolive-Per Co. on CBS, featured a history of infantile paralysis, followed by a plea for citizen cooperation against the disease by Gen. Hugh Johnson.

The program, which was broadcast on all CBS stations throughout the nation as "Infantile Paralysis Sunday" by clergymen in their Sunday services, while that evening Eddie Antar, chairman of the March of Dimes Committee, presented the annual Utah campaign by outstanding stage, screen, and radio personalities on a special network broadcast carried by NBC, CBS, MBS and relayed to independent stations, including WMCA, WOAM and WNEW, New York, and others.

The program, from 11 p.m. to 12 midnight, featured a talk by Eddie Antar explaining the purpose of the broadcast and explaining that half of each contribution received by the foundation is returned to the county from which it is sent and the other half distributed among groups engaged in infantile paralysis research. Talks were also heard on the broadcast by Keith Morgan, national chairman of the Foundation, Gen. Johnson of the New York Committee, and Dorothy Thompson, commentator.

"Mile of Dimes"

WRC and WMAL, NBC Washington stations, organized a "Mile of Dimes" project in which a red and blue striped canopy a red and blue static 33 feet in front of the National Arch was divided into narrow strips to be filled six times to complete the mile. A police guard was stationed at the

Long Talent Contract

STANDARD BRANDS, New York (Tenderfoot Time), has placed Carlton E. Morse, writer, and entire cast of the weekly NBC-Red network serial One Man's Family under exclusive contract, running through 1945. Present contract extends through December 1940, with the renewal effective Jan. 1, 1941, to Dec. 19, 1945. One Man's Family started under its present sponsorship on Feb. 13, 1935. Contract is to be found in the fact that all classes of local stations seem to have increased their revenues by more than average amounts. The average gain for 1936 was approximately 10% as compared to a general increase of slightly less than 5%.

Regional Trends

As to geographic distribution, while complete data again is not available, it seems to have increased its average gain of over 7%, while unlimited time regional stations, other than high-powered, seem to have increased their revenues no more than 2%.

Some evidence of a widening of the economic base of the medium is found in the fact that all classes of local stations seem to have increased their revenues by more than average amounts. The average gain for 1936 was approximately 10% as compared to a general increase of slightly less than 5%.

1938 Business of Broadcasting

(Continued from Page 8)

challenged from Cuba

RENE CANIZARES, who broadcasts the Esoe Reporter program on CMQ-COCQ, Havana, is questioning the claim of Peter Grant, newscaster for WLYC, Cincinnati, to be the fastest talking announcer on the air. Mr. Canizares claims that, although he has the highest average number of words in the quarter-hour programs, Spanish words have to be appreciated, because the same number of English words in order to squeeze them into the allotted time.

Kellogg Bran Disc

KELLOGG Co., Battle Creek, Mich, Post bran buns and bran cereals are handled in the drive to complete the yearly "March of Dimes" campaign, sponsored by Colgate-Palmolive-Per Co. on CBS, featured a history of infantile paralysis, followed by a plea for citizen cooperation against the disease by Gen. Hugh Johnson.

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(Continued from Page 8)

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**Canadian Broadcasters’ Plans**

(Continued from Page 14)

The motion put forward by the House of Rep. Pete Weaver of Stillwater, Okla., was written into the House Journal Jan. 19.

Action by the legislature was a complete reversal of policy, as a heated campaign was conducted prior to the present session to keep all radio representatives out of the chambers. Weaver, himself a law student, disregarded the warnings, on the basis that freedom of the air is equally as important as freedom of the press. He had his broadcasting booth erected next to the press box and microphones installed the day before the legislature convened.

Weaver’s “Capitol Comments” effectively removed the antagonism of those opposed to broadcasters from the capitol building. Not one vote blocked the motion.

**WOAI Names Ridell**

CORWIN RIDDELL has been named news editor and chief newscaster of WOAI, San Antonio, succeeding Ken McClure, who recently resigned to open his own business as public relations counsel in San Antonio. Mr. McClure, recently named one of the three leading newscasters in the country, is now broadcasting on WOAI his own quarter-hour weekly program of commentaries on incidents behind the news. Mr. Ridell, veteran San Antonio announcer, has taken over the night news broadcasts, sponsored on WOAI by the San Antonio Brewing Assn.

**Quick Economical Results for Classified Advertisers**

Broadcasting’s complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

**Help Wanted**

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in Broadcasting.

**Situations Wanted**

Outline your experience and qualifications in a classified ad in Broadcasting. Some concern may need you—reach your next employer through Broadcasting. Others have done it with success.

**Wanted to Buy or Sell**

If you would like to buy some used equipment, insert a classified ad in Broadcasting and choose from several attractive offers.

**Services**

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in Broadcasting.

Copy should reach this office five days prior to date of publication. 7¢ per word for Help Wanted and Situations Wanted. All others 12¢ per word.

**Broadcasting**

870 National Press Blvd., Washington, D.C.
Decisions...

**January 14**

**MICROPHONE**—WOKY, Cincinnati, granted license to move from 1000 k.w. to 1350 k.w. for construction of new studio building. WJZB, New York-Added to 1000 k.w. for transmission of lectures. WOC, Dubuque, granted extension to 1981 for construction of new studio. WOR, New York, permitted application to move to 1000 k.w. for construction of new studio. WOR, New York, granted extension to 1981 for construction of new studio.

**January 15**

**FM**—WMCA, New York, granted license to 1000 k.w. to transmit for 1000 k.w. to 2000 k.w. WKNR, Des Moines, granted license to 1000 k.w. for construction of new studio. WMBF, Columbia, granted license to 5000 k.w. to transmit for 5000 k.w. to 10,000 k.w.

**January 16**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 17**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 18**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 19**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 20**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 21**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 22**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 23**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 24**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 25**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 26**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 27**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 28**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 29**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 30**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

**January 31**

**FM**—WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio. WBC, Bradford, Pa., granted license to 1000 k.w. for construction of new studio.

STANDARD BRANDS, New York (Fleischmann yeast) on Jan. 10 starts I Love a Mystery on NBC-Pacifie Red stations, Fri., 8:30-9:45 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

CLASs KNOX GELATINE Co., 69 W. 40th St., New York (beauty cream), 20 weeks, Sun., 9:30-10:40 p.m. Agency: Gandy & Rubican, N. Y.

OLD AGE BENEFIT BUREAU, Jan. 12 started Hardin Twins on Texas State Network, Thurs., 9-10 p.m., till further notice, placed direct.


RIO GRANDE CITRUS EXCHANGE, Weehawken, N. J., on Nov. 30 started spot on Women’s Page on Texas State Network, 26 times until Feb. 13. Agency: Leeche & Leche, Dal-


SOFENZ SALES Corp., Los Angeles Beauty cream”, on Jan. 10 started 12 weeks, Beauty Secrets, on 8 Don Lee network stations, Thurs., 10-11 a.m. EST, having added the following stations Jan. 18 when the show began over following stations: WOKA, WSIY, KIIL, KIO, KFLO, KOHD.

AMERICAN INSTITUTE OF MARRIAGE, Los Angeles (clerical mail) on Jan. 25 started A. I. M. Theatre, dramatizations, on 4 Don Lee network stations, KFRC, KFRC, KFRC, KFRC, KFRC.


Household Finance Co., Chicago, on Feb. 26 renewed It Can Be Done show on CBS stations, Fri., 10-10:30 p.m. Agency: Emil Brinscker & Staff, San Francisco.
ANYONE with an original program merchandising idea can win a set of chimes from NBC. A contest, announced in the January issue of Broadcast Merchandising, published monthly by NBC, asks for additional merchandising plans to the 56 listed with the announcement of the contest. Of these plans to reach the consumer, 12 are designed to reach the salesmen and other employees of the supermarket, and 22 are plans for reaching dealers. Contest, ending Feb. 23, is based on the idea that while most of these plans may eventually win an audience without merchandising, with it the job can be done better and faster.

For Feature Foods

ATTRACTIVE red and white 12-page brochure has been released by WLS, Chicago, for its Feature Foods program, a six-weekly half-hour morning show featuring food experts Helen Royce and Martha Crane. Replete with talent and merchandising cuts, the booklet includes charts and promotion results in Chicago’s super-mart grocery stores, describes in detail the WLS weekly food clinics. WLS has also reprinted releases of a recent ad in the Kansas City Journal Post concerning the Barnum & Bailey Barn Dance and carrying the banner line, “It’s Not a Phenomenon to Us”.

WKY Panorama

THE THIRD issue of Men, Methods & Machinery, promotional series produced by the Oklahoma Publishing Co., for various properties, is devoted entirely to WKY, Oklahoma City. Released Feb. 1, it presents a panegyricon of six pages 12 x 20 inches, portraying factors which have made WKY outstanding and which have given it the sobriquet “The Regional Barnum”. It is part of the $100,000 campaign by the company to emphasize things “not on the rate card”.

Grocers Fed

MORE than 600 Southern Californians—retail and chain grocers, filled the CBS Columbia Square Playhouse Jan. 20 to participate in the second session of the California Retail Grocers Knights planned by KNX, Hollywood. On hand to dot the “i”s and cross the “t”s was Donald W. Thornburgh, CBS Pacific Coast vice-president and George Moskovics, California manager of Radio Sales.

Cincinnati Safeguards

WKRC, Cincinnati, has organized the WKRC Safety Patrol, with songs and badges and other appropriate appurtenances. A Band is chief of the patrol. Last year WKRC devoted 730 station breaks, 160 100-word safety suggestions and 70 public service newscasts, safety along with other activities.

Song Books in Demand

SUPERIOR FEED MILLS, Oklahoma City, sponsoring the Arkansas-savers on WKY, Oklahoma City, last fall, distributed a song book obtainable at retail feed dealers. Some 80,000 books were given away.

Round About WFBF

SOME 50,000 Central New York listeners received the two-color monthly Home and Farm News, published by WFBF, Syracuse, and timed for release Jan. 15. The Kobolt family and Mobiloil began sponsorship of Socorny News Flashes on the station, and is followed on 7½ hours of news weekly on 35 newscasts, is claimed to be the largest radio sale in Syracuse. The newspaper paper plays up the series. With 32 pictures and feature stories on radio presentations, essays, sports, comedians, dramas and the general early-year schedule, it also features a reprint from the National Broadcasting Co. of Radio, appearing under the headline: “Americans hear world's finest programs because U.S. air waves makes it possible”.

Stretching a Point

HOW BIG Is a Rubber Band? asks Mutual’s latest promotion piece, addressed to its dealers. It would like to begin network broadcasting but feels its appropriation may not be big enough to buy a profitable network success. With numerous examples of experiences of Mutual advertisers, book stresses the point that both the rubber band and MBs are always precisely as big as you want them to be. Among the pages printed and illustrated, book contains a pocket in its back cover which carries a small folder of statistics, while across the front cover are stretched two real rubber bands.

Grocer Likers

SURVEYING the average housewife’s expectations for her favorite grocer, WAAW, Omaha, is running a contest on the Jenny Lind Pan-cake Flour series with the letter “Why I like to trade with my favorite grocer”. Awards to winners and the grand total will over $200. All entries are to be turned over to the Omaha Retail Grocers Association and customers’ likes and dislikes in tradespeople. Any grocer may study results of the survey.

Snow White’s Party

KXOK, St. Louis, is releasing a Pennsylvania brochure containing a breakdown of phone calls and customer inquiries for its Snow White Telephone or radio show, a weekly all-request musical quarter-hour sponsored by Manewal Bread Co.

News of the Globe

FEATURIZED new program, The World in Review, was given its first audience test recently after a year and a half on WSM, Nashville, with an offer of a premium, “Prevue of 1939”, a reprint of the Jan. 2 broadcast, to all listeners requesting it.

Times for Time Buyers

NEW CALENDAR for radio time buyers, with tabulation of expiration dates for daily contracts of varying duration, has been published by NBC.

More About the Coast

AN AMPLIFICATION of the CBS network’s “business state” story outlined in the eight-page brochure, California Is an Island, recently mailed to 3,200 advertising executives, a new four-page orange and white mailing piece explaining How CBS Serves These Five Business Communities can be sent to any stations in the state. Mapping the “business states” trading areas of drug and grocery wholesalers, the new brochure shows position of the 12 CBS West Coast stations. Areas served and CBS primary coverage day and night are also indicated.

Notions of TSN

TEXAS State Network has inaugurated a weekly presentation, titled “Tested Selling Notions”, to assist its member stations in selling the network’s sustaining programs locally. The following data will be included in each presentation: Program, time, suggested merchandising, talent cost, and publicity items. The presentations are prepared under direction of Benton Ferguson, of TSN’s promotion and merchandising staff.

KIRO Bulletins

KIRO, Seattle, is publicizing its daily programs with mimeographed sheets, which are distributed to YMA’s, schools and similar institutions. This message accompanies the program listings: May we suggest that you post the enclosed notice on your bulletin board for the benefit of interested persons who may be free to hear the broadcast to which it refers. Thank you! Vera E. Jedicik, publicity director.

McClatchy Valleys

HEADED News From McClatchy Land, a mailing piece recently was sent out byKFK, Sacramento, Calif., calling attention to its wide listening area. KFK and the other McClatchy stations are situated in the interior of the state, serving the Sacramento and San Joaquin Valleys.

Expiration and Renewal Dates

WHIO, Dayton, Ohio, is distributing “see it at a glance” contract calendars, with expiration times showing through a slot in a celluloid jacket containing monthly cards.

Success at Noon

KWKL, Longview, Wash., cut noon every day broadcasts a success story telling of an outstanding achievement of the station. One success story tells of a house-to-house canvass made by the station, proving that 95% of all people within a radius of ten miles listen to three or more KWKL programs regularly. Another story tells of a mail response of over 300 letters and cards a day on a five minute theater contest program. Further advertising is gained through a program called The Sponsor’s Voice featuring the dramatized business history of a different sponsor on each program, concluding with the sponsor’s personal message and a note to the past KWKL has played in development of his business.

A Decade of KGIR

TO CELEBRATE a decade on the air, Ed Crane, operator of KGIR, Butte, Mont., mailed to the trade a striking copper scroll embossed in silver. The scroll stated that KGIR would observe the decade (Jan. 31, 1929-Jan. 31, 1939, a total of 62,109 hours on the air) with special programs.

Tinkle, Tinkle

A GENUINE salmon bell with clapper was mailed with tag attached by CKWX, Vancouver, B. C., to commemorate the New Year and the Yuletide, as well as Easter, along with several stanzas of verse. Winding up the poetry is this message: “Remember, my friend, when you’re things to sell, CKWX will write for you, B. C., rings the bell.”

Choice of News

TO DETERMINE news preferences and tastes of listeners KSFO, San Francisco, is conducting a survey through printed ballots. The plan, originated by News Editor Herbert Lyner, was launched with announcements during news broadcasts of the availability of ballots.

Too Many Replies

WCFL, Chicago, recently offered a free subscription to the music magazine Bandstand on its Make Believe Ballroom, a daily afternoon series. Offer had to be pulled because 15,026 listeners wrote in after 12 announcements had been aired.

Tillamook Freshener

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., is offering a three-piece set of “Tillacovers” for 30¢ fresh, during its broadcasts over KPO, San Francisco.

WHEN the new 250-watt daytime station KOME, Tulsa, went on the air last Christmas Day, it inaugurated this new all-electric kitchen, occupying one end of its auditorium studio, which seats 200. Jane Austin, the KOME home economist, conducts a cooking school each weekday morning under participating sponsorship of food and electric appliance dealers.
“WLW now originating many network hits! Some agencies now obtaining maximum audience for network appropriations by economical production without sacrificing big-time showmanship, such as: H. W. Kastor & Sons Advertising Co., Inc., Russell M. Seeds Co., Inc., Henri, Hurst & McDonald, Inc., Lambert & Feasley, Inc.”

Today, WLW Originates 200% More Network Programs than in September . . . .

WE THINK this is significant because it proves that more and more national advertisers are turning to the Nation’s Station for network originations at decidedly lower costs. Great network shows such as “Peter Grant’s Sunday Evening News Review” for Boscul Coffee, “Plantation Party” for Bugler Smoking Tobacco, “Avalon Time” for Avalon Cigarettes, “True Detective Mysteries” for Listerine, and “Vocal Varieties” for Tums are the result of careful planning, judicious selection of talent and PRODUCTION as found only at The Nation's Station.

If you are planning a radio campaign whether national or regional . . . learn just how much WLW can offer at decidedly lower production costs.

CLIENTS FOR WHOM WLW ORIGINATES NETWORK PROGRAMS INCLUDE . . .

Tums, Ballard & Ballard, Acme White Lead and Color Works, Bugler Smoking Tobacco, Big Ben Smoking Tobacco, Boscul Coffee, Listerine, Avalon Cigarettes.
The RCA 78-B-1 Rack Assembly, a sturdy constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units—a cabinet rack containing amplifiers and jacks...control console with sloping front containing all mixing and switching controls...and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity—but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied upon request.

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V.I. meter is illuminated and may be set for "peak" or r.m.s. readings.

Use RCA Radio Tubes in your station—for finer performance

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