Petty father berates son for not responding as 5579 WOR listeners did to nine requests for 36¢ proof of purchase for tricky trinket.

Swaggering swain boasts that HE is one of 4658 smart WOR listeners who wrote for household gadget when mentioned three times on WOR.

Five of 5320 dog-minded people who succumbed to four WOR mentions offering dainty dog tag, discuss life (abridged) and morals minor.

Benevolent bore, one of 6068 (not bores), who sent dime and 13¢ proof of purchase for gadget when five WOR broadcasts featured it.
WLS sells goods at retail in Chicago. A leading Chicago retail food market held a three-day store promotion of merchandise advertised on WLS simultaneously with the advertising of certain other products on the station.

The sales results were as follows: one new item not before stocked sold 413 packages in three days; another whose normal sale was 50 packages, sold 425 packages in these three days, all at regular prices.

WLS, always conceded the leading station for reaching Midwestern homes, sells goods in Chicago as well. Would you like further evidence?
DIVERSIFICATION in industry assures benefits that make the New England territory a splendid market. Because they are not dependent on any individual industry, wage earners of New England never experience the periods of entire idleness that affect other regions. And because employment is so varied, every day is pay day for some groups, in all communities. Hence, with pay envelopes in daily distribution every day is marketing day.

You can reach this vast and constantly active market, effectively and economically, through the 17 stations of The Yankee Network.

This network extends from end to end of New England, giving coverage of all important trading areas including every city of 100,000 or more population and of many in-between cities and towns.
KGO has broadcast four times as many Exposition programs as any other station

So what? Just this:

All Northern California is exposition-conscious—rabidly, enthusiastically exposition-conscious. Which means that KGO is a more important station than ever this year to the four million listeners served by its 7500-watt signal, its comprehensive schedule of Treasure Island programs. And that makes it just about the most important advertising medium of 1939 in Northern California—the radio buy of the year on the Pacific Coast.
This latest addition to the shelf of basic radio studies from the Columbia Broadcasting System is available upon request at 485 Madison Avenue. Its fact-filled findings on Rural America are summarized (with maps) in the following 3 pages.
They set up an approved technique for investigation of rural radio listening habits.* We followed the experts in every detail of their technique, including their choice of typical rural counties. These counties were selected, of course, without reference to the rural coverage delivered by any one network. We were glad to use them—for sake of conservatism—because, as it happens, the CBS clear-channel stations were farther from these counties than those of other networks!

On the facing page are some of the things we did, the facts we found:

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*The technique for studying rural radio America was developed by the Technical Committee of the Joint Committee on Radio Research for the 1938 rural study, jointly financed by CBS and NBC.
used the same definition of rural America
used the same personal-interview technique
employed the same expert research investigators
went into the same counties
opened the same farm doors

as did the Joint Committee

found that 87% of all rural families interviewed
listen regularly in the evening to CBS
—and that 72% of all rural families interviewed
listen regularly in the daytime to CBS

They found a larger regular audience, day and
night, listening to CBS than to any other network!

PROGRAMS PENETRATE RURAL AMERICA

80.9% of all rural families interviewed
listen to Major Bowes

71.8% of all rural families interviewed
listen to Eddie Cantor

57.8% of all rural families interviewed
listen to Kate Smith

26.7% of all rural families interviewed
listen to the New York Philharmonic

The investigators found that each of the above programs
has a bigger audience in the upper third income group than
in either middle or lower thirds. Rich farmers listen more!
Above: The percentage of rural families in each geographic area, which listen regularly to CBS Stations in the evening. 100% = All rural families interviewed by Hooper-Holmes.

These data were impartially, independently gathered by Hooper-Holmes, to determine the Columbia Network’s rural radio audience and its listening habits. No network was mentioned by name by the investigators. The question asked being: “To what stations do you listen regularly?” We have summarized the answers for CBS alone, above. But our complete files are open to you, if you wish to see them.
For 4 1/2 years K-7 was a Network feature program that thrilled millions of listeners!

"SECRET AGENT K-7 RETURNS"

New and timely tales of exciting adventure and intrigue on land and sea and in the air!
ANOTHER NBC TRANSCRIPTION SERIES
Produced in association with
HEFFELFINGER RADIO FEATURES
Available for spot advertisers in 1 or 100 markets

For further information regarding the program, "SECRET AGENT K-7 RETURNS," write

Electrical Transcription Service
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service . . . 30 Rockefeller Plaza, New York . . . Merchandise Mart, Chicago
HER MARKET BASKET IS WORTH
MORE THAN Half a Billion!

Folks who live within the "Golden Horseshoe" eat more than half a billion...yes, closer to three-quarters of a billion dollars worth of foodstuffs in twelve short months! That is more than twice the annual food bill of the nation's second largest city!

And the "Golden Horseshoe," that area blanketed by WJR and WGAR, is one of the nation's richest markets! More than two and one quarter million families living in an area where only several hours travel separates the farthest points! A combined metropolitan and rural market in which retail sales practically match those of New York City! A hundred thousand retail outlets...and two great radio stations through which to sell your product!

THE GREAT STATIONS OF THE GREAT LAKES

W.J.R
THE GOODWILL STATION
Detroit

W.G.A.R
THE FRIENDLY STATION
Cleveland
Industry to Fight Legislative Shackles

By Sol Taishoff

White 11-Man Bill Blocks Wheeler 3-Man Commission; NAB Announces Policy; Pan-American Plan Revived

DESPITE a sudden letdown in the Administration drive for "ripper" legislation which would sweep out of office the present seven-men FCC and replace it with a three-man board, there is still a strong New Deal pressure to have President Roosevelt not only foster such action at this session but also to force through legislation for a Government-owned Pan-American shortwave station.

When Senator White (R-Me.) on Feb. 22 introduced his own bill (S-1520), proposing a 11-man FCC to forestall hasty consideration of the McNinch-drafted Wheeler Bill (S-1208) for a three-man agency, the atmosphere suddenly became calmer. In high legislative circles it was said that neither bill had any chance at this session. Moreover, the fact that the Democratic leadership in Congress is shooting for June adjournment, plus the current overhaul of the Administration for a "breathing spell" for business, gave added credence to this view.

Chairman McNinch, however, is determined to push through his plan, which the President endorsed in advance. And the assertion that the President "wants" a Pan-American shortwave station to broadcast regularly to Latin American neighbors, has been more than broadly hinted in New Deal circles. Chairman McNinch himself, as head of the special Interdepartment Committee on International Broadcasting, made up of departmental heads, is expected to be the spearhead of this movement.

Hearings Uncertain

As things stand now, no definite time has been set for opening of hearings before the Senate Interstate Commerce Committee on the Wheeler and White bills. Chairman Wheeler (D-Mont.) has indicated hearings might possibly be called by March 15, though the date was quite uncertain. He has relented somewhat from his original strong position for the three-man bill, particularly after talking to committees representing the NAB, and is now disposed to accept compromise proposals.

That the industry will resolutely oppose any restrictive legislation which will "hamper the system" as it exists, was made clear by the NAB board of directors at a special meeting in Washington Feb. 27 and 28 (see statement on page 13). At the time the call for the meeting was issued by President Neville Miller, the legislative picture was at white heat.

Even though the outlook was uncertain at the time it met, the board nevertheless decided to make a declaration as to the principles it felt should serve as guides in the formulation of legislation regarding communications and broadcasting. The NAB executive committee a fortnight earlier had promised to submit to Senator Wheeler a statement of its position with regard to a change in the law.

While the board did not espouse either the three-man Wheeler Bill as drafted by Mr. McNinch, or the 11-man White Bill, it nevertheless couched its statement in such terms as to make it clear the former, and in general give support to the fundamental principles of the White measure. Taking no position on the number of commissioners, it said merely that the agency "should be large enough to dispel any doubt of the Government's desire for democratic regulation."

Hits Mass of Questionnaires

Opposing any "radical changes in regulatory policy", the NAB board asked for recognition of the inherent difficulties between broadcasting and common carriers. Pointing to the inherent difficulties in the effort of a single agency attempting to regulate such diverse types of industry, the board said it believed "Congress should take cognizance of that diversity and make provisions for it in the setup of the Commission."

That stand conforms with the provision in the White Bill for two separate and autonomous divisions—one for broadcasting and the other for common carriers. But the board went further by alluding to the plethora of FCC questionnaires on finances, programs, employment and related matters. These, it said, obviously "come from an atmosphere of common carrier legislation."

Without saying so, it implied that the accounting activities of the present FCC should be delegated exclusively to the common carrier division or agency, should ultimate reorganization legislation be evolved.

Censorship "Joker" Seen

There was also sharp warning on program censorship, such as that inferred from the provision in the McNinch-drafted Wheeler Bill for a department of research and information, which would encourage listener reports on programs.

Asserting there must be no censorship, the committee stated that Congress has expressly forbidden it and that the American people have been their own best censors. It is not possible "by legislative fiat to establish taste or standards", the committee asserted, "and we feel strongly that Congress does not desire to, and should not, depart from its established policy. Moreover, we feel that any proposal in legislation looking toward that result, should be defeated."?

Appellate Confusion

Clarification of the appellate procedure in the existing Act—a provision made in the White Bill—also was asked by the NAB. As an administrative agency, the functions of the regulatory board should be clearly expressed, it stated, and its actions should be "more clearly subject to judicial determination by courts established for such purpose", it stated.

Finally, the committee announced that in accordance with the principles it had enunciated, it had requested President Miller to appear before the appropriate Congressional committees when and if hearings are called.

What steps will be taken in the immediate future on the legislative proposals probably will wait President Roosevelt's return to Wash-
SALIENT FEATURES OF THE WHITE BILL

FOLLOWING are the principal provisions of the White Bill (S-1820):

1. Abolishes offices now held by members of the FCC and provides for appointment of 11 members, as against the three-man proposal in the Wheeler bill. All subordinate offices would remain the same.

2. Creates two autonomous divisions of five members each to be known as (a) Division of Public Communications, handling broadcasting, television and related services, and (b) Division of Private Communications, dealing with common carriers and related non-broadcasting services.

3. Provides that chairman would not sit as a member of either division but should be chief executive officer and in effect the administrator, with no member would draw $12,000 per year as against $10,000 for other members.

4. Provides that members of each division be appointed originally for two, three, four, five and six years, respectively, and thereafter for six-year terms.

5. Requires whole commission should function only on allocations of frequencies to various radio services and handle rules of general rather than specific application; also to act on matters not specifically within the jurisdiction of the two established divisions.

6. Requires licenses for broadcast stations be automatically issued for a minimum term of one year and for not more than three years, as against the present six-month licenses.

7. Broadens the political section of the law so that while no licensee would have power to censor programs he would not be required to broadcast slanderous or libelous matter. Licensee is given the right to demand and receive a complete and accurate copy of the material to be broadcast in advance.

8. Requires identification of speakers on public or political questions. The speaker would disclose in writing the names of persons or organizations upon whose behalf the broadcast is made, to be announced both at the beginning and the end of such broadcast. Officials would be identified as the office held and in what he is elective or appointive and by what political unit or official the election or appointment is exercised.

9. Changes appellate provisions to permit appeals from denial of transfers of stations and from experimental and temporary grants along with revocations, suspensions, modifications, and other FCC instruments of authorization. This broadens materially the present act and eliminates misunderstandings on the right of appeal, particularly from experimental authorizations and transfer denials.

10. Provides for rehearing and reconsideration of petitions by the particular division rather than the full Commission since each division would be completely autonomous and since in effect it would be two separate Commissions under one roof.

11. Reinstates requirement for examiner's reports, which would mean a return to the procedure abolished by Chairman McNinch and would supplement existing procedure of proposed statements of fact by the Commission rather than examiner's reports and recommendations.

tion of any sort at this session. As a matter of fact, Senator Wheeler already has indicated his position on the bill and that he is willing to compromise his views with Senator White's. The only word from the Senate Committee is that hearings "might" start by March 15. Chances are, however, that hearings will not begin by that date and in some quarters extreme doubt was expressed as to whether any would be held this session at all.

Even if hearings are held by the Senate Committee, the picture on the House floor is far less encouraging. Chairman Lea of the House Interstate Commerce Committee, who has drafted a companion bill to the Wheeler measure, has stated repeatedly he would not have his committee consider the legislation until Senate action has been taken.

White Delivers Sharp Attack

Senator White, recognized as the foremost authority on radio in Congress, introduced his measure after he had issued a blistering attack Feb. 17 on the Wheeler bill and its sponsor, Chairman McNinch. Declaring the measure served no good end whatsoever, he said it would act en masse in principle, political in purpose, and carries in its terms and implications a sinister threat to all our communications facilities and to the country itself.

Prior to the introduction of his bill, Senator White had conferred with the NAB, the Independent Broadcasters Association, the House Committee and with a number of legal practitioners before the FCC as well as others identified with broadcasting and communications. He had the whole matter under advisement for several weeks—indeed, long before the McNinch-Wheeler draft was introduced by Senator Wheeler. For several years Senator White has advocated a fact-finding law, with a view to rewriting and modernizing the law.

From the industry standpoint, this is of concern for its demarcation between broadcast and non-broadcast regulation is generally favored. However, there was no secret about Senator White's view that the McNinch proposal is the answer, and there is general opposition to the McNinch-Wheeler three-man proposal on division of the dangers inherent in a "totalitarian" type of administration where the chairman would be a key figure, with the possibility that at least one "puppet" commissioner would always vote with him.

Autonomous Units

In introducing his bill, Senator White told the Senate he recognized "infiltration" in it but said he felt the substantive provisions were sound and should be considered by the committee whenever the Wheeler bill is taken up.

He admitted also that he did not regard it as imperative that the number of commissioners should be 11 but that he did think it necessary that there should be a breakdown into divisions, whether the number be 7 or 11 or whether the division be one or five member commissions. He should be a "statutory breakdown and statutory jurisdiction in the divisions," he said, in calling for completely autonomous units.

The proposed Division of Public Communications would handle all matters dealing with broadcast-
NAB Picks Program Groups As Board Votes to Promote Industry

COMMITTEES to handle the broadcasting industry's copyright and program self-censorship regulation problems were named by President Neville Miller following meetings of the NAB board of directors in Washington, D.C., recently.

At the meetings the board approved the joint NAB-RMA plan for industry-wide cooperation in promoting listening as well as receiving set sales.

Miller will act as ex officio member and chairman of each committee. The copyright committee was directed to meet at the Hotel Ambassador, New York, March 13, and the program committee at the same place March 16.

The copyright committee, which will prepare for negotiations with ASCAP for modification of existing contracts which expire Dec. 31, 1940, will include Edward W. Craig, WSM; Walter J. Damm, WMJT; John Elmer Young, WMFS, in Manches-
ter, WHAS; Gregory P. Gentling, KOCL; Edward Klauber, CBS; Leonard Lohr, WOUI; W. McCollough, Mason-Dixon Group; John Shepard 3d, Yankee Network; Theodore C. Streiberg, MBS and WOR; Karl O. Wyler, KTS.

The board adopted a plan under which it will collaborate with the NAB and MBS in promoting radio as an advertising medium. Material designed to sell radio will be sold by NAB, and the media will be developed by the NAB in collaboration with the Sales Manager's Group through a "Bureau of Radio Advertising" which would become radio's counterpart of the Bureau of Advertising of the American Newspaper Publishers Assn.

The plan was promoted by Ed Kirby, NAB public relations director, and has merited public approval. While the necessity for legislation providing for the reorganization of the FCC is evidenced by broadcasting in the public interest, this does not desist, and should not, desist. As a result at least, we feel that any proposal in legislation lacking toward that result should be considered.

There must be adequate recognition of the facts. For the present, whatever other Commission is created to regulate broadcasting, is an administrative effort operated in an effort to create a specific mandate of Congress in a function and a standard enacted by Congress. As the administrative agency executing the mandate of Congress, it is to be clearly expressed by the Commission, its functions of such board or commission should be clearly expressed and defined in the rights, duties and obligations of the parties appearing before such board or commission which is to undertake in proper judicial determination by the court, the standards for such procedures. Therefore, it is submitted that the appellate procedure in the existing reorganization bill contemplated the hiring of new engineers, attorneys and accountants.

In the omnibus Government reorganization bill, introduced in the House Feb. 23 by Rep. Cochran, (D - Va.), the independent agencies, including the FCC, are specifically exempted from Presidential reorganization. The Federal Trade Commission is included in the group. The bill provides that other independent agencies, subject to such agencies but the plan cannot provide for reorganization within them or the transfer of any function away from such agencies. Thus, FCC reorganization is involved not in the omnibus reorganization bill but only in the pending Wheeler and White measures.

Text of NAB Statement on the Legislative Situation . . .

LEGISLATION pending before Congress providing for the reorganization of the FCC requires that the NAB as the spokesmen for the industry, make clear to its members and to the public the important issues involved in any proposed legislation providing a basic law setting up the regulatory structure.

NAB feels that the present system of broadcasting in the United States has been an educator and a public utility by the evidences of developments by this country in recent years. More than 519.5 of the families in this country are equipped with radio sets in 1938 as compared with 29.5 in 1928 due to the habit of the family. The radio has become a familiar part of the family life of Americans. These factors are due principally to a system in which private enterprise is the owner and producer, with the greater incentive to win and hold the listeners' attention. By the same token they arise the necessity or desirability for any radical change.

We feel that there are certain principles which should serve as guides in any legislation. In the first place, with regard to communications and broadcasting, the principles include the following:

There must be effective recognition of the natural and basic attri-
butes of the functions, duties and responsibilities of the Commission in so far as they pertain to broadcasting and common carriers. Under the present law the capacity to act in these relations by the same agency for both. That is, we feel that an agency has not contributed to confusion within the Commission and criticism from within. Insufficiently there are difficulties in the effort of a single agency to define the rights, duties and obligations of the parties appearing before the same agency for both. Therefore, it is submitted that the appellate procedure in the existing reorganization bill contemplated the hiring of new engineers, attorneys and accountants.

At present broadcasting stations are being overwhelmed by questionnaires, which have been distributed in an atmosphere of stonewalling. It is raw that the continuation of the practice is not only inserting but also extending the net. This is not so much a question of whether the measures are to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be increased, but whether the participation of the public in the determination of the programs is to be included in a move to the standpoint of the broadcasting industry.

Appropriation Bill Still Slight by FCC

New Reorganization Measure Involves FCC Operation

FCC's status as a Congressional stepchild became more pronounced Feb. 28 when passage by the Independent Offices Appropriations Bill without provision for funds for the reorganization plan was delayed. As doing, it approved the action of the House, which on Feb. 8 entirely eliminated the Commission on the ground that no legislation is pending and that funds should not be provided until action was taken on the change in the FCC makeup.

Budget estimates for the FCC for the 1940 agency away from July 1 totaled $2,088,176, an increase of approximately $300,000 over the present appropriation. The House Subcommittee on Appropriations eliminated the FCC fund after hearings behind closed doors at which the reorganization plan, sponsored by President Roosevelt, first was divulged by Chairman Glenn 

Roma Using 12

ROMA WINE Co., San Francisco (table wines) on Feb. 18 launched a half-hour weekly program, Saturday, 6-6:30 p.m. (PST), titled World's Fair Party With Art Linkletter on 12 stations of the Mutual-Don Lee network in another attempt to win high spots of the fair, interviewing visitors as he goes. He is assisted by Bill Davidson, KFRC. Thirteen spot announcements recently aired in San Francisco, radio director of the fair, effective April 1. Agency is Cesana & Associates, San Francisco.

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$83,000 toward a $250,000 fund for edu-
cational broadcasting projects. The total of $83,000, com-
mitment is approximately $46,000, he declared, of which $56,000 has been paid. Approximately $29,000 in cash has been turned over to Dr. John W. Studebaker, U. S. Commis-
sioner of Education, who is chair-
man of the Committee.

Present were John Shepard 3d, Yankee Network; Harry C. Wilder, WGO; John Damm, WTMJ; John L. Sanders, WDEL, John A. Kennedy, WCHS; W. Walter Tison, WFLA; Mark Ethridge, WHAS; John Rosenbaum, WZKO; Walter Damm, WTMJ; John J. Gillin Jr., WOW; Earl H. Gammons, WHKLS; L. E. Kirby, KDNS; D. L. Taylor, KGNC; Gene O'Fallon, KFEL; Ralph R. Brun-
ton, KJBS; Donald W. Thornburg, Chicago; lamblin Kay, WSB; Frank M. Russell, NBC Washington; vice-
President, and John Elmer Young, WCCO; Karl Craney, KGIR; John H. Tison, NBC; Mark Ethridge, WHAS; Ed McConaughy, WSM; Bob Hough, WBAP - KGGO; C. W. Myers, KOIN; E. A. Allen, WLVA.
State Legislation Fought by ASCAP

As Mills Testifies

Dozen Legislatures Consider Fees; Montana Passes Bill

INTRODUCTION in a dozen states of legislation seeking imposition of royalty for music performing rights has been sent by ASCAP officials to State capitals in an effort to block passage, according to advices reaching Washington.

E. C. Mills, chairman of ASCAP's executive committee, testified Feb. 24 against the bill introduced in the New Mexico legislature. Following the pattern of measures introduced in other states, the bill would force licensees to pay

right ownership by licensing pools and would seek to prevent levying of a licensee fee based on programs which do not include music falling within the license.

In Montana, despite ASCAP opposition, a local anti-copyright supplant that enacted in 1937, restricting ASCAP, favorably by the commission, will come to a hearing Feb. 27 and became the law the same day when Gov. Ayres signed it. ASCAP argued unconstitutionality, and about a 10-minute presentation. In North Dakota, ASCAP planned to present its views. Mr. Mills, composer of A Perfect Day, appears in opposition to the pending bill.

A bill introduced in Georgia was pointed out, such legislation would prevent imposition of a license fee on gross receipts, irrespective of whether the programmer uses music, as required by the present ASCAP license. It would compel renewance of such a bill that given by ASCAP to many newspaper-owned stations, requiring that a percentage of station's income be paid on programs using ASCAP music only. The New Mexico legislation is significant, not only pending before the legislature of Connecticut, but in other states.

E. C. Mills Testifies

In his testimony before the New Mexico legislature, Mr. Mills warned that if ASCAP cannot guarantee to grant licenses for performance of individual musical numbers in states which adopt restrictive legislation, asking for an unfavorable report on the bill, which already has passed the Senate, he charged the statute was originated by A. W. Bennett, NAB attorney, and that networks and local stations complained to make local stations "kicking dogs" for test legislation. He termed it a "protestor and insolent attempt to impose an undue burden on ASCAP" and "an attempt to harass this organization which is not帝王 to the public and the making firm, but is in business purely to protect the composers."

This legislation is being sought, Mr. Mills informed the committee, by any means to "continue to grant licenses for these musical compositions individually." His position could "in no way guarantee" that such a licensing arrangement would be acceptable to ASCAP, that "although this law is plainly unconstitutional, the Society may elect to let it go into effect merely to show broadcasters what will happen under a federal law." Backing up the ASCAP stand were E. I. Lambert, Santa Fe attorney and former Governor M. C. Mechem, who represented T. M. Pepperday, operator of KOB. Mr. Lambert warned that it would appear only as such, and appealed to the Committee to drop the measure, declaring that the ASCAP's position was the only true one. Pepperday in a letter which Mr. Mechem read, said "the only solution to the problem of radio programming "rights that is offered by ASCAP."

Adopted by Five States

A hearing on the Connecticut bill has been set for March 2.

"During the last two years, legislation seeking to make ASCAP and other copyright groups subject to State anti-monopoly legislation has been adopted in 42 states having a similar purpose are pending in a dozen States, including New Hampshire, Maine, Connecticut, Kansas, Oregon and Washington."

At a meeting in Seattle Feb. 16, Washington ASCAP, which has a new 84 member rules committee, expressly named the new bill as numbing new efforts to use their organization in an attempt to impose a Supreme Court test, and has opposed the Bill's in that city. The ASCAP's position is, by asserting that the case is, and has, been decided, the answer and that he favored repeal of the 1937 law. He espoused the view that amendment of the Federal view was the only solution.

On motion of T. W. Symons Jr. head of KFY, Spokane, and KXL, Portland, and the 1937 fact should not be repealed unless a suitable substitute is provided, the member voted to drop the bill. So far as course, Mr. Washner and Birt Fisher, general manager of ROKKJR, cast the dissenting votes against the proposal.

The membership went on record in favor of a new bill repealing the existing anti-copyright law, and a "more desirable" version of the "per program basis" of payment.

In motion to action on copy right in State legislatures, a number of bills have been introduced seeking to give broadcasters a degree of protection. After libel and slander uttered against their facilities. A number of bills dealing with food, drug and cosmetic advertising also have been introduced.

Ad Lib Advertising Monitored As FTC Broadens Campaign

CLAMPING DOWN on careless in-formal claims for advertised products by ad libbing announcers, and continued criticism of the operation of radio stations under surveillance along with advertising practices, the Federal Trade Commission announced Feb. 20 further broadening of its attack on misleading advertising under the Wheeler-Lea Act.

With four new lawyers assigned to the Division, a definite program of activity has been developed, using volunteer tipsters among private citizens as well as day and night listeners among the Division staff itself, according to PGAD B. Morehouse, director.

Mr. Morehouse has also announced that two of the new questions for advertising agencies have been distributed, with a third being made available until April 1, and if they are not returned, the case is being checked.

Explaining the FTC's position to clear up "common and easy advertising blurs used by ad libbing announcers, who usually build their programs around musical recordings," he said that "so long as there exists that advertising claims made on these programs often know no limits and that the announcers frequently stray far afield from their written scripts."

In this connection, Mr. Morehouse declared his Division will determine in connection with an independent advertising agency and the commercial continuity department of a radio station whether the announcements are misleading or questionableness advertising copy.

The checkup is being conducted by volunteers from the Division on a daily basis from 10 a.m. until the early hours of the morning each day, that the Division will be able to tune in programs from all parts of the country. He said a system of volunteer tipsters is being developed of such persons who frequently receives, and always answers, letters from private citizens calling attention to claims.

REITER AND SPADEA LAUNCH REP FIRM

FORMATION of the new station representation firm of Reiter- Spadea Co. was announced Feb. 27. It will comprise a partnership of Reiter Spadea, the Wrigley Building, Chicago, and the Transamerican, American vice-president, and Joseph R. Spadea, until March 1 Detroit manager of KOMO-RE and Petry Co. Mr. Reiter, who resigned recently from Transamerican to reopen a similar firm in Detroit, was succeeded by the WCAU, Philadelphia, in the midwest territory. Maintaining offices the Wrigley Building, he was Transamerican vice-president in New York and Chicago business. Mr. Spadea, who for six years has managed the Petry office in Detroit, will open an office in New York for the new organization.

Both men are pioneers in radio sales, having started with Scott Howe Bowen in 1929.

Mrs. Powel Cresley Jr.

MRS. GWENDOLYN AIKEN CROSBY, wife of Powel Crosby Jr., the late Walter C. Crosby, Jr., died suddenly of a heart attack Feb. 26 in Sarasota, Fla. She was 48. Mrs. Crosby Jr., who was to have accompanied her husband to the air show at Montgomery Field when he left for Cincinnati. She was the daughter of the late Walter H. Aiken, Jr., president of a major radio station in the Detroit area, and superintendent of music in Cincinnati schools. Surviving, in addition to her husband, are a son, Powel Cresley 3rd, a daughter, Mrs. Page Jennings, two brothers and four grandsons.

Satisfactory Pact

Main ASCAP Aim

Paine Suggests Broadcasters Agree on Contract Formula

WHEN a new contract is drawn between ASCAP and the broadcasters to succeed the current agreement which expires Dec. 31, ASCAP would like it to be the kind of contract that can be put away without further dispute. When it expires, according to John G. Paine, general manager of the music licensing organization, the "ideal Broadening, "is a service organization and we can only continue in business success as long as we try to give the entertainment business—broadcasters and other users of copyrighted music—the kind of service that they want. If a contract has to be referred to constantly so that it becomes an aggravation, or if its terms are not satisfactory to both parties, then it's not a desirable thing for either side and not good business."

The Open Door

Reiterating the statement of E. Claude Mills, chairman of the ASCAP administrative committee, which had been for discussion in the broadcasting problem at all times, Mr. Paine said broadcasters should first decide what kind of a contract they want before ASCAP to change the present provisions.

Mr. Mills are continually being asked," he said, "whether in 1940 we will have contracts with the ASCAP administered or other stations, that we intend to do about clearing music at the source and similar problems which it would be advisable or questions will be decided by the broadcasters and not by ASCAP. When the broad- casting business knows, or exerts what kind of a contract it wants we will do the best we can to write a new contract on that basis."

Referring to the anti-ASCAP legislation already passed or pending in a dozen States, Mr. Paine pointed out that if ASCAP were to be broken up, broadcasters and other users of copyrighted music are confronted with many problems that are now avoided through ASCAP's activities. For instance, ASCAP rules prevent the giving of exclusive rights to any music of any one ASCAP member to any one person, but insist that all licenses be treated equally. If there were no ASCAP then there would be no way to prevent a rival from selling NBC, say, the exclusive right to broadcast its musical shows. Or it might lead to Standard Brands the exclusive right to broadcast "Tea for Two," and anyone else desiring to use it would have to write to this company for permission. Such complications, says Mr. Paine, are about to hit the broadcasting industry some of the provisions of the ASCAP contract. For instance, the planned conversations between himself and Neville Miller, NAB president, in an effort to consider the ASCAP to the broadcasting industry some of the provisions of the ASCAP contract. For instance, the...
General Dip in Business Reduces RCA's Profits

RCA and its subsidiaries earned a net profit of $7,412,072 on a $21,244,000 income for the year ending June 30, 1939, according to its annual report released Feb. 27. This compares with a net profit of $9,200,627 earned for $13,852,876 during 1938. Gen. James G. Harold, chairman, and David Sarnoff, president, both in the report that broadcasting, manufacturing, and communications all "continued on a satisfactory basis and made new advances that hold encouraging promise for the future." Reduced gross and net were attributed to the general decline in business.

The 1938 net represents the equivalent of 30 cents a share of common stock after preferred dividend requirements, compared with 42 cents a share in 1937. While the report does not break down the revenues and profits of individual subsidiaries, it is pointed out that sales of time by NBC, RCA's broadcasting subsidiary, showed a 4% gain over 1937. NBC's gross network time sales in 1938 amounted to $3,642,579 [Broadcasting, 1939 Yearbook]. This does not include owned and managed station revenues.

Mr. Sarnoff, after a meeting of the board of directors, Feb. 24 announced the company declared a quarterly dividend of 87 1/4 cents per share on the outstanding shares of its $5.50 cumulative convertible preferred stock, and a quarterly dividend of 12 1/4 cents per share on the outstanding "B" preferred.

Crosley Corp. Arranges New York Fair Exhibit

CROSLEY Corp., Cincinnati, is building its own exhibit structure at the New York World's Fair at a cost of more than $100,000 to display its complete line of radios, radio-phonograph combinations, and Reado facsimile facsimile refrigerators, washers, ironers, gas and electric ranges, Koldrink bottle coolers and Cool-R-2 Coolers.

The Reado will be operated with a facsimile transmitter so visitors can see how visual reports are made. Engineers will explain operation of the Reado. The building was designed by Burnham & Filer, Detroit, in collaboration with Holland and White, New York. A studio for broadcasts to be sent over WLW and network will be maintained in the building.

KWKH Gets 50 Kw.

KWKH, Shreveport, La., will shortly increase from 10,000 to 50,000 watts on 1100 kc, under an FCC decision Feb. 27 authorizing the boost. The grant was made without a hearing. KWKH is regularly assigned half-time to the 850 kc clear channel now occupied by WLW, New Orleans, which recently also went to 50,000 watts. It uses 1100 kc full time under a special authorization, the only other stations assigned to that channel being WBT, New York, and WPG, Atlantic City, New Jersey. The station is using 50,000 watts and the combining of which is proposed by Arde Bulova. Under the Havana Treaty stations on 1100 kc eventually will shift to 1130 kc.

WOR Starts Associated Press Service; Soon May Be Extended to CBS and MBS

INSTALLATION of two Associated Press teletypes, one for national and the other for State news, at WOR, Newark, on Feb. 21 fulfilled the signification of arrangements between the station and AP, making the news of the press association available for bulletin or flash broadcasts on a sustaining basis. The service, similar to that which was started at NBC on Feb. 9 [Broadcasting, Feb. 15], is furnished as a "public service" by AP, without payment by the station except for the actual expense incurred in transmitting the news from the press association's headquarters to the station.

While the arrangement negotiated by WOR with AP applies only to this station, it is possible the service may later be extended to the entire Mutual Network. Conversations have also been held between AP and CBS and it is expected this network will soon begin using AP news on the same basis as NBC and WOR. The service will also be available to other stations within the metropolitan area, according to W. J. McCarville, assistant general manager of AP, who said the matter was now under discussion with several stations. Whether the service would be extended to stations outside the metropolitan area is still an open question, he stated.

AP's Broadcast Policy

Unlike NBC, which broadcasts two five-minute periods of AP news daily, WOR is at present using this service only for bulletin and fill-in supplement. Transradio Press Service reports just as it used news supplied by the Press Radio Bureau, which WOR discontinued early in January. CBS and NBC stopped their use of Press Radio news on Dec. 24, shortly after AP had ceased serving the Bureau.

Theory of the AP tieup with radio is given in a letter written to G. W. Johnston, director of public relations for WOR, who handled the negotiations resulting in the station's securing AP service, by Kent Cooper, AP managing director, which reads in part:

"For several years The Associated Press has made its news service available for news bulletins, etc. as elements of "sustaining programs," that is, broadcasting without advertising sponsorship. This was in order to give our contribution toward public service and had been afforded indirectly through the Press Radio Bureau on the motion of a committee of members of the AP acting as a unit of the American Newspaper Publishers Association. Explorations of the manner of making it was necessary for us to suspend that method of availability. The method was always subject to summary discontinuance at any time by the AP and now that the same has been discontinued it will not be expedient to resume it. At the same time the AP still feels that its obligation to the public must be fulfilled.

"News broadcasting practice," the letter continues, "has developed along two lines: that which involves no profit or compensation to the news association and that for which the news agency receives revenue from an advertising sponsor. These classifications haven't been for a very long time and they only confuse the issue. It is that in making its news available for broadcasting in one classi fication, the AP may sometimes be in conflict due to the manner in which the broadcasting is done. Broadcasting practice, that is, does not now nor will in the near future be the field of those who sell news for profit nor does it want to place in the hands of those who sell for profit on similar sustaining programs."

CREDITS REQUIRED

In addition to stipulating that its news should be based on fully paid or pre- sold programs, AP's agreement also says that the station must credit the Associated Press at the beginning of each broadcast, the ending credit to read: "This news is furnished by the Associated Press as a public service. For further details, read your Associated Press newspapers." (The rumor that the delay in an agreement between AP and CBS was due to the network's objection to the closing credit as being too commercial was firmly denied by Mr. McCarville.)

The agreement further stipulates that the broadcaster shall cooperate with a monitor from AP if one is decided upon; that the broadcast shall fulfill the AP plan, and by a copy of what part of its news was broadcast during the previous day, or in either part may terminate the agreement on 30 days written notice. It is believed that broadcasters will attempt some service without a monitor, preferring to get the news promptly and to process it themselves rather than to have it held up while it is being prepared for radio by AP.

FCC Upholds WAAW Sale to Newspaper

THAT the FCC majority apparently does not feel empowered to refuse the transfer to newspaper ownership of WAAW, St. Louis, to the publishers of the Omaha World-Herald. Chairman Whalen and Commissioner Walker disented.

The station, operating with 500 watts on 1270 kc and 660 kc, was sold by the Omaha Grain Exchange for approximately $60,000. This was the third transfer to newspaper ownership authorized so far this year. On Jan. 9 the Commission authorized the sale of KWMU, Eau Claire, to the KTAR Broadcasting Co., operator of KTAR, Phoenix, and controlled by the Phoenix Post and Tribune setzte. On Jan. 24 it authorized the transfer of WGHI, Newport News, Va., to the publishers of the Newport News Daily News and Times Herald.

More for Beatrice

BEATRICE CREAMERY CO., Chicago (Meadow Gold), has expanded the list for its weekly half-hour disc series, Lightnin' Jim, to include KFKE, KFKEP, KFKEQ and KFKEH in Salt Lake City. It also has renewed on WWJ WCAE KLZ and twice weekly on WGN. Agency is Lord & Thomas Chicago.

Midnight Test

LATE listeners who tuned in WJZ, Newark, at midnight on Feb. 22 were surprised to hear Fred Allen's "Town Hall Tonight," heard earlier in the evening on WEAF. Explanation was that NBC had decided to test audience reaction to a commercial broadcast at this hour and had arranged with Bristol-McCoy Co., sponsor, to add WJZ to the western rebroadcast. Test will continue several weeks and NBC will survey listeners to find if the 11:00 p.m. time is liked this type of program in comparison to the usual dance music.
Summer Baseball Schedules Being Completed by Sponsors

LISTS OF GAMES NOT YET READY; MANY STATIONS SEND SPORTS ANNOUNCERS TO SPRING TRAINING CAMPS

OPENING of spring training for major and minor league baseball teams finds sponsors still working out details of broadcast schedules for the season, which starts in mid-April.

Again General Mills, Socony-Vacuum Oil Co., Procter & Gamble, Atlantic Refining Co., Goodrich Tire & Rubber Co. and P. Lorillard Co. will head the list of national advertisers sponsoring baseball play-by-play and incidental programs based on scores and game resumes.

As in past years many stations are sending announcers to spring training camps to broadcast either by direct wire or transcription.

New York Plans

Red Barber, first rank sports announcer with the recently left WWSAI to join the sports staff of General Mills, has been assigned to broadcast the games of N. W. Atlantic Vacuum Co., which will be cooperatively sponsored by General Mills, Socony-Vacuum Oil Co. and Procter & Gamble Co. Although the announcement that the Dodgers' games would be broadcast under this arrangement was made early in December by Larry MacPhail, manager of the team, BROADCASTING, Dec. 16, no contract for station facilities had been signed by Feb. 27.

Neither had a decision been made as to whether the Dodgers would allow broadcasting of their Sunday games or would follow the example of the Yankees and Giants, whose home games will also be broadcast under the sponsorship contract, in banning Sunday broadcasting. A third possibility is that the Brooklyn team will permit broadcasting of their Sunday games away from home, but will go along with the New York clubs in keeping their Sunday games at home off the air.

West Coast Games

General Mills and Goodrich Tire & Rubber Co. again will jointly sponsor day and night games of the Pacific Coast Baseball League. EGO was chosen again to broadcast all games of the San Francisco club and KROW, Oakland, will carry games played by the Oakland baseball team.

General Mills and Goodrich will alternate in sponsorship. All home games will be broadcast direct from Seals Stadium, San Francisco, and the Oakland park with special programs as games away. Ernie Smith will announce the San Francisco games, while Jack Mitchell has been signed for the Oakland team. The Pacific Coast baseball season starts on April 1. Westco Ad Agency, San Francisco, placed the account.

Texas Co., New York, makers of Texaco gas, for the fifth consecutive year will sponsor Hal Totten's baseball review nightly on WCPX, Chicago, from 6:45 to 7 p.m. Pro-

Temporary License Procedure in Program Cases Is Dropped

But FCC in Adopting New Policy Will Resort to Cases; Craven Dissents

AFTER SEVERAL months of consideration, the FCC announced Feb. 27 a change in its procedure governing program complaints under which temporary cases hereafter will not be issued during the "investigation" period. Instead, in extreme cases, the FCC will resort to revocation proceedings—a new regulatory twist invoked Feb. 20 against KUMA, Tuma, Ariz. (see page 26). In authorizing the new procedure, which came after a torrent of criticism from stations protesting mainly the stigma of temporary licenses, the Commission adopted a report submitted by a majority of a special three-man commission which was designated to study the subject last January. As adopted, the report, in effect, simply changes FCC procedure. It was offered in the interim. The three members—Commissioner Craven offered a minority report.

Commissioner Craven held that the new procedure is not new at all but has been in force for the last half-year. He had advocated a definite Commission policy which would alter the entire procedure and avert what he felt was treading dangerously close to censorship. He said he agreed with the action as far as it went, but that it did not go far enough.

Criminal Actions

The basic difference was the conclusion by the Commission majority that the Committee was only authorized to study procedure to be followed, whereas Commissioner Craven advocated definite definitions and principles. Voting for the majority report were Chairman McNinch and Commissioners Case and Walker, along with Sykes and Payne. Commissioner Brown was absent.

That the Commission in the future proposes to collaborate with the Department of Justice in cases involving purported criminal violations, was disclosed in the majority report. Specific violations covering lotteries, use of obscene, profane and indecent language and other such transgressions will be "conveyed to the proper agency.

The Sykes-Payne committee majority had stated that approximately 50 letters of complaint, including inspectors' reports, are handled each week. Of these, some 60% are classified as frivolous; 30% as non-informative or general, and the remaining 10% of an "informational character which in no instance appear to warrant some investigation."

The unfavorable letters, the committee recommended, should not be referred to the Commission for action. Those of a non-informative nature should be held for additional information if that course is warranted but in general should not be submitted to the Commission unless a formal complaint has been fully developed.

Change in Procedure

As for the 10% which appear to be informative, the Committee suggested further investigation but with no "unreasonable demands on time" during the interim. This represents a significant departure from former practice when the Commission immediately cited station for investigation, issuing temporary licenses which in turn resulted in many cases in unfair competitive practices. Moreover, in most of these instances, the difficulty usually was compromised with no punitive action.

Under the new procedure the Law Department will furnish the Commission each week a list of complaints under investigation and report findings with recommendations either for renewal of license or revocation proceedings. "As to revocation," said the report, "few standards are established which will warrant such action."

To insure judicious handling of complaints, the committee recommended that copies of the complaint be sent to the Law Department rather than the single complaint section. The sections in turn would report to the General Counsel when a favorable or affirmative action is to be taken. This step apparently is aimed at criticism of arbitrary action by a single attorney.

Finally, the majority report recommended that informal complaints not be publicly used as a basis for administrative action. Stations will be sent copies of complaints, however, without disclosure in the normal processing of the name of the complainant.

"We feel," said the committee, "that demand for public information concerning an investigation being conducted will not be made in the future for the reason that as a general policy temporary license suspending investigation are not warranted and will not be issued. Upon the designation of an application the staff of the Department of licensing for hearing, a carefully prepared press release stating generally the reasons for such action should be prepared. All parties to the action, as others will have full notice of the matter to be inquired into, upon the issuance of the notice of hearing, the application should be as full as possible after Commission action designating the application for hearing."

As revocation cases, the order of revocation itself must be accompanied by a full statement of the reasons therefor in accordance with the provisions of Section 312(a). If an order of revocation (Continued on page 73)
Stay Refused, WLW Returns to 50 kW

Last-Minute Plea for Order Is Denied
By Court

WLW, Cincinnati, world’s first station to operate with 500,000-watts power, returned to its regular output of 50,000 watts March 1 by FCC mandate, after one of the hardest fought legal battles in radio annals.

Just a matter of hours before the FCC order reducing its power to 50,000 watts was to have taken effect, the U.S. Court of Appeals for the District of Columbia denied the Crosley plea for a stayorder to permit the station to continue regular operation during the pendency of its appeal. The court called for an interim conference in chambers, on the restraining order plea at 5 p.m., Feb. 28, heard arguments for about an hour from FCC, and WLW’s attorneys. Theargs were made shortly after 7 p.m. cryptically announced that the “stay is denied.”

Five Years on 500 kW

By virtue of the court’s edict, WLW at 3 a.m. on March 1, only eight hours after the court ruling—was obliged to reduce its power to the maximum of 50,000 watts permitted for regular broadcasting stations. It still holds an experimental authorization, however, to broadcast experimentally with 500,000 watts during early morning hours before dawn, with the call letters W8XO. It also still has pending before the FCC, awaiting hearing, an application for regular authority to use 500,000 watts, as do about a dozen other clear channel stations.

The Commission’s action, so dramatically sustained by the court, terminates WLW’s nearly five years of operation with so-called “super-power.”

Mr. Dempsey, responding to questions of Justice Stephens, asserted that the request for a stay is tantamount to a request that the court issue a new license to WLW, since the present experimental license “expires by its own terms” and there is no status quo to preserve.

The battle against WLW has had political implications: the Senate at its last session having resolved against power of greater than 50,000 watts Moreover, public and local stations alike have protested against such power on economic grounds, and more superpower stations might result in the deterioration of non-superpower stations to purely local status, thus freezing out their national business.

WLW began regular operation with 500,000 watts signal, in- creasing approximately $500,000 in equipment and other facilities for the experimentation. When it filed its application with the Commission, it was conceded that it could operate subject to the following conditions: regulation, and the regular six-month period in December, 1937. The Commission ordered WLW to operate in the same broadcast route, designated the renewal for hearing, causing an immediate full court hearing held last July before a committee of three FCC members, which reported unanimously last October. An extension of the following argument, the Commission on Feb. 6, with Payne not voting, unani mously ordered. The station, however, continued regular operation with 500,000 watts was not essential to carry forward the program of experiment and that it should be accomplished with W8XO during early morning hours.

The court’s action came not only following the argument, but after a spiritual exchange of arguments and other pleadings. On Feb. 17, nine days after the FCC decision, Mr. Patrick filed an motion to grant a hearing on a Crosley application. This was denied Feb. 20 essentially on the ground that the Crosley Commission was proper and that the WLW petition was wholly defective and in and of itself, no more than an expression of the petitioner’s disagreement with the Commission’s action, without suggesting it would be permitted to continue on which it could reach any conclusion.

On the following day, WLW appealed from the Commission decision and simultaneously requested the stay order. The court was asked to reverse the Commission on the ground that it was duty-bound to make findings of fact and conclu sions of law. The points on which the Commission itself had suggested as the issues which WLW would ask to be considered were: to reexamine the finding of the Commission on which it’s reliance.

At the same time Powell Crosley Jr., president of the Crosley Corp., made public a statement in which he expressed regret over the necessity of going to court but stated that it was WLW’s duty not only to itself but to the listening public to take the measure of any effort to discourage radio users of America the first service which money can buy and modern scientific invention can achieve.

A Battle of Briefs

“This obligation of ours,” he said, “we feel to be particularly and peculiarly an obligation owing to the rural listeners and to the owners of sets who by reason of the great cost of the ordinary broadcasting station are unable to secure the radio service which an operation of a limited clear channel broadcasting station is able to get.”

Mr. Crosley brought out that WLW pioneered so-called high power broadcasting, and that the station’s output, from 50 watts to 500 watts, 5,000 watts, 50,000 watts and finally 500,000 watts. In each instance the question of so-called high power or superpower was raised, he pointed out, and in every case actual experimentation proved increased power hurt no one but on the contrary benefited everybody. Calling “superpower” a misnomer and a “myth,” he said 60 kw. amounts to only 60 horsepower, or less, the power used in one motor of a twin-motorized transport plane and used in every night Ford, Chevrolet or Plymouth engines running wide open.

Heavy Investment

WLW, he said, has consistently and heavily invested throughout the years in equipment that should not be made available in any future power reduction to the listeners, while it is available to the radio industry.

Mr. Crosley said it was his conviction that the people of the country “should be deprived of the benefits of the experimenta tion in transmitter development that has been ordered to abandon their use of automobiles and ride in horses and buggies from this time on or that radio set manufacturers will be permitted to put a limit to the number of tubes they can place in a radio set and thereby diminish the usefulness in the home of the listener.”

“We see no reason why the benef ills of man’s invention should be withheld from the millions of people while they are permitted to him in other fields,” Mr. Crosley stated. “We feel that if the experiment proved successful and the nation interested in the development of public interest, con venience and necessity why this power should not be used, “we would not be able to use and the program of experiment—

10% CUT IN RATES ANNOUNCED BY WLW

A 10% "TOKEN" reduction of the WLW rates was announced by James D. Shouse, Crosley vice-president and general manager, effective March 1. The base night hour rate is reduced from $1,200.

No other changes in WLW operation are contemplated, he said. The same transmitter will be used, with some extra power available during its 50,000-watt operation.

The station is still authorized to 500,000 watts during regular morning hours, and also will prosecute its pending application for regular authorization for 500,000 watts, he said.

Following the court’s action denying injunctive relief Feb. 28, Mr. Shouse notified the WLW’s clients of the general rate reduction of 10% to all current running accounts. “This is purely a token re duction,” he said, “inasmuch as it establishes the WLW base rate more than $10,000 per month above its present rate in effect as far back as Sept. 1, 1930, since which time the average clear channel station rate has increased 70%. Reading in mind our night-time half-millivolt line will include Southern California, the West Coast, the Midwest, United States, Northeast and South, and is affected in the West on account of retraction about Billings, Mont., to Jamestown, N. D. WLW is thus established more than ever as one of America’s great superpower stations in which we are still engaged.”

WBLY Becomes WLOK

The FCC on Feb. 28 announced that it had authorized a change in the call letters of WBLY, Lima, O. to WLOK. The station was purchased last summer by Fort Industry Co., and its sale for $150,000 was announced by the FCC on Oct. 24. George B. Storer is president and chief stockholder in Fort Industry Co., with J. H. and William C. Shouse as the other major stockholders. The company also controls WSPD, Toledo; WNYO, W. Va., and WMMN, Fairmount, W. Va., and WLOK, Lima, O., in a combination in which we are still engaged.

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BROADCASTING • Broadcasting Advertising
LISTENERS TERMED

Adequate Censors

“Colliers' Editorial Rebukes Interference With Radio”

READER censorship is all the censorship the magazines and newspapers ever have needed" and "Lister censorship is all the censorship that the radio needs." These statements are made in an editorial titled "We Needn't Be Spoon-Fed" appearing in the Feb. 25 issue of Collier's, published by Crowell Publishing Company, which gives cognizance of proposals to "de-mike" certain kinds of broadcasts and takes a strong stand against interference with programs.

Since America began, asserts the editorial, the country has had ranters of all kinds—merchants of religious, racial, class and every other type of hatred. Yet the "horse sense" of the American people, giving them a full and free hearing, has always prevailed, it continues, and "it seems most unlikely" that "we are in any more danger of being led into lunacy now than we ever were." It continues:

Fingers in Their Ears

"President Miller of the broadcasters' association, Chairman Frank R. McNinch of the FCC and kindred holdfasts and hand-wringers seem to think the majority of Americans are mental slobs, whose delicate ears must be shielded from 'harmful' broadcasts. "Well, we aren't mental slobs, and the ears of most of us are not overdelicate. Generation after generation, we have proved capable of telling a sow from a Siwash."

"Lister censorship is all the censorship that the radio needs. It's so easy to turn the dial and find a different tune. "We think President Miller of the broadcasters' association had better forget about any supposed "facts," and his "less dangerous thoughts" (Japanese expression) off the radio. All he needs to worry about, so far as we can see, are the ordinary standards of decency and discretion that govern the American press." 

"And we think Chairman McNinch"

Radio Becoming Impotent From Fear Of Federal Censorship, Says Article

A SERIES of anecdotes, relating various incidents of self-censorship on the part of broadcasters, makes up the bulk of an article on "Radio Gets the Jitters" in the March American Magazine. The author is McClellan Patton, whose thesis is stated in the paragraph which includes this statement: "On guard against Government censorship, radio has clamped its own hand over its own mouth in a self-censorship so rigid as, if not more rigid than, anything the Government could order."

Mr. Patton relates the Orson Welles' "War of the Worlds" debacle to show that "the broadcasters are scared silly" and "that their every decision is dictated by fear—fear of a club held over their heads by a handful of political appointees in Washington, who, in turn, are at the whim of any Nice Nelly in the country."

"Let the Commission try to overlook the complaints of a few Nice Nelles," he continues, "and immediately some Congressman is up on his pet to demand first an investigation. The result is that even one Nice Nelly objecting to something he has heard over the air, the Commission may threaten to revoke the license of the offending station. All of which is causing thinking people to wonder if radio isn't being rapidly Pruned Potted into a state of innumerable desuetude."

"Various examples of self-censorship are cited, including the frank efforts of network censors to keep the air free of indecent or suggestive of the Communications Commission had better begin confining himself strictly to regulation of technical radio details, and drop the motions he has been making recently toward government radio censorship. Or if Mr. McNinch persists in trying to stick his fingers in the ears of American radio listeners, we think Congress had better shake his official hands. "Like the press, the radio can be free, or it can be a slave, but it can't be both."

CENSORSHIP STUDY STARTS IN CANADA

By JAMES MONTAGNE

THE RIGHT of free speech on public and private broadcasting stations and its alleged ban by CBC regulations, being probed by a 23-man committee of the House of Commons, at Ottawa. The inquiry started Feb. 15 under the chairmanship of Arthur Beaubien, and will hear CBC officials and board of governors members, and representatives of private stations. The committee last year heard CBC officials in probing broadcasting. The CBC studies brought about by CBC refusal in January to allow George McCullagh, publisher of the Toronto Globe & Mail, to buy a national CBC or private network for a series of talks on Canadian conditions. Publisher McCullagh got access to the files but CBC refused by recording his talks and placing them on a larger all-Canada list of stations that were originally intended [BROADCASTING, Feb. 1], and Parliament was forced to name a committee to inquire into the regulations.

The Parliamentary committee will also delve into CBC finances, the CBC being financed by the returns of an annual listener's license fee of $2.50 per receiving set, plus broadcasting on CBC networks and CBC owned or managed stations. The capital expenditures have been made partly with Government loans.

William Hard Advocates American Radio Methods

DEPENDING the private operation of broadcasting in this country, William Hard, noted journalist, declared before an audience in Washington at a Hunt Feb. 19 that some sort of balance between social control and individual initiative might be desirable. If the situation was suggested that a balance earning a high level of profits, he said, it deserves to do so because of the newness and riskiness of the business. Since it is subject to governmental scrutiny and regulation, he said, the new limited dividend corporations might eventually be desirable but declared the surplus over dividends should not be collected by the Government as taxes but instead should be ploughed back into programs. Hard vigorously defended the American system of broadcasting as against the British system under government ownership during his debate with Max Lerner, Williams College professor and former editor of the Nation.

WRVA Starts 50 Kw.

WRVA, Richmond, went into full-time operation Feb. 17 with its 50 kw. of power. [BROADCASTING, Feb. 15], a Western Electric unit with 470-foot tower. At the Palace-Playhouse, at 1615 15th Street, 15 miles southeast of the city. Excellent coverage of the Virginia Tidewater area is reported. Formal dedication of the new station has now been fixed for March 17.
Once when we were very young in this radio business, we remember, a wise old mentor caught us in some such positive generality as Horace, above, has just uttered. "You'll know less when you know more," he said, and tottered back to his lair.

That goes for Horace, too! Because there's proof that 6:45 is a good radio time in Iowa Plus!...

Early in January, for instance, one of our more trusting sponsors took our advice in this matter, and ran a recipe-contest for twelve 15-minute broadcasts, from 6:45 to 7:00 A. M. ... Very modest cash prizes were offered for outstanding recipes. "Jerry and Lou", a WHO act, provided the entertainment...

And then the fun began. As a result of the first broadcast, 135 entries came in. The second brought 371 more! At the end of the twelve programs, 9,565 women had written in—from every one of Iowa's 99 counties—from 54% of all the counties in the entire U. S. A. (the plus of "Iowa Plus"!)

Yes, dear Sir, 9,565 letters in all, at a total cost (including talent) of $510—or five and one-third cents each. From twelve spots, 6:45 to 7:00 Ante Meridian—when "NOBODY is out of bed"!

Far be it from us to point a moral. But we'd be delighted to send you a schedule of availabilities.

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**WHO**

**for IOWA PLUS!**

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

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**Broadcasting • Broadcast Advertising**

*March 1, 1939 • Page 19*
Regionals Tell FCC of Labor Costs

McCosker Urges Shorter Net Pacts, Opposes Exclusivity

By LEEVE V. GILPIN

INROADS of labor groups, performing right societies and other organizations seeking tribute from radio have placed a heavy burden upon regional networks, the FCC Network Inquiry Committee was advised Feb. 21-28 by heads of the four leading regional groups—Don Lee and Yankee-Colonial.

In opening the second phase of the FCC's lengthy study of industry operations, the committee heard spirited testimony from Don Lee, vice-president and general manager of Don Lee, and John Shepard 3d, president of Yankee and Colonial Networks.

Opposes Exclusivity

Just prior to the opening of regional network testimony Alfred J. Cospiter, chairman of the board of MBS and president of WOR, voiced a vigorous plea against exclusive network affiliation contracts, describing them as an "unsurmountable obstacle* to his network and in the nature of "unfair competition". As a remedy, he suggested a term of one or two years, rather than the present five, on major network contract affiliations. All MBS contracts, save that with Don Lee, are non-exclusive.

W. E. Macfarlane, president of MBS and head of WGN, Chicago, as business manager of the Chicago Tribune, in testifying Feb. 14 said MBS is and shall remain a "mutual" non-profit organization. WGN, he revealed, lost $4,000 in 1938. He estimated the Tribune Co. has an investment of $1,297,000 in its radio properties.

Mr. Weiss criticized the burdensome demands of labor groups, asserting that 30 to 35% of the net income of union-owned and operated stations goes to meet union demands and for other "semi-parasitical services". This percentage, he declared, does not include payments which will grow out of the recent American Federation of Radio Artists' bargain with originating stations and he anticipates a further rise in costs. Mr. Shepard, under cross-examination, asserted that the changes in the arrangement with American Federation of Musicians was entered into because "we had a sword hanging over our heads" through the threatened musicians strike. Even with the musicians arrangement, he said, the best music is presented through high-quality transcription.

Strong support of exclusive network affiliations was voiced by Mr. Weiss in declaring Don Lee felt that after developing an audience for stations through its network programs, it should have the opportunity to place commercial tied on them. Moreover, he held it was essential for a network to own stations, particularly at originating points. He said that while it is possible to originate programs without owning stations, he did not think it could be done as efficiently or economically. Preservation of the identity of individual networks, he declared, was desirable since regional groups provide a valuable "protective umbrella" under which everyone from listeners to individual affiliated stations benefited.

As the hearings bobbled into their fifth month, having started on Nov. 14, the committee was only mid-way through the second phase of its five-point inquiry. Regional networks were expected to consume the time through mid-March, after which the committee will hear intervenors, such as the National Committee on Education by Radio, the American Guild of Musical Artists Inc. and possibly Independent Radio Network Affiliates, which has filed an appearance. CIO also filed an appearance but no determination has been reached as to whether it will present a case.

Management Contracts

Following testimony of intervenors, the Commission will invade what may develop as the most important phase of the inquiry—network ownership and operation of stations through lease-management, agreement or otherwise, embracing Westinghouse and General Electric stations. Directly tied into that phase of the inquiry is multiple ownership of stations, management contracts and similar absence operations now in force. A special questionnaire sent to all station stockholders regarding ownership and management will unquestionably play an important part in this portion of the inquiry.

The final phase of direct testimony will cover the transcription field, at which time witnesses representing transcription companies as well as networks engaged in transcription operations, will come under the committee's surveillance. The pending CBS contract to acquire WBS, plus NBC's operation of Thesaurus, will be covered, along with efforts to elicit information as to whether transcriptions have been suppressed and whether the present requirement for periodic announcement of transcriptions and recordings should be rescinded.

Scheduled to appear next in the regional network presentation—probably on March 1—was Pacific Broadcasting Co. through Carl Haywood, owner of KMO, Tacoma, Mr. Haywood is the Washington-Oregon contractor for MBS, King-Trendle Broadcasting Corp. operating the "Michigain" Network, is scheduled to appear next, followed by Virginia Broadcasting System and California Radio System (McClatchy). Elliott Roosevelt, president of Texas State Network is tentatively scheduled to testify March 7. Other regional groups scheduled to appear are set out on the FCC agenda in the following order:

North Central Broadcasting System, Arrowhead Network, Empire State Network, Inter-City Broadcasting System, Oklahoma Network, Pennsylvania Network (WCAU, key), Quaker Network (WFLII), and Texas Quality Group.

Elliott to Appear

FIREWORKS are expected when Elliott Roosevelt, president of the Texas State Network and second son of the President, appears personally March 7 before the FCC Network Inquiry Committee. Though also president of Hearst Radio Inc., Mr. Roosevelt is expected to testify only for his recently formed Texas group. A member of the NAB board of directors and a commentator in his own right over the Texas Network, Mr. Roosevelt may explain the Texas Commission regulation of broadcasting and conditions in the industry.

IT WASN'T a Boston tea party when John Shepard 3d, President of the Yankee and Colonial networks, took the stand Feb. 24 before the FCC Network Inquiry to expound at length on regional operations. He deplored particularly the added operations costs imposed by union demands.

Weiss Recites History

Of Don Lee Network

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, started the regional networks' individual presentations to the FCC network inquiry Feb. 21 under direct examination by Horace L. Lohnes, Don Lee counsel, before Commissioners Brown, Sykes and Walker.

Tracing the history of the Don Lee network, Mr. Weiss told of the purchase of KFRC, San Francisco, by the late Don Lee in 1928 and the subsequent acquisition a short time later of KJH, Los Angeles. Since Dec. 13, 1928, these two stations have been connected by wire on a 16-hour-a-day basis, he said, pointing out that Mr. Lee undertook the two-station connection primarily to make fuller use of the best programs of each station.

Shortly after this the McClatchy stations in Fresno, Stockton and Sacramento joined the hookup, and in September, 1929, CBS affiliation was arranged, with the Don Lee organization providing Pacific Coast outlets and origination facilities for the national network and in general subordinating its commercial schedule, predominantly regional, to the CBS national schedule.

In December, 1936, Don Lee network joined MBS after "rebuilding" its network following severance from CBS and the subsequent loss of all stations except the four owned and operated stations and four other affiliates in California, and affiliation of the McClatchy stations with NBC, he said.

The present Don Lee network includes 28 stations plus one, KGA, Spokane, to which limited service is supplied, built on a "network connection through smaller stations in practically all the good-sized markets up the Coast," he commented. He said Don Lee's Broadcasting System was incorporated as a California corporation in 1932, with all stock held by Don Lee Holding Co., which he described as "purely a holding company for stock" and not an "operating holding company".
Lang-Worth Will Build N. A. B. Recorded Library

100 Hours Tax-Free Transcriptions Ready
200 Additional Hours in Production

Lang-Worth will fill uncompleted N.A.B. station contracts with the R.C.A. recorded Lang-Worth Library of tax-free music at the contract price of $10.00 per hour.

Lang-Worth will accept, for a limited time, orders from any U. S. radio station for the basic library of 100 hours at $10.00 per hour.

Lang-Worth will cooperate with the Industry in making available 200 additional hours of tax-free music at the lowest price consistent with best orchestras, arrangements, recording and pressings.

State and regional demonstrations now being held. Wire for full details ... today

LANG-WORTH, Inc.
420 Madison Ave. New York, N. Y.

BUREAU OF COPYRIGHTS ENDORSES PLAN

John Elmer says:

"This agreement with Lang-Worth represents the successful culmination of much time and effort on the part of the N.A.B. to provide the industry with a real, usable, tax-free library. I cannot too strongly urge every broadcasting station to take advantage of this service."

John J. Gillin, Jr. believes:

"The best means for procuring tax-free music now for the broadcasting industry is the plan outlined by Lang-Worth. The Bureau of Copyrights Trustees urges your earnest cooperation."

Harold Hough states:

"Our industry needs tax free music and this appears our best opportunity. Your cooperation is needed and is very necessary without delay."

Neville Miller urges:

"Three hundred hours of tax-free music will be of inestimable value to the industry. Here's your opportunity. With your support it will be successful. I urge all broadcasters to give this plan their whole-hearted support, immediately."

BROADCASTING • Broadcast Advertising

March 1, 1939 • Page 21
PRELIMINARY results of the FCC's new questionnaire covering fiscal and employment operations for the calendar year 1938, will be available by early spring, under plans of the FCC Accounting Committee.

The 29-page form, mailed in triplicate to stations Feb. 16, required their execution and return to the Commission by March 15. It was estimated the preliminary results should be available early in April, with final detailed analyses, covering 1938 total gross and net figures for the industry as a whole, and related breakdowns, in published form during the same month. Similarly, total gross employment, program analyses, payrolls, and the like, both in total and by percentage, for classifications of stations and networks will be made.

In a general way, the schedules, as made public, will conform to the questionnaire form, covering studios, licensed for the year 1937. These were the first undertaken by the FCC on an industry-wide basis.

Worst Is Yet to Come

It was also learned the FCC proposes to send to stations questionnaires of even greater detail to be employed for the 1939 calendar year. These are stated to go out shortly after the Commission releases the results of the 1938 forms, or by May. They will be retroactive to July 1, 1939 and their service is contemplated in advance so that stations can inaugurate bookkeeping methods which will simplify the forms asked.

To be far more comprehensive than the 1938 questionnaire, it is expected the new form will be about double in size. It will carry down the line the same but the schedules will call for far more detail in each breakdown. The Commission is undertaking final preparation of the 1939 questionnaire until it receives comments and criticisms from stations on the 1938 form. These will be used as "guide lights" in devising the new form. Every effort will be made afterward simply to modify the forms insofar as precise instructions are concerned. The object, it is claimed, is to make it possible working as inexpensively as possible without, however, sacrificing any of the basic information sought.

Second question has arisen as to whether the Commission will be able to keep these returns strictly confidential. The law requires that all information obtained by the FCC on a regular basis, save that dealing with national defense or other governmental operations, shall be open to inspection by the public. And in soliciting this comprehensive information, is doing so with the present understanding that it will be confidential. Inspectors in this connection, in connection with application renewal, and therefore open to par-

for the interim period to supplement those required under the new form. The object, it is claimed, is to enable stations to keep abreast of the new form, and thereby ensure that the returns will be kept current and accurately made. It is expected that the return rate will exceed 90%.

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A steadily increasing volume of protests against the FCC's inquisition into all phases of broadcast operation by questionnaire covering studios operating throughout the country, with Senator Wheeler himself expected to send in his complaint.

Following receipt by stations last month of the 30-page schedule covering operation and employment, returnable March 16, there was an immediate storm of complaint from stations, particularly smaller ones, against the "size" of the questionnaire sought. Many of the broadcasters said that to supply the data requested—covering financial, program and employment statistics—is necessary to secure outside accounting and to certify station personnel to the preparatory work, paralyzing to some extent regular operations.

Senator Wheeler expressed indignation over the questionnaire, declaring he could not see why the Commission should overload stations, particularly the smaller ones, with requests for data of that nature. He was informed by a delegation of broadcasters Feb. 16 that probably only about 50 stations had returned the questionnaire without hiring additional personnel.

Can't Understand It

One of the broadcasters in the delegation—John B. Milestone, owner of WCBM, Baltimore, who is a pioneer broadcaster and former NAB president—asserted he found himself at a loss as to what to advise his bookkeeper, since he could not understand the questionnaire himself. Moreover, he asserted it would mean the hiring of additional people and thereby perhaps wipe out his earnings.

Meanwhile, letters of complaint have gone not only to other members of the Senate, but also to Washington headquarters and to Washington counsel for stations. One Texas station, which has written in the last year it has been forced to expend upwards of $8,000 in attempting to comply with the details of the questionnaire, is said to have already received. Another, in the West, reported the "pounding of the FCC" had necessitated expenditures of "thousands of dollars for checking".

The fact that the NAB Accounting Committee had gone over the proposed schedule with FCC accountants, resulting in a substantial reduction in its size, did not alter the position taken by stations. Moreover, particular concern is expressed over the announced intention of the FCC to send stations a questionnaire schedule for 1939 that will cover 100 forms.

The questionnaire is in a form tentatively projected for release a week or so later. A second mailing on stations as to the type of books they must keep during 1939 will be about March 15.

The committee must be sworn in not only by the person having control of the books and records but also by the licensee or chief officer of the licensee of the station.

The NAB Accounting Committee, composed of officials of American Broadcasting Companies, Inc., heard protests Is Dealership, which has applied to the

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During the week of January 23, 1939, the Hooper-Holmes Bureau, Inc., conducted a survey to determine listener preference for the four leading Detroit radio stations during an early morning broadcast period. Personal calls were made at 1,488 homes, representing a geographical cross-section of the city and the various income and purchasing power groups. WWJ led the field with 43% of the total listening audience. The other network stations scored 26%, 15%, and 14%, respectively. Expressed in percentage, WWJ's lead over the other stations was 65%, 187%, and 207%.

This survey, like all others that have ever been made, shows the pre-eminence of WWJ in America's Fourth Market — where weekly automobile production figures are soaring to new 1939 highs and widening the gain over a year ago by as much as 50% some weeks!

Yes, Detroit is a key market this year and WWJ is the key station in this great market. Make WWJ a must on your schedules now.

* WWJ leads all Detroit stations in commercial broadcasting. It also broadcasts 25 educational programs weekly and donates time freely to other worthy community causes. Yet, through careful programming, it still has a few choice features available for sponsorship. Write or wire for particulars, now!
Mention music copyright in any gathering of broadcasters, or even among the more astute time-buyers, and you've started something. There's more conversation and perhaps less real understanding of copyright than any of the burning issues in the radio bonfire. The author, who should know whereof he speaks, presents an unvarnished version of the problem, and perhaps a clearer approach to its eventual solution. He proposes that the industry protect the source of supply of new music, for the present and the future.

ASCAP is an association of publishers banded together for the purpose of selling performance rights. Although ten years ago these performance rights were not supremely important, today they represent the most valuable asset of the music publishing industry. ASCAP itself has no independent power apart from its membership. All its power is derived directly from the copyright proprietors it represents.

There is no doubt that the copyright proprietor can dispose of his rights at any price which he considers adequate. Because statutory copyright is limited to a total of 56 years, it can readily be seen that a great deal of the world's music is free from copyright, or in the public domain. In fact it has been stated on reliable authority that not more than 30% of the world's music is covered by copyrights on original compositions. However, most public domain material is covered by copyrighted arrangements which cannot be performed without the permission of the copyright owner even though the original melody is free. As a matter of fact, practically all music is protected by some form of copyright.

Must Pay The Price

It isn’t necessary for the composer of a piece of music to prove originality of his composition in order to register his copyright. This makes it possible for a number of authors to secure registration on the same material and the only way of determining which claimant has the valid copyright is to bring action in the Federal court to establish which owner has the prior claim. In other words, nobody can copyright anything—and frequently does.

It has been thoroughly established that the playing of music over a radio station constitutes a public performance for profit. When we add to this the fact that the copyright proprietor owns the public performance rights to his music, we can readily see why it is that the broadcaster must pay the copyright proprietor’s price for the privilege of playing music. We can further see that the amount the broadcaster pays and the method of payment is also entirely within the control of the copyright proprietor. The fact that copyright proprietors have banded together in an association which many broadcasters refer to as a monopoly, doesn’t alter the fact that if the broadcasters use music which they do not own, they must pay the owner’s price for the privilege, and the broadcaster himself has no right to establish that price, nor can he help himself by the method by which the copyright proprietor collects his fees.

The broadcaster has been able to discover, with very little effort that during the past 10 years his own industry has been almost entirely responsible for the promotion of music. The industry has clearly seen that the writing, publishing and distribution of a song has nothing to do with its success and popularity but that his performance is responsible for the success of another man’s property.

Very evident to him that his own industry is entirely responsible for the promotion of the music publisher’s merchandise. This has led him to the conclusion why the publisher should not be required to pay something for that promotion—on the same basis as other industries who use radio to display their products. He has seen that the publisher not only gets his promotion for nothing but that he charges the industry a good sum every year for the privilege of having his merchandise promoted.

It is a curious situation, and I can’t say that I blame any broadcaster for his inability to understand why it continues to exist. As a matter of fact, it doesn’t take much effort to arrive at the conclusion that the broadcasters themselves have a far more rigid monopoly over music than the publishers could ever hope to exercise over the broadcasting industry.

They Need Radio

Even a superficial survey of the situation will lead to the inevitable conclusion that the success of any publisher’s catalogue is in direct proportion to the amount of public performance which he can obtain from the broadcasting industry.

This is not a new theory by any means. The publishers themselves are thoroughly aware of it. Few publishing houses could exist six months if the radio industry suddenly decided to withhold their promotional facilities. The music publisher himself is primarily a promoter, he is absolutely dependent upon a promotional medium, and radio is the only effective medium to which he can turn. Therefore, he actually needs radio more than radio needs him.

Both the publisher and the broadcaster are interested mainly in certain—the so-called popular tunes of the day. Neither one gives a great deal of attention to music written in the past. This attitude on the part of
Acquisition of World To Give CBS Complete Disc Service

No Changes in WBS Organization Are Planned; Separate Subsidiary

ACQUISITION of World Broadcasting System by CBS, which will materialize as an Arm of its Under the network’s auditors and lawyers which are currently perusing World records and contracts run up against some reasons, continency, is designed to place CBS on a par with NBC in offering advertisers a full transcription as well as network service.

While the prime reason for the purchase of the transcription company was to provide the recently-acquired American Record Corp. with modern studios equipped with ERPi recording apparatus, CBS was also pleased to complete the process of obtaining its own facilities for off-the-line recording of its network programs. At present the network is forced to send advertisers who wish such service to outside recording organizations. In addition, CBS is also taking over a “going further.” The World Program Service which currently has nearly 200 subscribers. Deutsch at Helm

Announcement, made Feb. 16 by William S. Deutsch, president, of CBS, that the network had acquired an option on the transcription company, stated that no changes in its control or organization are being considered. Percy L. Deutsch, WBS president, will continue in the same capacity under a long-term contract. World and American Record will be operated as separate CBS subsidiaries, it was stated, although all recording of phonograph records for American Record and its affiliate companies will be done in the WBS studios at 58th Ave.

“Then if the acquisition is completed,” Mr. Paley said. “Columbia will have extended still further its radio Contractor advertisers, and at the same time will be able through the American Recor Corp., purchased in December, to offer records in the home field recorded on the highest quality equipment. The World Broadcasting System’s studios and the equipment installed by Electrical Research Products, Inc., are acknowledged to be outstanding for recording purposes.”

While executives at both CBS and World refused to discuss plans for the transcription company’s operations, only that many details not yet considered would be decided when the time came, it is understood that World will continue to handle the transcription business of other transcription firms in the production of spot recorded campaigns for advertisers. No comment could be secured regarding the continuity of the “Gold Group” formed by World last fall to offer transcription advantages for the single ordering, single billing, and calculation of mechanical costs advantages they obtain from the network. No was there any answer to the query as to whether CBS would follow the precedent of NBC in restricting the off-the-line recording of network programs to its own subsidiary.

FCC May Study

Although it has no legal control either over networks or transcription companies, it is indicated at FCC that the CBS acquisition of WBS will be studied in the course of the current network inquiry, as well NBC’s ownership of Transcriptions. Transcriptions constitute a specific phase of the inquiry, both in connection with allegations of suppression of transcriptions and in connection with the attempt to pass actual licensing of networks. Thus, it is felt, the CBS-WBS transaction falls within the scope of the inquiry.

Moreover, the question of announcement of transcription programs will be covered to determine whether the records of the broadcasting network at the time of the announcement at specified intervals should be retained. The American Federation of Musicians, which in the past has attacked transcriptions as “canned music,” had filed an appearance for the network inquiry, setting up a challenge to the transcription as its primary interest. Since that time, however, it has withdrawn its appearance.

STATION LOSES CP; ANOTHER ON CARPET

ONE new station authorized in 1937 by the FCC lost its construction permit and another faced the possible loss of its CP as a result of FCC decisions Feb. 20. The CP defaulted was that granted to Clarence A. Berger and Saul S. Freemen for a new 100,000-watt daytime station on 1200 kc. in Couer D’Alene, because of failure to construct within a reasonable time. It was to have been known as KNC. Mr. Berger, formerly with KHQ-KGA, Spokane, and KOL, Seattle, is also member of a partnership holding a CP for a new station (KWAJ) authorized transmission for erection in Wallace, Idaho, with 100-250 watts on 1420 kc.

In the story of KHQ, Greenville, Tex., also authorized in 1937 to be built to operate with 100 watts day-on time on 1420 kc. The station was issued an order to show cause within 20 days why it should not revoke a station license. It claims that the death on June 29, 1938, of one of its partners, Fred E. Horton, publisher of the Greenville News, dissolved the partnership. So the partner, operating on 1190 kc., had been opposing the new station as a potential source of interference.

Lease and Letters

ONE of the many problems confronting CBS in its acquisition of World Broadcasting System is what to do about the insignia of stone without and of gold within the entrance to 711 Fifth Ave., WBS headquarters, identify-ing the structure as the National Broadcasting Company Building. NBC, which occupied the building prior to moving into Radio City, still holds the original lease on the property from the Hoagland Estate, and in turn leases it to Electrical Research Products Inc., which leases it to WBS. CBS wants to arrange a new lease altogether the lettering will remain as is, says NBC.

Retail Association Plans Radio Drive

National Campaign to Start With Sunday Disc Series

EARLY in May a national spot campaign will be started by the National Association of Retail Grocers to help the story of independent retailers to the American people. The radio program will begin as a weekly-quarter-hour Sunday transcribed series, during the summer and fall will be extended to a thrice-weekly-quarter-hour series, later to five weekly, according to officials of NARG.

Expected to run for more than a month, the series will be built around historical dramatizations of the part played in American economic and social life by independent grocery retailers, may be extended to other independent businesses such as druggists and hardwaremen.

Hope to Raise $1,000,000

NARG has 500 State and local associations, numbers 50,000 in its total membership. Based on the slogan “NAR: Made America—Trade Independent”, the organization campaign is being financed out of buttons at $25 apiece. More than $100,000 is expected to be raised by selling these buttons to retail grocers, clerks and employees.

Early in March, NARG will call meetings of wholesale grocers and their contractors throughout the country. As a result of these meetings local retailer committees will organize local committees to select funds locally for the cooperative publicity campaign. Time will be bought on local stations and these committees and all funds collected will be spent under their supervision in the community with which they are affiliated.

Hilmer V. Swenson Co., Chicago, is handling the account. Campaign headquarters is Trade Independent Campaign, care National Assn. of Retail Grocers, 360 N. Michigan Ave., Chicago. Newspaper and store displays will also be used.

Nash Plans Discs

NASH-KELVINATOR Corp., Detroit, has announced that its 1939 radio converting plans will be similar to those followed last year with transcribed announcements, copy for which has not been selected, available to dealers throughout the country who are distributing for the Kelvinator Division. Complete list of announcements are plotted on a large list of stations to advertise Nash motor cars. Copy is last mail & New York, New York, handles the account.

Harvester to Expand

INTERNATIONAL HARVESTER Co., Chicago, on Feb. 28 started the sale of 1180-watt radio weekly on WCCO, Minneapolis; WDAY, Fargo; WIBW, Wichita; KMA, Shenandoah. Firm also sponsors Repertory in Chicago, WLS, Chicago, Wed., 7:30 p.m. It is understood that the campaign will be expanded with the near future. Aubrey, Moore & Wallace, Chicago, handles the account.
With Pardonable Pride
May we show you how
WSM turns service into sales

Special 1938 Award
for
Farm Service
Station
to
WSM
Nashville

The Faith of Our Audience Comes First

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Wichita Falls Vote Sustained by FCC

THE FCC by a 4 to 3 vote on Feb. 20 reaffirmed its decision of last June 28 authorizing Wichita Broadcasting Co., headed by Joe B. Carrigan, Wichita Falls attorney, to erect a new station in that city to operate with 250 watts night and 1,000 day on 620 kc. With Commissioners McNinch, Brown and Sykes dissenting, the Commission denied the petitions for re-hearing filed on behalf of West Texas Broadcasting Co., WTMJ, Milwaukee (now on 620 kc.) and WSBS, Shreveport (applicant for 620 kc.)

At the same time the Commission granted the motion of Faith Broadcasting Co. which like West Texas had been rejected as an applicant for a new outlet in Wichita Falls, on 1380 kc., to withdraw its application. It was indicated the West Texas group, whose prime movers are the publishers of the Wichita Daily Times and Record.

Richman's Hookups

RICHMAN BROS. Co., Cleveland, have started a network campaign for men's clothes, sponsoring Front Page Parade, dramatic re-enactments of the day's news, three days weekly on seven Mutual stations. Program features Peter Grant, chief announcer of WLV, Cincinnati, where it originates. Programs are broadcast twice each Monday, Wednesday, and Friday evenings—-from 6:30 to 7:00 on WKL, WSPD and WCE, and from 7:30 to 7:45 on WLV, WGN, KSTP and KXOK. McCann-Erickson, Cleveland, handles the account.

Hires Increasing

CHAS. E. HIRE. Co., Philadelphia, on Feb. 28 started a spot announcement campaign for Hires Root Beer on a list of stations which will be increased during March. O. Dea, Sheldon & Cannaday, New York, handles the account.

News, may appeal the decision to the courts.

Vote is Similar

The Commission's vote was the same as that for the original grant to the Wichita Broadcasting Co., three dissenters having originally voted at that time in favor of the Faith company. The Wichita Broadcasting Co. was originally headed by R. W. McFarlane, father of former Rep. William D. McFarlane, defeated in the last elections, but at the hearing announced that Mr. Carrigan had replaced the elder McFarlane as president. The Commission last July authorized the new station, to be called KWFT, to replace KGNO which had been moved from Wichita to Fort Worth where it is now operating.

Last September an application was also filed to move KTAT from Fort Worth to Wichita Falls as an outlet of Elliott Roosevelt's new Texas State Network. Raymond E. Buck, KTAT owner, was reported to have sold 51% interest in KTAT to Col. W. T. Knight, Wichita Falls oil operator.

Gallery Privilege

For Radio Likely

FULTON LEWIS PLEA RECEIVED FAVORABLY BY SENATE GROUP

PROSPECTS of recognition by Congress of the right of reporters for the radio to have the same free access to sources of news that the press associations have is not under consideration by the House, nor, according to Mr. Lewis, even by the Senate, though there is said to be a Senate rule that radio reporters are not to be admitted to press gallery privileges.

In the annual poll of Radio Editors of the United States and Canada taken by the New York World-Telegram, 8 programs on KSD are among the 12 voted best. Popular programs and special timely features have made KSD the listener preference station in St. Louis.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
KSCJ’s business is LIFTING sales. And how well it knows its business! KSCJ clients will tell you that when it comes to the art of lifting sales KSCJ works smoothly, easily, scientifically. And, as a result, sales reach unprecedented heights. Aside from the richness of the KSCJ market, the KSCJ PERPETUAL SURVEY is a mighty important factor in this sales lifting job. Day after day, hour after hour for the last 16 months this ingenious analysis of listener preferences has charted a straight course for KSCJ advertisers. Ask George Hollingbery, or this station, about it.

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!

THE QUESTION: “Is Your Radio Turned On? If so, to What Station are You Listening?”

KSCJ
Sioux City, Iowa
Affiliated with CBS
Represented by George Hollingbery - C.W. Corkhill, Manager

March 1, 1939 • Page 29
LICENSE OF KUMA REVOKED BY FCC
THE Seldom used power of revoking a station license was invoked Feb. 20 by the FCC in ordering the silencing of KUMA, Yuma, Ariz., because of alleged making of false statements by the station's licensee. The local was ordered off the air effective April 1, but under the law it has 15 days in which to request a hearing, with an automatic staying of the revocation order. Customarily the FCC, as did its predecessor Radio Commission, awaits renewal of a station's license, at which time hearings are designated, rather than use of the revocation procedure which places the burden of proof upon the Commission. It has resorted to the revocation method several times in the past.

The Commission stated in a press release that among other reasons it appeared that Albert H. Sherman, holder of the KUMA license, in his application for renewal "made false statements under oath to the effect that he was in actual control and operation of said station, when in truth and in fact one E. B. Sturdivant was, and at all times since Feb. 1, 1954, has been in actual control and operation thereof."

ROAKE CARTER returned to the air for a one-time show Feb. 19 when he was guest on the WOR-MBS People's Rally Quiz, taking the affirmative side against John B. Kennedy in a debate on compulsory army service.

TEN-YEAR VETERANS, all stars, executives or radio editors, were luncheon guests of Lanny Ross Feb. 17, and at the get-together he revealed a plan to form a club of decade-or-more-in-radio people so they might gather more frequently. Seated left to right here are Niles Trammell, executive vice-president of NBC; David Butler, of General Foods; Lanny Ross, and Frederic Willis, assistant to President William S. Paley of CBS. Among others present at the luncheon were Ben Bernie; William Baker, of Benton & Bowles; James Wright, of Lord & Thomas; Luther Reid, of CBS press department; Orrin Dunlap, radio editor of the New York Times, and Johnny Johnstone, press director of WOR, Newark.

Olson Rug Spots
OLSON RUG Co., Chicago, has started an extensive spot campaign varying from two to six quarter-hours weekly on the following stations: WWQA KOA WOC WHO KDKA WLS KMOX WHAM WBT WIBW WJR; one to six five-minute periods weekly on WMMN KFBK WWOI WMT WFC WRVA WKY WPTF KAB WOR WACB WSYR WBT WOCO KITE; one-minute spot announcements varying from one to three daily on KNF N KMA KFB WLS WCHS WKBK WTMJ WHML KGKO KSOO WNAW WFAC WRLU WCLE WHKC KFYR WBBU KMKK KANS KFGE; weekly half-hour show on WCCO; participations on WTC and WRC; six 10-minute period spots daily on WGY. Presba, Fellers & Presba, Chicago, handles the account.

Caldwell Disc Spots
Dr. W. B. CALDWELL, Monticello, Ill. (Syrup Pepsi), on March 6 starts one-minute transcriptions twice daily five days weekly on WAPI KLR A KIZ WFLA WSB WLS WIRE WWHO WIBW WHAS WRL WKKW WOOD WASH WBB WHEE KFBQ KWK KWTW WMJ KRL KPRC KFYO WOAI KRG WDBJ WCHS WWVA KFBK WOIL WSN WBC WPPW WCKY WHRC WISO WPSD WKY KVOD WCAE WIS WFB WDS WNOX WMC KGNC. Benton & Bowles-Chicago handles the account.

Nursery's Spring Drive
GARDNER NURSERY Co., Osage, la., growers of shrubs and perennial plants, started its spring campaign in mid-February with daily schedules of five and 15-minute programs on WJR WSM KSL WAAT WHDH HKQ WHJB KFRC WMIN WLY WDAY WLY PI KMPF KOL WTC WCPG KGM KKEI WKL WEP WPAK WPST KWJ KGER KQGE KEE KOCO XE KXEO WAF WCAO WKM KTM R KTF KFOX WCB WKR WHTH WWWW WHAT WJID KROW WHAS WJS WTRC and WFBM. More stations will be added as market, Northwest Radio Advertising Co., Seattle, handles the account.

Nursery to Extend
GOOD & REESE NURSERIES, Springdale, Ariz., in early March will extend its spot campaign to an under-determined number of Northern stations. A varied schedule of three-weekly 5 and 15-minute disc shows is presently used on eight Southern stations, according to Roy E. Deets, radio director of the Albert Kircher Co., Chicago agency in charge.

BREE COSMETICS Co., Chicago, has renewed its quarter-hour weekly series titled Betty Bree, a Sunday live talent beauty hint program on WBBM, Chicago; WJB, Detroit; WTAM, Cleveland; WNOX, Minneapolis. Contract for 26 weeks is being handled by Rutherfa & Ryan, Chicago.

KARK, Little Rock, Ark., on Feb. 20 was authorized by the FCC to increase its night power from 500 to 1,000 watts on 890 kc.

A New Buy in Georgia
The GEORGIA MAJOR MARKET TRIO is a new buy in Georgia, consisting of the three C.B.S. stations in Georgia's three major radio markets: Atlanta, Savannah and Macon.

In ATLANTA — WGST, 5,000 watts Day, 1,000 watts Night; 880 kc.— delivering thorough coverage of Atlanta and Northern Georgia, the leading retail and wholesale center in the Southeast.

In SAVANNAH — WTOC, 5,000 watts Day, 1,000 watts Night; 1,260 kc.— the only station in Savannah. Georgia's second city, 284 miles southeast of Atlanta, on the Atlantic, outside the coverage area of all other stations.

In MACON — WMAZ, 5,000 watts; 1,180 kc. — the only station in Macon, dominating central Georgia. Macon is in Bibb county, Georgia's third county in population and retail sales.

WHAT DOES THE GEORGIA MAJOR MARKET TRIO MEAN TO ADVERTISERS?
At lower cost, the GEORGIA MAJOR MARKET TRIO offers:
1. Primary coverage of three-fourths of Georgia's radio homes.
2. Concentrated coverage in three markets instead of one through individualized local programing.
3. Dealer loyalties in three markets instead of one.
4. Merchandising assistance in three markets instead of one.

CONSULT The Katz Agency FOR RATES AND AVAILABILITIES

THE GEORGIA MAJOR MARKET TRIO
Primary Radio Coverage of Three-Fourths of Georgia's Radio Homes

Represented by The Katz Agency, Inc.
"I haven't seen a movie in 3 years
... I've never read a best seller
... I've never seen a play
... I've never seen a large city"

Mrs. Pratzner and her daughter listening to the radio which has now been replaced by the modern radio she won in the contest.

THROUGH THE MAGIC OF RADIO

Mrs. Joseph A. Pratzner of Mays Landing, N. J.
Hears the latest news
Listens to drama
Knows the comedians
Says: "Without radio my family and I would be lost"

PRIZE WINNER in the contest—
"What radio means to me and my family"—recently conducted over NBC facilities by the program—Alma Kitchell's Brief Case—Mrs. Pratzner's letter echoed the statements of nearly every entrant.

"Radio means heaven for my child," wrote one woman of her blind daughter. Another credited radio with straightening out her wayward son. An American, barricaded in the loneliness of a foreign land, declared radio was her "whole world." A listener living in the slums said radio "keeps us from going mad."

NBC is proud to play a part in so great a public service as radio. And NBC is also proud that its Alma Kitchell program—a 10-minute feature—attracts a listening audience from Mays Landing to Nicaragua!
HOW DO RADIO WAVES AFFECT THE 'STARS' OF THE AIR?
IS YOUR PROGRAM-RATING A TRUE MEASURE OF CIRCULATION?

COPERNICUS DISPROVED

COPERNICUS
astronomer, born 1473, died 1543 — disproved the belief that the earth stands still and the sun and stars move around it. By conclusive arguments, he proved that the planets revolve about the sun, and that each turns on its own axis. He thus demonstrated facts that had existed since the dawn of time. NBC’s new survey similarly throws new light on facts that have been true ever since broadcasting stations began to function.
For years, program ratings have revolved around studies of only one-half of the nationwide radio audience—the half served locally by major network stations. NBC has now surveyed the other half, and has uncovered a new set of listening habits never before revealed to advertisers or advertising men. They prove:

A—that differences in the reception of your program affect its total circulation.

B—that network effectiveness differs more greatly in areas of remote reception than in areas of local reception.

C—that you can measure this difference in the all-important terms of regular listeners.

As clearly as Copernicus demolished the age-old belief in a fixed earth and a moving sun, these new facts show the fallacy of taking regular program ratings and translating them into "circulation." More than that, this NBC survey makes it possible—for the first time in broadcasting history—for you to compare network circulations on a truly nationwide basis, including listeners in cities, towns, villages and farming areas alike.

When you, personally, hear NBC's new presentation of these facts, you will see clearly why the NBC Red Network delivers more intensive, more thoroughly nationwide circulation than any other network. Tell us you want to be shown, call any NBC Network representative!

DO YOU KNOW—
That 50% of all U.S. radio homes rely on "remote service" from major network stations?
That transmission is just as important as the program itself in reaching these people?
That the listening habits of these families are not reflected in the regular "program ratings"?
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 a personal presentation!
Jennings KGW-KEX Head

Connec Is Sales Manager

REAPPOINTMENT of W. Carey Jennings as general manager of KGW and KEX, Portland, Ore., succeeding Charles O. Chatterton, resigned, was announced Feb. 16 by E. Palme Hoyt, publisher of the Portland Oregonian, owner of the stations. Mr. Chatterton has resigned both from the Oregonian and the station, it was stated. He has made no statement regarding his future plans. He was assistant business manager of the newspaper in supervisory charge of the stations and last September assumed the active management of KGW and KEX, at which time Mr. Jennings, who had been manager, continued as the commercial manager.

With his resumption of the management of the stations, Mr. Jennings announced appointment of Paul Connct as sales manager, and Ralph Greer, as traffic manager, both moving up from the ranks of their respective departments. Mr. Connet joined the Portland stations more than two years ago after having served at KGU, Honolulu. Mr. Jennings is in his seventh year with the Oregonian stations. Before that, he prepared, placed, and personally broadcast programs for Sears, Roebuck & Co. in the Pacific Northwest.

KMA Seeks Omaha Move

KMA, Shenandoah, Ia., on Feb. 24 filed with the FCC an application to move to Council Bluffs, Ia., just across the Missouri River from Omaha. It sought permission to install a new antenna and move its transmitter. Operated by the May Seed & Nursery Co., the station operates on 930 kc., with 5,000 watts day and 1,000 night. It is an NBC-Blue and MBS outlet.

Labor Saver

ARGUING that an "air salesman" would bring in bigger returns, Grant Sandison, salesman of WTMJ, Milwaukee, recently talked the Elizabeth and Supply Co. out of adding a salesman to the firm's sales force in favor of radio advertising, and sold the company a daily news spot on the WTMJ schedule.

Atlantic on Three

ATLANTIS SALES Corp., Rochester, has started a test campaign for Coleman's mustard for use in the bath as a way to check over fatigue, using transcribed announcements six times weekly on KSFO, San Francisco, WKRC, Cincinnati, and WTIC, Hartford. Campaign, started in mid-February, is placed through J. Walter Thompson Co., New York.

Mexican Approval Of Pact Forecast

Early Action Is Indicated by Communications Official

DURING AN unofficial visit to Washington Feb. 22 Alfonso Gomez Morentin, assistant secretary of Mexico in general supervisory charge of communications, left the impression that the North American Regional Broadcasting Agreement, providing for reallocation of broadcast frequencies, would receive the sanction of his Government in the not-too-distant future. The United States and Canada have already ratified the compact.

En route to Buenos Aires, where he will attend the International Postal Conference of Senor Morentin was the house guest of FCC Commissioner T. A. M. Craven. They are old friends, having headed their respective delegations to the North American Conference in Havana in December, 1937.

Because of the unofficial character of Senor Morentin's visit there were no conversations either with FCC officials or with the State Department relating to the treaty. Official conversations are being conducted by the American Embassy in Mexico City with the Ministry of Communications, now headed by Melquiades Angulo, an engineer who was named early this year to succeed Francisco Mugica, resigned.

Special Session Likely

Meanwhile, advice from Mexico City were that the President and other high officials felt it was in the best interests of Mexico to have the treaty ratified, so that it can become fully effective within a year. The Mexican Senate last October declined to ratify but this action, it is now felt, occurred because the Senate had not been fully informed on the subject.

There is likelihood of a special session in March, at which time it is expected steps will be taken for prompt ratification. If there is no special session, formal action must await the regular September meeting though there still is the hope an administrative agreement will be sanctioned which will be tantamount to ratifying the treaty and would pave the way for acceptance of the treaty terms [BROADCASTING, Jan. 15].

Meanwhile, the FCC is proceeding with new rules and regulations which would encompass the terms of the proposed new allocations. The so-called Superpower Committee shortly will complete Part II of its report on rules and regulations, thus paving the entire project squarely before the full Commission. Parties in interest will be allowed to file exceptions probably within a 30-day period, with oral arguments to be heard afterward. Thus, it is expected, several months will elapse before final promulgation of the new rules. If Mexico has not ratified the treaty by that time, the rules will preserve the existing frequency assignments but all other provisions will become effective. With Mexico's ratification, it would then be possible to specify the date on which the reallocation would become effective, involving the sliding up and down the band of most of the stations, which however generally would retain their same relative positions [see full text of treaty in BROADCASTING 1939 Yearbook].

Chicken money . . . pin money . . . no matter what you call it . . . still a lot of money in the pockets of the WOWO Family.

But at that, it is only 1/13th of their annual farm income of about $200 billion dollars.

The loyalty of WOWO farmers and their ready buying power reflects quickly in the increased sale of products advertised over WOWO.

It costs you little to share in this buying power.
Drama WITHOUT FOOTLIGHTS

KLZ has the men, methods and machinery that produce the kind of drama preferred by advertisers . . . the drama of cash registers ringing . . . the drama of buyers buying.

The record of the dramatic pitch to which KLZ facilities and performers are tuned is written in KLZ’s files for 1938.

A national food product sponsor writes: “Our business has shown a steady increase in Denver since we have been using KLZ.” A local packer says: “Our 1938 sales are 8% over 1937. Since we are spending 75% of our appropriation on KLZ we shall give you credit for 75% of this increase.” A Denver furniture dealer sends in his renewal contract for the third consecutive year and comments: “Our urban and rural business has held up remarkably well this year which we believe is directly due to our KLZ advertising.”

KLZ, too, has a market that inspires such merchandising drama . . . a market that comprises 78% of the entire population of Colorado . . . a listening audience that embraces 80% of this thickly populated “business side” of the state.

KLZ Denver

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKT, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.
One Way Out of Copyright Issue
(Continued from page 21)

the broadcaster is engendered by
the fact that his listeners demand
the latest popular hits. On the
part of the publisher it is because
of the expense attending the ac-
tive promotion of a new tune.
Neither the writer nor the pub-
lisher makes a hit. The only thing
that makes it a hit is public ac-
ceptance, and the only thing that
secures public acceptance is pro-
motion—and the chief medium of
promotion is broadcasting. So obvi-
ously the broadcasters create the
hits and consequently profits for
the publishers.

Only a very limited number of
new tunes are registered in the
copyright office each year, and an
exceedingly small number of these
tunes ever assume the "hit" status.
So we have a situation where a
broadcaster, compelled by his audi-
ence's demands, performs this lim-
ited number of "pop" tunes every
year and at the same time pays
performance license fees for all
music—both new and old. Actually,
the broadcaster is paying $4,800,-
000 a year primarily for the priv-
lege of performing a limited num-
ber of new popular tunes.

Farewell to Genius

It may seem strange to the
reader why it is that there are not
more new tunes available each
year, as it has been conservatively
estimated there are 100 tunes
written for every one published.
However, the explanation of this
fact is also obvious when it is re-
membered that the publisher's larg-
est item of expense in launch-
ing a song is promoting its per-
formance by broadcasters. There-
fore, the publisher cannot afford
to have too many new tunes in his
catalogue. If he did, he would not
be able to spend the money neces-
sary to give all his new tunes ade-
quate exploitation by radio.

This matter of the limited
amount of new tunes available
each year brings up another ques-
tion which has been given altoget-
er too little consideration by the
radio industry. This is the broad-
casters' direct responsibility to the
public for the discovery of new
creative talent among the vast
number of unheard-of composers. If
it is a fact that the publisher must
turn to the broadcaster as his ma-
jor means of promotion, it is also a
fact that the new composer must
turn to the same source in order
to get the product of his creative
ability exploited. As the music in-
dustry is set up today, it is vir-
tually impossible for them to give
the young songwriter this exploi-
tation as a matter of course.

This situation, if allowed to con-
tinue, will tend to dry up the foun-
tain of creative genius in this coun-
try, because no writer or composer
can work indefinitely without hope
of reward. The broadcaster him-
self must eventually assume this
responsibility for this situation. In other
words, in his hands rest the power
to promote and publicize music and
if he wishes to do this promotion
from the young creative artist, he
alone must accept the responsibil-
ity.

More Music Needed

It is the belief of many thought-
ful people in this country that if the
broadcasters made an effort they
could uncover a wealth of new
talent. The broadcaster today
exercises a monopolistic but legal
control over the only important
medium of self-expression open to
the composer and the broadcaster
must assume the responsibility en-
tailed by this monopoly.

The fact of the situation are
that the number of songwriters has
been decreasing and the demand
for new music has been increasing.

The purpose of this article is
to suggest a cure-all, either for the
music licensing set-up or for the
development of new talent. It is
rather to expose a few facts which
should be within the knowl-
dge of every broadcaster. Broad-
casting as we know it here in the
United States is a business which
like any other venture, must show
a profit. But because of the unique
position which the industry occu-
pies in its relation to the public,
the financial return must be sub-
ordinated at least in part to pub-
lic service.

Music, to the broadcaster, is an
indispensable basic ingredient.
That same measure of control
should be exercised over this vi-

tally important material by the
broadcaster is an unanswerable
fact. He must protect his own
source of supply, not only for the
present but for the future.

Music is not a natural resource.
It requires cultivating and if the
broadcaster is not willing to take
the responsibility for this cultiva-
tion, who will?
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
Changes and Corrections in Broadcasting 1939 Yearbook

BECAUSE of changes reported since the 1939 Broadcasting Yearbook went to press early in January, and to correct several errors, the following changes are made:

Page 25: Change manager of KMPT, Los Angeles, to John W. Brown.

Page 74: Change manager of KXK, Kalamazoo, to J. B. Smith.

Page 95: Change manager of WGAM, Asheville, N.C., to W. H. Rogers.

Page 10: Change manager of WMBI, Chicago, to David E. Tomlinson.

Page 106: Change manager of WMBI, Chicago, to David E. Tomlinson.

Page 110: Change representative of WCOO, South Bend, Ind., to W. H. Rogers.

Page 122: List M. H. Peterson as general manager of KFNF, Shenandoah, Ia.

Page 134: Change manager of WBCF, Boston, to C. E. Carpenter.

Page 144: Change manager of WMUR, Manchester, to W. H. Rogers.

Page 156: Change manager of WGBS, Boston, to C. E. Carpenter.

Page 168: Change manager of WORL, Boston, to C. E. Carpenter.

Page 180: Change chief executive of KXK, Kalamazoo, to W. H. Rogers.

Page 190: Change manager of WGBS, Boston, to C. E. Carpenter.

Page 202: Change manager of WORL, Boston, to C. E. Carpenter.

Page 214: Change manager of KXK, Kalamazoo, to W. H. Rogers.

Page 222: Change manager of WGBS, Boston, to C. E. Carpenter.

Page 233: Change manager of WORL, Boston, to C. E. Carpenter.

Page 245: Change manager of WGBS, Boston, to C. E. Carpenter.

Page 300: Change manager of WORL, Boston, to C. E. Carpenter.

Changes in night power of WIBW, Topeka, Kans., (sixth column) from 250 watts (fourth column) to 1,000 watts (sixth column). Changes in night power of WEMF, Milwaukee, to 250 watts (sixth column) from 1,000 watts (fourth column). Changes in night power of WIBW, Topeka, Kans., (sixth column) from 250 watts (fourth column) to 1,000 watts (sixth column). Changes in night power of WIBW, Topeka, Kans., (sixth column) from 250 watts (fourth column) to 1,000 watts (sixth column).

Page 3: Change manager of KXK, Kalamazoo, to W. H. Rogers.

Page 5: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 10: Change manager of WMBI, Chicago, to David E. Tomlinson.

Page 20: Change manager of WMBI, Chicago, to David E. Tomlinson.

Page 30: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 40: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 50: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 60: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

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Page 390: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 400: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 410: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 420: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 430: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 440: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 450: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 460: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 470: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 480: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 490: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 500: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 510: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 520: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 530: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 540: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 550: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 560: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 570: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 580: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 590: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Page 600: Change manager of WIBW, Topeka, Kans., to W. H. Rogers.

Changes and Corrections in Broadcasting 1939 Yearbook

LEW FROST, executive assistant to Don E. Gilman, NBC western division vice-president, who holds high score and championship of Hollywood division, has announced that all 12 stations in the science of the sport. Seated (1 to r) are Dave Elton, director; Matt Carr, press editor; Ken Carpenter, announcer; Joe Parker, announcer-director; standing, Charlie Smith, NBC Artist Service; Hal Bock, western division press manager, and Lew Frost.
POCAHONTAS SAID, "NO!"

John Rolfe and his Indian Princess Pocahontas, in their up-river search for a suitable home site, passed the present location of WRVA, and found suitable accommodations upon the colonial estate known as "Varina" which adjoins "Edgeworth" the WRVA tract. The WRVA brick transmitter building, of James River Colonial architecture, stands in a grove of pine trees on a 90-foot bluff overlooking the James River.

GENERAL LEE SAID, "NO!"

General Lee's resistance to Union troops endeavoring to enter Richmond necessitated fortifications to protect the river crossing. One of the 450 ft. WRVA towers stands upon the old fortifications. Innumerable relics of the war were unearthed during construction; muskets, bayonets, belt buckles, epaulets and other equipment have been gathered for a museum to be installed in the 50 kw. transmitter building.

PAUL GODLEY SAID, "YES!"

The 50 kw. WRVA site was chosen from 22 sites selected in preliminary surveys. Utilizing every natural advantage of Virginia's terrain, and incorporating the most modern radio engineering practices, the Godley engineers gave WRVA a primary coverage which includes both Richmond and the Norfolk-Tide-Water areas.

First dirt moved September 29. Columbus program lastfoot the air on the new plant on January 25—an elapsed time of 119 days—an all-time record for 50 kw. direct-current transmitter installation.

RICHMOND

TIDewater, VA.

PAUL F. GODLEY
Consulting Radio Engineer

MONTCLAIR, N.J. Telephone Montclair 2-7859
Ford Series on Coast
NEW network series, Let's Go Hollywood, which includes a tie-up with Warner Bros. film talent, started Feb. 24 for 13 weeks, on 7 southern California Don Lee network stations, Friday, 8-8:30 p.m., under sponsorship of Ford Dealers of Southern California, Los Angeles, show, which draws guest talent from Warner Bros. players, is carried as a sustainor on balance of the 28 Pacific Coast Don Lee network stations. Release is also being negotiated for the Mutual network under syndicated sponsorship. Owen Crump, Warner Bros. announcer and commentator, is master-of-ceremonies and producer of the series. Leon Leonard, who is also under contract to the film company is musical director of the Variety series, which originates from Warner Bros. Playhouse on Sunset Blvd., Hollywood. McCann-Erickson, Los Angeles, has the account.

NBC Starts Program by Doc Rockwell
As Part of Blue Promotion Campaign

SECOND major step in NBC's campaign to promote the Blue Network was put into operation Feb. 21 with the first broadcast of Doctor Rockwell's Brain Trust, a half-hour variety show which is being broadcast from 8:30-10 p.m. each Tuesday evening on more than 50 Blue affiliates. As explained by A. E. Nelson, sales manager for the Blue, the plan embodies building the network "by means of outstanding programming, the caliber and salability of which will compare favorably with any shows currently on the air."

"NBC will plan and produce each program with a view of offering it to national advertisers as a merchandising tool. Aside from engaging the company's best production talent, we are committed to the plan of bidding in the open market for top-notch artists and first-rate scripts," he commented.

The plan has the support of Blue outlet stations. Mr. Nelson said, citing replies from most of the network's affiliates pledging full support to the plan as outlined to them in a letter from Keith Kiggins, NBC station relations manager. Admitting that in the past Blue outlets have cooperated in building acceptance for programs only to see them sold on another network or discontinued after a brief run, Mr. Kiggins explained the new proposal is to build a program and confine it to Blue stations only, with the program definitely fixed at the same time for a minimum of 13 weeks.

"The combined efforts of our program department, promotion department and sales department will be put behind this program to make it one of the most popular and salable periods of the week. . . . This program will be a test case and if

Record Dedication
WHEN civic leaders, representing the city government, schools, churches and other organizations, L. S. Forrest Service and Chamber of Commerce, appeared on the formal dedication program for the new studio and office building of KGVO, Missoula, Mont., the program was recorded and broadcast guests invited to hear them via the recording at the conclusion of the program.

we are successful the same procedure adopted in other periods and the plan will be expanded." The letter asks each station to cooperate by throwing its full publicity and promotion forces behind the program and by working on the local distributors of these advertisers to whom the network's national sales staff is trying to sell the program.

In addition to its star and his fellow comedians, Doctor Rockwell's Brain Trust features Allen Roth's 10-piece orchestra and a 14- voice choir directed by Joseph J. Lilley. It will be competing with two established programs, Benny Goodman's orchestra for Camel Cigarettes on CBS and Fibber McGee for Johnson's Wax on NBC.

First move to increase Blue billings made by Mr. Nelson after he had left the management of KDKA, Pittsburgh, last fall to come to New York as sales manager for the Blue Network, was a sliding scale of discounts for advertisers using Blue supplementary groups of stations, with progressively larger discounts as more groups were used [Broadcasting, Oct. 15]. Since this plan was inaugurated Nov. 1, Blue billings have shown a steady increase, the network's gross time sales for January totaling $988,839, a gain of 10.8% in comparison with the October billings of $901,376. Blue supplementary billings have increased 52.3% in the same period.

These new advertisers have been added to the list of Blue sponsors since Nov. 1: American Rolling Mill Co., 42 stations; Brown & Williamson Tobacco Co., 39; Canada Dry Ginger Ale, 49; Thomas Cook & Son-Warren-Lits, 19; Lewis-Rose Co., 42; Ralston Purina Co., 65; Swift & Co., 52. Blue advertisers that have increased their facilities since Nov. 1 include: Adam Hat Stores, 20 more stations; Anacine Co., 11; Bi-Sol Co., 11; Canada Dry Ginger Ale, 16; Mustard Co., 12; Sherwin-Williams Co., 11; William R. Warner & Co., 1; R. L. Watkins Co., 1; J. B. Williams Co., 2.

Liggett Booking
LIGGETT DRUG Co., New York (Liggett "Retail" stores), which sponsors the one-hour weekly Monday Morning Almanac on WABC, New York, besides participating in morning shows during Arthur Godfrey's program on WINS, Washington, plans further radio activity of a similar nature for other cities. Company's radio advertising is placed through Neff-Rogow, New York.

Page 40 • March 1, 1939
The vertical radiator is the result of Blaw-Knox pioneering leadership. While Blaw-Knox radiators have won all this acclaim on their own merit, being inherently superior, not a little of the world-wide confidence which greets them is due to the name of Blaw-Knox, carrying distinction in engineering circles long years before radio came on the scene. Let this world recognition be your guide when you contemplate increasing your antenna efficiency.

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building, Pittsburgh, Pa.
OFFICES IN PRINCIPAL CITIES

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**GUOYED RADlATORS**

<table>
<thead>
<tr>
<th>Station Call</th>
<th>Location</th>
<th>Height</th>
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<tbody>
<tr>
<td>WEBZ</td>
<td>Colorado Springs, Colo.</td>
<td>204'</td>
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<tr>
<td>KREW</td>
<td>Abilene, Texas</td>
<td>179'</td>
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<tr>
<td>KSPA</td>
<td>Charleston, W. Va.</td>
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</tr>
<tr>
<td>KAKO</td>
<td>Kansas City, Mo.</td>
<td>194'</td>
</tr>
<tr>
<td>AMF</td>
<td>Memphis, Tenn.</td>
<td>194'</td>
</tr>
<tr>
<td>WAZK</td>
<td>Cleveland, Ohio</td>
<td>204'</td>
</tr>
<tr>
<td>WNBC</td>
<td>New York, N. Y.</td>
<td>204'</td>
</tr>
<tr>
<td>WJZ</td>
<td>Chicago, Ill.</td>
<td>204'</td>
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<tr>
<td>WFLS</td>
<td>Detroit, Mich.</td>
<td>204'</td>
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<tr>
<td>WPHN</td>
<td>Philadelphia, Pa.</td>
<td>204'</td>
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<tr>
<td>WJTH</td>
<td>Topeka, Kansas</td>
<td>204'</td>
</tr>
<tr>
<td>WATF</td>
<td>Austin, Texas</td>
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<tr>
<td>WJAH</td>
<td>Washington, D. C.</td>
<td>204'</td>
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<tr>
<td>WHJR</td>
<td>Jackson, Tenn.</td>
<td>204'</td>
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**SELF-SUPPORTING RADIATORS**

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<tr>
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<td>WJID</td>
<td>Miami, Fla.</td>
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<td>WADB</td>
<td>Chicago, Ill.</td>
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<tr>
<td>WICR</td>
<td>Detroit, Mich.</td>
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<td>WFTM</td>
<td>St. Louis, Mo.</td>
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<tr>
<td>WJMK</td>
<td>Miami, Fla.</td>
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<tr>
<td>WJW</td>
<td>Dallas, Texas</td>
<td>204'</td>
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<tr>
<td>WBAP</td>
<td>Atlanta, Ga.</td>
<td>204'</td>
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<tr>
<td>WABC</td>
<td>Boston, Mass.</td>
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<td>WAGC</td>
<td>Chicago, Ill.</td>
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<td>WORC</td>
<td>New York, N. Y.</td>
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<td>WXYZ</td>
<td>Los Angeles, Calif.</td>
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<td>WTOP</td>
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<td>WBBN</td>
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<tr>
<td>WINS</td>
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<tr>
<td>WGBN</td>
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<tr>
<td>WJTV</td>
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<td>WAKR</td>
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<td>WDFN</td>
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<tr>
<td>WRCN</td>
<td>New York, N. Y.</td>
<td>204'</td>
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<td>WISN</td>
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<tr>
<td>WBEA</td>
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<td>KQED</td>
<td>San Francisco, Calif.</td>
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<td>WBBM</td>
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<td>WCCO</td>
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<td>WFLC</td>
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<tr>
<td>WAVA</td>
<td>New York, N. Y.</td>
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<td>WABC</td>
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<td>New York, N. Y.</td>
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**POLICE AND SPECIAL**

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<td>WFBM</td>
<td>Birmingham, Ala.</td>
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<td>WPTO</td>
<td>Raleigh, N. C.</td>
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<tr>
<td>KGNC</td>
<td>Oklahoma City, Okla.</td>
<td>114'</td>
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<tr>
<td>KGSP</td>
<td>Des Moines, Iowa</td>
<td>114'</td>
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<td>WYAO</td>
<td>Oklahoma City, Okla.</td>
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<tr>
<td>KGSP</td>
<td>Des Moines, Iowa</td>
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<tr>
<td>KMAH</td>
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<td>KUOA</td>
<td>Oklahoma City, Okla.</td>
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<td>KGSP</td>
<td>Des Moines, Iowa</td>
<td>114'</td>
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<td>Des Moines, Iowa</td>
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**BROADCASTING • Broadcast Advertising**
March 1, 1939 • Page 41

www.americanradiohistory.com
For the
World Program Service

A contract you will prize—because it gives you exclusive local use of the greatest repertory of music ever recorded exclusively for radio. With this rich and ever-growing library, World’s member stations build programs in endless variety for their local audiences. World’s contract provides:

- 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.

If your city is not listed on this page, the internationally famous World library is available to your station—and you enjoy an exclusive contract in the world’s only exclusive library service. Write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

Transcription Headquarters

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.

SERVICE... a Service of
Hollywood Pulls Plug!

RECENT events indicate that the Radio-has-gone-Hollywood trend has been slammed into reverse. Certain film companies are pulling the plug, so to speak, on their contracted performers because they claim exhibitors are wringing their hands over box-office returns, blaming radio competition.

Our first impulse is to say, "So what?" But there are other considerations—practically all of them on radio's side, as we view it. Mainly for the convenience largely of radio and radio-nurtured talent which Hollywood beckoned, several millions of dollars have been invested by radio in Hollywood originating facilities. It was not primarily a case of a network trek to the coast to exploit for the air movie-made personalities, though this was a partial consideration.

Getting down to personalities, it really doesn't matter whether Grace Goeofeat or Horace Horsecaster, under contract to Suspendus Studios, has been pulled off the air, though it may be front page news and the Hollywood press agents can revel in it. They promptly will be replaced by others, who, by dint of radio's build-up, will soon relegate GG and HH to whatever they were before their radio exploitation.

The Jack Bennys, Fred Allens, Bing Crosbys, Eddie Cantors, Don Amchees, Jane Fromans, Dorothy Lambous and Benny Bakers, who are also film stars, are first and foremost radio stars. Whether or not they happen to be under contract to film companies isn't important in the long run. Contracts expire as contracts will, and the free agent artist who is a top-flight radio performer, and incidentally, a movie actor mainly because of his radio popularity, will make his own choice between one or the other media. On the basis not only of stipends but of continued performance and popularity, we have little doubt what their choice will be.

It was for the convenience largely of radio-developed artists who had Hollywood calls that radio and many of the major advertising agencies, established Hollywood as a key program originating point. There is no gainsaying that some of the big movie names are valuable to radio, but it is foolish to think they are indispensable. So, instead of the movies pulling the plug on radio, it is entirely possible that radio can, if necessary, jerk the juice from Hollywood and keep its stars to itself.

7 Come 11

THE FIGHT on FCC reorganization is precisely where it should be—before the Senate, with two diametrically opposed viewpoints set forth in two radically different bills. That conduces to full committee consideration before there is legislation, and it certainly nips the mile-a-minute plan espoused by Chairman McNinch to reorganize first and consider afterward.

Indeed, as things stand now, there is an even chance no radio legislation will be passed this session. Chairman Wheeler is now disposed to compromise the three-man bill bearing his name, admittedly drafted by Chairman McNinch. Senator White, who in strong terms called the Wheeler bill crude in draft, wrong in principle and political in purpose, admits that his own measure for an 11-man FCC has "infirmities" and is far from a finished product. He insists on full and free hearings. Since his judgment on communications matters carries weight in the Senate, where he is recognized as the outstanding expert in Congress, he will probably get them if the Senate leaders decide they should go ahead.

We would dislike to see the present dissen-sion-ridden and inefficient Commission continued indefinitely. If there is no legislation this year, there is likely to be none next—perhaps a presidential election year. But no legislation is better than ill-conceived legislation. And still again we maintain that the problem is not basically one of a defective Act; it is a problem primarily of manpower. It seems to us the Administration, if it felt so inclined, could weed out the undesirables from the present FCC for good and sufficient cause. President Roosevelt's demanded resignation of TV's Chairman Morgan, which apparently has stuck, could be used as the pattern for other changes if that course became necessary. And certainly the return to the division form of administration, under the existing act, could be invoked until such time as an objective study is made and the law altered along sound lines.

As between the two pending bills, it is obvious the White measure is more in keeping with democratic principles, and therefore far less dangerous to the industry and the public. It calls for what is tantamount to two separate commissions, functioning under one roof, with the gap between the two bridged by a non-voting administrator who would hold the title of chairman. In this respect he recognizes the basic differences between broadcasting and common carrier communications—in effect, gives broadcasting the separate regulation to which its great importance entitles it.

In several other respects, the White bill would improve present regulatory functions by sharper delineation of FCC authority and broadcasters' rights. The provision for minimum one-year licenses as against the present six-month tenure, for example, could only be applauded as a recognition of right.

Where the McNinch-Wheeler bill calls for three men, Senator White goes to the other extreme with a proposal for 11. We doubt whether either will prevail when and if there is a final vote. Totally aside from his unquestioned interest in proper regulation, Republican Senator White's blast prior to introduction of his bill smacks of party supported anti-Administration effort. His withering attack upon Chairman McNinch alone, and his implied defense of all other members of the FCC, does not accord entirely with his previous statements in which he has assailed the FCC administration generally.

At this stage, the industry itself can ill afford such attitude nor the embattled defense of either of the measures. It must take the position that unless there is clear thinking and calm deliberation, any legislation enacted hastily might be even more restrictive and perilous. When it comes to changing the "substantive" provisions of the present act, it should pitch in for all it is worth toward greater freedom from undue legislative and regulatory shackles.

Radio's I.Q.

THE CHARGE oftentimes has been that radio caters to the intelligence level of the 12-year-old. We wonder what the originator of that catch-phrase has to say now in the light of the great popularity of such programs as Information Please, This Is New York, The Circle, Town Meeting of the Air and the various other forums, debates and highly intelligent presentations and discussions currently on the wavelengths? Even the pater of Bing Crosby and Bob Burns often has an air of sophistication which the top intellectual level enjoys no less than the lower. As for radio's offerings of Toscanini, Metropolitan Opera, the Philharmonic, the other leading symphony orchestras and the greatest of concert artists, enough of them are heard regularly to furnish proof sufficient that the radio has restricted itself to no dead level of appeal.

We hear less and less complaint about radio from what might be classified as the sophisticated audience, and even fewer from the Average Citizen—who, by the way, is learning more of appreciation of Americanism and democracy via the radio these days than ever the schools taught him. For there is hardly a station today that is not stressing The American Way in programs designed to offset repulsive foreign ideologies; even Walter Winchell and Eddie Cantor interpolate their periods with capsule sermons on Americanism that have won them new respect from the most discriminating.

All of which demonstrates that radio can and does keep pace with public need, popular demand and universal intelligence. It proves also that radio needs no governmental guidance so far as programs are concerned.
Milton M. Blink

A SHOE that didn't fit was the quirk that first introduced Milton M. Blink to transcriptions. Today, with both feet on the ground, he is the co-owner of Standard Radio, one of the leading transcription firms in the business.

To fill in the gaps, we should have explained that it was a shoe account that didn't fit the national market. That was back in 1929.

"Bashful" Blink was radio director of Dyer-Enzinger Advertising Agency in Milwaukee. The agency had a Prosperous shoe account, and it wanted a good radio program, but the distribution problem was one the networks just couldn't answer. The sponsor wouldn't gamble with local spot in those days because of the poor talent threat.

Milt Blink turned to transcriptions, which is ABC now, of course, but in 1929 he was the third to consider such adventurous procedure plausible. The programs were produced, transcribed and shipped to stations around the country with hearty and very satisfactory success.

Everything would have been swell, and Milt might still be in Milwaukee if the agency which he had joined after college as a sort of intellectual office boy, had not decided, after a reorganization, to open a Chicago office and place the 26-year-old Blink in charge.

Everything was fine for two years, but when the depression began, dipping bottom, Blink blinked and began looking for something more solid in the way of a future. He wanted to try something on his own.

Leaving the agency, he opened an office and painted on the door the very impressive legend "Universal Radio Productions". He began moving in transcription equipment, and moving out transcriptions. A by-product was air-check recordings—one of the first such ventures ever tried. He began serving large agencies and spencers from coast to coast by recording their programs from the air. Business thrived.

Along Chicago's Radio Row Michigan Avenue—He became known as a bright and enterprising young business man, notable for his bubbling enthusiasm and pleasing personality. That's what people said of him, and that's how it happened that, when Jerry King was organizing Standard Radio in Hollywood and wanted an alert Chicago representative, he approached Milt Blink. Universal took over the selling job of Standard Radio features in that territory.

Up to that time the Blink talents had been exerted mostly along creative lines. Now, however, he became a salesman. With the same intelligent sense of adventure that had built an agency's radio department and Universal, he set about learning the art of selling.

Even before the rise of Dale Carnegie, he soon was outselling all the other Standard districts combined. His no-pressure, no-hoax methods soon made both friends and sales.

The Standard Program Library Service was conceived and Standard Radio itself took on a new interest to Milt. Blink was authorized to the sales interest of President Seth Ely, who resided in Hollywood, and the Blink-King partnership was formed. Things began to hum. The library service sold well. Today it has around 200 subscribers. Sound effects offered as supplements also were developed, along with other features which have gone well. The "Popular Supplement" introduced in latter 1937 spread quickly. The Blink-King combination has been clicking since.

Milton Blink was born in Milwaukee May 28, 1904. The middle "M" stands for nothing, unless it is Milwaukee. He decided on legal studies when he entered the University of Michigan, but chose dramatics as his extracurricular activity. His summers were spent in directing dramatic work and social activities at a boy's camp, where he developed a consuming passion for sleep. His most intimate circle of friends often refer to him as the "Matador of the Mattress". During his school years his work as actor and director in the Michigan Miners plays and annual musical productions constituted his major interest.

The west coast of Michigan, pioneering in Little Theatre work with the Wisconsin Players, which group he regularly represented on WTMJ, originating the Wisconsin Players Workshop on the air. He selected the plays, edited them for radio, cast them, directed them and often took roles, too.

Chief among his hobbies (aside from the golf, of course) is a canoe through the bridle paths of Chicago's parks under the self-imposed sobriquet of "Truant of Michigan Boulevard"; taking movies of his wife and 6-year-old daughter, and listening to what he calls the soul-soothing strains of his company's music.

March 1, 1939 • Page 45
BEHIND THE MIKE

MARY VIRGINIA (Pat) MURPHY, for three years secretary to Elliott Roosevelt, president of KDKA, Inc. and the Pennsylvania State Network, was married Feb. 18 to James D. Clee, assistant business manager of the station. Mrs. Clee is a graduate of Michigan State University, and is a member of Pi Beta Phi sorority. The couple honeymooned in New Orleans and will make their home in Dallas.

JOHN W. HUGHES, in charge of dramatics for the Texas State Network, was married Feb. 18 married Margaret Greene, of Dallas.

ROBERT M. HOLT, formerly of KXMO, St. Louis, and presently program director of KTUL, Tulsa, has joined WCGL, Joliet, Ill., as program director. Stanley Kroger also has joined the WCGL announcing staff.


MARY LOUISE RODENBERGER, of the sales staff of KSAL, Salina, Kans., has joined a five-minute series, "Forward March," which she is writing, to United Life Insurance Co.

EMERY MILBURN, formerly program director and announcer at KWKL, Longview, recently left KWKB, Wichita Falls, Texas, to join the same company. Before leaving the Pioneers, he joined Miss Rosemary Sanders of Longview.

TAMARA ANDREEV, formerly with the Chicago Times and for several years with the Associated Press in China, has joined the CBS press staff in New York, where she is handling publicity on the network's television activities.

ANDREW POTTER, production manager of all of National's Transcription Recording Co. Inc., has joined KROW, Oakland, as producer and director, and transferred the firm's national sales. Potter continues his cooperation with the transcription company, becoming an associate member of the firm.

CLARENCE PUTNAM, director of public relations of NBC Transcriptions, discussed "Radio Values" before the Radio Operative Club of Pittsburgh Feb. 25.

JAMES O'NEILL, veteran newspaperman and formerly chief rewrite man for the Associated Press in New York City, recently was added to the rewrite staff at the network's Transcriptions, Inc.

RALPH ROGERS, formerly of WFT, Charlotte; WWL, New Orleans, and several Southern stations, has joined WOR, New York, as program director.

BILL BRENNAN, formerly a reporter with WBZ, Boston, and WJSP, Joplin, Mo., has joined KCIK, Kansas City, as chief newsetter, replacing Fin Holzinger, who recently left for an appendectomy.

TRO HARPER, announcer, and Jane McGreyer, actress, both of KSFO, San Francisco, have announced their separation.

ROB DWAN, producer at NBC, San Francisco, is recuperating from an appendectomy.

CLYDE POLL, formerly of KFRC, San Francisco, and KWKL, Longview, Wash., has joined the announcing staff of KRLD, Dallas, as a continuity director. Recently was named program director of the station, in addition to his other duties.

NEW MANAGER OF KFDM, Beaumont, Tex., is C. B. Locke, former technical supervisor of KGKO, Fort Worth. He assumed his new duties Feb. 15 after ownership of the station was taken over by the Beaumont Broadcasting Co., of which Darrell G. Gagnon, former head of KGKO, is the secretary-treasurer. Mr. Locke's engineering post at KGKO has been assumed by R. C. Stinson, who is also chief engineer of WFAA-WBAP.

TSN Personnel Changes

COINCIDENT with the resignation in latter February of Neal Barrett as vice-president of Texas State Network, effective March 15, Elliott Roosevelt, president of the network, announced several new appointments. Mr. Roosevelt stated that Mr. Barrett is not being replaced, but that he named Gerald Slinsky, of St. Louis, formerly with Knoc Ho Co., as business manager. St. Louis, production manager, was promoted to vice-president. Boton Fowen was named membership, promotion, and publicity director. To the TSN board of directors the appointment of Briggs A. Hoffman, permanent insurance man of St. Louis, was announced. Mr. Hoffman, while public relations chairman of the St. Louis Board of Commerce, has two years sponsorship of the Captains in Peri radio series.

GARY BRECKNER, CBS Hollywood announces, has been cast in a role in the Universal Studio film "Risky Business.

CARL HOHENGARTEN, a CBS musical director, wrote special lyrics for "Jeepers Creepers" which Postal Teleprgraph singing girl mausic in more than 200 cities in delivering the feature-tip a February.

C. L. MENZER, program manager of NBC-Chicago, asssumed the Assn., of the Network, in the wake of his resignation as vice-president of the National Board of Radio, and his resignation as director of the National Board of Radio.

MAMIE E. FOX, publicity writer of WXY, Oklahoma City, recently delivered the first of two scheduled lectures on "Radio Writing" before the Oklahoma Writers Guild.

H. DAY FOSTER, production and publicity director of KORE, Eugene, Ore., is the father of a boy born re- cently.

JAMES O. COX, publicist writer of WKY, Oklahoma City, recently delivered the first of two scheduled lectures on "Radio Writing" before the Oklahoma Writers Guild.

JOHN PILGDIA, program director of KBX, Muskogee, Okla., was appointed program director of WCMH, Ashland, Ky. for next season.

CHARLES MORRISON has severed his association with Nat Goldstone Agency. Effective immediately, Goldstone will supervise the depart- ment.

THOMAS L. BILEY, NBC producer of dramatic shows, has been transferred to the network's television staff, where he will be engaged in preparing a program of stock music for the mid-week. Biley will be engaged in preparing a program of regular visual broadcasings in the mid-week.

MARIE BILYEU, known on KSRA, Salinas, Calif., as "Thorothy Day," has left for her home in Chicago, leaving her husband, who is in the air for the last year-and-a-half of his service in the Board of Storage Department, in two hundred hours daily. She is moving to Fort Worth, Enahls Nissens succeeds her on the series.

BILL BRENNAN has joined the announcing staff of KCIK, Kirkland Lake, Ont., to replace Phin Hollinger, who has returned to broadcasting.

BENNY CRAIG, Little Rock sports announcer, has moved to KARK to broadcast baseball for Colonial Baking Co.

JIM THOMAS, formerly of WWN, New Orleans, has joined WVOA, Pensacola, as program manager. He has delivered radio in 1933 as an actor but turned to announcing thereafter.

LEWIS JULIAN, recently returned to WLM, San Antonio, has transferred from guest relations to the staff of the network's music library.

LIN MASON, announcer, has been assigned to WKRC, Cincinnati, for an announce engagement. Several weeks due to his duties as the Universal Studios announcer.

WILLIAM WINTER, acting director of special events and publicity at WJMP, Kansas City, has been named chairman of the newly organized Mecklenburg Foundation for Infantile Paralysis, which will sell pottery in the county with funds raised at the local President's Birthday Ball in 1939.

JACK SOLON, formerly of WBST, Willh., recently joined the WJMP announcing staff.

JOHN FRANKLIN, announcer of WIP, Philadelphia, has written the words and music of a song "Yours Very Truly.

HOWARD G. BARNES, formerly announcer at WJMP, has joined the announcing staff of WNY, New York.

ROB EDE, formerly sportscumon- tor on WJR, New York, has joined the staff of WBY, for special series of sports programs.

ELIZABETH MORRIS, of the NBC Boys, has joined the circulation staff of Thomas J. Marshall, of Boston.

ENID REAPUR. Of NBC sales promotion, has returned to her office after a month's illness.

CARL CANNON, instructor of studio opera at the University of Indiana, New York, addressed a recent meeting of the Bucknell Alumni Association of New York University.

CHARLES ANDERSON, former announcer of KOU, Denver, recently re- signed to the agency. He will announce his studies at the BBC under the Rock- cerpath Program.

PLODOW E. SCHWARZER, of the NBC photo section of the press staff, has become engaged to Carl L. Plock of the Royal Liver- more Insurance Companies.

FRANCIS TH. WACHER, secretary to NBC local sales manager Mauricio M. de la Guardia, has engaged to Charles H. Ott of Philadelphia.

RANALD MACDOUGALL, NBC music coordinator, was transferred from transcription service to the NBC script division to fill the vacancy created by the resignation of John Hill, who left NBC to return home to Los Angeles, G. Thornton Steil from the NBC music division, has succeeded Dr. MacDougall in transcriptions.

JOHN MAVEL, program director of KBY, Muskogee, Okla., was appointed program director of WCMH, Ashland, Ky. effective immediately.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
WKY takes pride in the manner in which it serves Oklahoma's largest radio audience with the real McCoy in make-believe . . . in its ability to build up one of the finest sound effects set-ups outside the network centers.

WKY went to Hollywood for advice on its sound effects when the new studios were opened in 1936. Likewise it drew on the experience of the network experts. Keeping up with constantly increasing demands for sound realism in studio productions is a job that WKY's own staff has done most admirably.

But to WKY, its sound effects facilities are simply symbolic of the faculty this station has always possessed for delivering the real McCoy in serving the public interest, convenience and necessity of a million and a half people.

Listeners in Oklahoma seldom twirl their dials any more. They are satisfied to stick to 900 kilocycles and enjoy WKY's star-studded programs eighteen hours a day. Advertisers have conclusive proof of this when a WKY-produced show brings 80,000 requests for song sheets in a single month.
A Hero in Vain

SYDNEY DIXON, NBC western division sales manager, during the recent Hollywood storm which smashed store windows and raised general havoc, dashed through a shower of glass at Hollywood Blvd. and Vine St. to rescue a woman lying prone in the path of flying debris only to find that the supposed victim was a diaplay dummy. An interested crowd witnessed the frustrated heroism.

NORM PIERCE, formerly program director of WABC, Manhattan, has resigned to join WGES, Chicago, as announcer. Fred Hessler has been appointed program director, and Edward Allen, formerly with the Chicago Federal Radio Project, has joined the WGMT announcing staff, replacing Roger Mueller, who resigned recently to join WGN, Chicago.

RALPH CHILDS, formerly of WHB, Rock Island, Ill., and Bill Wells, of KMMJ, Clisky City, Neb., have been the announcing staff of KMA, Shenandoah, Ia.

SIDNEY ADLER, formerly night manager of WHN, New York, has joined WHOM, Jersey City, as production director, and Ken Lester, formerly of WHBI, Newark, has joined the announcing staff.

CHARLES FOLL, formerly assistant manager of KWR, Longview, Texas, and Jerry Geenan, well-known North-west sportscaster, have joined the announcing staff of KAMO, Tacoma.

FRED WAIBLE, former newspaperman and associate director of the Albert A. Wickes Technical School, on Feb. 20 joined the William C. Lengel Literary Associates, New York, as director of WMCA.

FRANK DANZIG, formerly of the continuity staff of WNEW, New York, on Feb. 27, and the radio division of the Federal Theatre Project as assistant continuity editor.

RALPH MARRY, of the continuity staff of KSL, Salt Lake City, on March 10 will marry Miss Maren Eccles, of Salt Lake.

A. V. BAMBORD, of Aerograms Inc., Chicago program firm, is the father of a girl born Feb. 18.

SIDNEY ANDERSON, manager of WGAN, Cleveland, theatrical and gossip reporter, was guest on a special show marking start of the season for anchorman in his capacity as sponsor, Standard Brewing Co. of Cleveland. Local film executives, the-ater managers, hotel officials and execu-
tives of the brewery, together with a galaxy of talent from Cleveland night clubs participated.

ALDAN FITZPATRICK, formerly of Boston and Springfield stations, has joined the announcing staff of KDKA, Pittsburgh.

HOBART ACKLEY, traffic manager of WOOW-WGL, Fort Wayne, Ind., on Feb. 27th celebrated his 11th anniversary with the stations.

JEAN ABBEY, fashion stylist and commentator, has begun a new fashion series on KSD, St. Louis, Tuesday mornings at 3:30.

PAUL deFUR, recently with the Texas Network State, has joined the production staff of W-WS.

CARROLL TORNROTH, formerly in the radio department of Music Corp., of America, Hollywood, has joined NBC Artists Service, that city, as contact man.

NEPRA CARL of CBS Hollywood public relations, has announced his engagement to Dr. Roger Daniels, of Sacramento, Cal. The wedding is scheduled for late April.

Shaw-Stark Join WMCA

In WHN Staff Exchange

TWO FORMER network and agency sales executives have assumed key posts at WMCA, New York, following the resignation of Bert-ram Lebhar Jr., WMCA program and financial manager, to join WHN, New York, as vice-president in charge of sales under Herbert L. Pettoney.

Don S. Shaw, Mr. Shaw until recently assistant to the president of McCann-Erickson and formerly sales manager for four years of NBC in New York, has been appointed general manager and vice-president in charge of sales of WMCA under Donald Flamm, owner. Charles Stark, recently on the sales staff of WHN, and before that, with CBS sales, has been appointed sales director of WMCA.

He also was previously in the agency field as account executive with J. Walter Thompson Co. and as chief of radio sales for Lennen & Mitchell.

At WHN, Ira Herbert, formerly with WMCA, has been named assistant to Mr. Lebhar. Other additions to the sales staff of WHN include Irving Raskin and Cecil Hackett, also formerly with WMCA.

Shakeup at CKOC

CKOC, Hamilton, Ont., is reported to have had to be kept up and will be managed by Taylor-Pearson & Car-son Ltd., of Calgary, Alta., beginning March 1, according to an announcement made by H. R. Carson at Toronto. The station will be furnished with new transmitters, anten-
as and studio equipment, and studios will be rebuilt. M. V. Chest-
ut, manager of CKCK, Regina, S. 

Abbott, manager of CKOC, has been appointed program director.

W. T. Coadson, commercial manager of CIGA, Edmonton, becomes acting commercial manager at CKOC. The station will add the NBC Thesaurus Library to its present World Library, and will continue the famed radio series of CKOC will be represented in Can-
da by All-Canada and in the United States by Joe Weed. Jerry Gaets, manager of CIGA, Leth-
bridge, Alta., has transferred to CKCK, Regina, as manager, to replace M. Chestnut.

Head Charities Group

BRADLEY KELLY of King Features Syndicate is the chairman of the radio committee of the Cardinal’s Committee of the Lavity for 1939. He solicits contribu-
tions for the Catholic Charities. Other members of the radio com-
mitee are: Andrew Burke; Albert A. Cormier of WINS; Dave Driscoll, WOR; Dr. Franklin Dunham, NBC; Floyd Gibbons; John B. Kennedy; Alfred J. Mc-
Cosker, WOR; Louis Ruppel, CBS; Elliott Stuckel, CBS; Maj. Edward Bowen; Morton Downey, and Ar-
thur Hurl Butts, WABC.

WALLIS M. REEF, for the last three years editor of the news service of KFEL, Denver, has resigned to be-
come a candidate for mayor.

"IN THE PUBLIC CONVENIENCE AND INTEREST, NECESSITY"

...which means

you've got to be GOOD!

Those seven words in your license..."in the public interest, convenience and necessity"—entail a very real obligation in your day-by-day operation. Your station must meet certain high standards of quality and dependability.

If you are Western Electric equipped, that need cause you no technical worry. For Western Electric broadcasting apparatus is engineered to more than meet all requirements.

That's why more stations have chosen Western Electric than any other make of equipment. If you're one of the 213 listed below who have Western Electric, let all your clients and prospects know it.

Western Electric

EQUIPPED FOR BETTER BROADCASTING

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BROADCASTING • Broadcast Advertising


In other countries: International Standard Electric Corp.
Complete Film-Radio Divorce Unlikely From Recent Action

Agency Executives Certain There Will Not Be Widespread Exodus of Film Talent From Air

THREATENED war between radio and motion pictures doesn't seem to faze Hollywood advertising agency executives. Consensus a mong those closely following developments in radio is that there will be no general following of the lead taken by M-G-M and 20th Century-Fox Studios in pulling their motion pictures from network shows. Counter feeling is strong that increased exploitation of stellar film names on programs more than makes up for any boxoffice loss alleged by motion picture exhibitors.

Although Warner Bros. is reported as joining the ban and Reproduction Inc. will abandon plans to put a studio produced radio show on a network under sponsorship, it is the general belief that outstanding film names have become too intimately associated with particular programming for preference by prestige companies to take such drastic action. It is further pointed out that picture talent, knowledge of exploitation values and radio appearances and also interested in big money offered by sponsors, will not stay for the ban.

Several other stars, among them Jean Hersholt and Dick Powell, have severed their film studio connections so that they might freely accept opportunities in pictures and thereby accept radio commitments too.

The battle will probably continue for some months but it is generally predicted in Hollywood that the two entertainment mediums so closely associated, will "get together", iron out their difficulties and come to an understanding of mutual benefit before beginning of the fall season.

Will Approach Don Ameche

Darryl Zanuck, vice-president of 20th Century-Fox Studios, who in early February with NBC Topline Power from NBC Woodbury Playhouse series, is reportedly working out plans whereby none of that film company's talents will do commercial radio work.

It is expected he will next try to induce Don Ameche to also forego future work for a financial consideration and devote full time to pictures. Ameche is currently featured on NBC Chase & Sanborns Hour, sponsored by Standard Brands Inc. Zanuck, it is understood, will not interfere with commitments to NBC. The 20th Century-Fox talent has for CBS Hollywood Guild, sponsored by Gulf Oil Co. which contributes $10,000 weekly to Motion Picture Relief Fund.

Network executives in Hollywood have made no official comment but the general word, not to be greatly agitated by recent developments. They take the position that if there is a fight— is between film studios and radio— it may well be a short one.

"We sell the time, the sponsor puts on whatever programs they want," commented one network representative. However, another observer conjectured that if a break did come, radio sponsors might be invited to participate in demand by contract that their radio talent make no movie appearances. It was pointed out if the film favorites today were originally radio stars. Cited as examples are Bob Burns, Jack Benny, George Burns, Regis-tche, George Burns and Gracie Allen.

Attempt by Republic Productions Inc. to put a studio produced radio show on a network will be abandoned. Lack of a sponsor at price asked is said to be the principal reason. Belief that making the show might cause exhibitor repercussion was also expressed. Republic pictures play 20th Century-Fox theatres and the condition of radio thereby coincides with company policy. Show was of the musical-variety type featuring studio talent.

Powell for Jolson

Lever Bros. Co., Cambridge, Mass. signed Dick Powell, film actor, to head its CBS Lifebuoy series, beginning with broadcast of March 29 or April 19. Both the day before leaves the show after more than two years, following program of March 14. Powell will sing and emcees the weekly half-hour broadcast, sharing it with Martha Raye, Parkyankavka and Paul Whiteman, of the Philharmonic. Powell has no regular radio program since the Warner Bros. Lucky Strike series of last year. Problem for Powell and his orchestra is that the Lifebuoy show will carry through the summer without substitue.

Jolson's withdrawal from the Lifebuoy program was reported amicably effected by William Morris Inc., representatives and Ruthrauff & Ryan, representing the sponsor, C. Lawton Campbell, New York vice-president in charge of radio for the agency, when in Hollywood during mid-February to dissolve the contract, stated parting was amicable so that "Jolson could fulfill a desire on his part to appear in a new type of radio program which he has had under consideration for some time."

Neither Jolson nor William Morris Inc. reveal which show he would join. It is known that Jolson is in demand by the Circle, sponsored by Kellogg Co. on NBC. It is expected though that he would remain out of radio until he signs, after which he will devote full time to his 20th Century-Fox picture, Rose of Washington Square.

C & S to New York

STANDARD BRANDS switches its-tone idea record program from Hollywood to New York March 12 and 19, with possibility of extending contract for one change in scene. Rather than split the show, the sponsor plans to send various or permit New York vacations, the sponsor is understood to have proposed move of program intact. Donald Dickson, vocalist and Robert Arnhemster, musical director, will also make the trip. A pick-up band in New York will replace Arnhemster's Hollywood orchestra and will do its best to meet the spirit. Since program launching in May, 1937, that it has originated and is a big winner for the company.

Cal Kuhl, producer for J. Walter Thompson Co., and Dick Mack, writer, will also join the group.

A 'Good News' Film

IN AN EFFORT to capitalize on the popularity of the NBC Good News program, sponsored by General Foods Corp. (Maxwell House coffee, Good Housekeeping), plans to remake an old time film by that title. Picture was first made by RKO in 1941 and again in 1948. General Foods will make the radio show cast members, who include Fannie Brice, Frank Morgan, Hanley Stafford, Meredith Willson and his orchestra. Film company recently announced it would terminate its radio affiliation with General Foods Corp. and discontinue program following the June 29 broadcast.

Wilson Planning

WILSON & Co., Chicago (meat packers, food products), is planning a spot campaign of transcriptions featuring George Gershoy, famous chef recently employed by the firm. It is understood that the discs will be made at home by Wilson & Co. S. Adv. Corp., Chicago, handles the account.

has entered into an oral arrangement with J. Walter Thompson Co., against which the account will make occasional guest appearances on the weekly program at her convenience, providing script submitted meets with her approval. Original agreement with the agency was verbal, but this was later put in writing. This marks the second withdrawal from the show, as Ronald Colman recently had his contract dissolved, although it was denied that the move was for ill concern. It is expected that Cary Grant will also shortly leave the series.

RKO Radio Pictures, Hollywood, has signed Jean Hersholt for a series of three films to be based on his CBS Dr. Christian serial, sponsored by Player's cigarette campaign. The Circle, sponsored by Kellogg Co. on NBC. Films will be released under the same title. This will be the first motion picture work by Hersholt since his contract with 20th Century-Fox Studios was cancelled some time ago. Dispute over radio appearances was said to have been the reason for his decision to forego his role and determination to free-

Court Recognizes Record's Rights

Federal Judge Grants Waring Injunction Against Use

FIRST recognition by a Federal Court that there is a right in his recorded rendition of a musical composition was made by U. S. District Judge Larry C. Waring charging the station had broadcast part of a transcription Waring made for the Motor Co., which was labeled with a notice restricting its use to the Ford program and on stations selected to broadcast that program, despite the fact that WMFD was not on the Ford list. He claimed the station using the recording, with the commercials eliminated, on a program sponsored by Ford.

In granting the injunction to Waring, Judge Isaac M. Meeks, said, in part: "It appears to the Court that Waring has created his musical renditions by his efforts and talents a distinctivestyle known as his, in the industry, the "Waring" type. He desires to sell or license such renditions. This presents the first question. Does the complainant have such an interest in his unique rendition that it is a distinct and separare in the public mind? My answer to this question is, Yes...Complainant has a propriety right in his performance. Complainant by mental labor over a considerable period of time and at the subject of sale, for he has contracted for its rendition with the Ford Motor Co. It is his work of his property, and so recognized."

The case, which was handed for Waring by Maurice D. Spelzer, general counsel of the National Assn. of Performing Artiste of which Waring is president, is hailed by NAPA as establishing an important precedent and extending the previous decision won by Waring in Pennsylvania, where a state court ruled that WDAS could not broadcast renditions without Waring's permission. Decision may possibly affect the outcome of the suit of Al Jolson against Paul Whiteman which has made the film fraternity decides whether it should continue to give the station permission to broadcast. Waring is represented here by W. F. Jones, counsel for R.C. and WNEW, before the U. S. District Court in New York.

Wrigley Renews Gateway

WM. WRIGHT, Co. Jr., Chicago (chewing gum) has renewed, for 13 weeks, effective April 9, Jesse Lahey's Gateway to Hollywood program on WNBC. The contract extends the tying up of the Pictures talent hunt tieup to a second feature film. Winners of the talent hunt were given a chance to compete in the competition which will be utilized in the picture on the same basis as those used in the present series. Charles Vanda, president of CBS Pacific Coast program director, will continue to produce and format of the series, which is produced in cooperation with NBC.

SHACKELFORD MILLER Jr., intendent of the Senate, President of North Carolina, President of North Walsh, on Feb. 20 was confirmed by the Senate as U. S. District Judge for the Western District of North Carolina which granted Fred Waring an injunction against the unauthorized use of a transcription of his performance.

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“WRC: Our Washington Station Selection is Easy—The Audience Does It For Us.”

BROADCASTING • Broadcast Advertising

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Brian L. Thomas, San Francisco.

KJBS, San Francisco

Dr. Ross Dog Food Co., Los Angeles (dog and cat food), 3 sp weekly, thru Howard Ray Agency, Los Angeles.

Premium Payors Adjustment Bureau, New York (insurance), 10 sp weekly, 10 sp weekly, thru Lord & Thomas, New York.

KGO, San Francisco

Ford Motor Co., Detroit (mercury car), 3 sp weekly, thru W. N. Ayer & Son, New York.

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Radio Advertisers

CHAMBERLAIN Laboratories, Des Moines (Iowa), on March 6 starts a three weekly quarter-hour program featuring Eddie Dowd at the Newshead on a six-week CBS California network. The account is also using five one-minute announcements weekly on 32 stations [Broadcasting, Jan. 30]. New Royal Agency is John II. Dunham, Chicago.

LAMBERT PHARMACAL Co. (Canada), Toronto (Litterine) started Feb. 26 on CKW, Toronto. It features two-minute commercials for Lambert & Fensky, New York, placed the account.

BOOK-OF-THE-MONTH Club, New York, on March 13, will open a series of six chamber music programs on WQXR, New York, from Carnegie Hall's music series of New York, to continue through April 7. Schwab & Bentley, New York, placed the account.

TUCSON (Ariz.) Chamber of Commerce, presents its radio broadcast over WTMJ, Milwaukee, Feb. 24, the commercial feature being fed by telephone lines from KYOA, Tucson.

G. B. TUCKER has been appointed advertising manager of Southwestern Seafood Seaside Co., Los Angeles. He was formerly assistant sales manager, F. E. McClairen, general sales manager.


BENJAMIN MOORE & Co., Ltd., Toronto (paints) has started a series of five-minute talks on interior decorating once a week on TVI, western Canadian stations and OHB, Toronto. E. W. Reynolds & Co., Toronto, placed the account.


FOSTER-MILBURN Co., Buffalo, which is running a series of weekly spot announcements for Doan's Pills on several stations, recently added WIRE, Indianapolis, and WWWW, New York, Toronto, Ontario. Account is placed through Spot Broadcasting New York, while Street & Finney, New York, is the agency in charge.

COLONIAL DAMES Corp., Los Angeles (costumes), once a heavy user of radio, in a Southern California test is using three weekly participations in Women's Forum on KNX, and in the Bridge Club and Anna Warmer's Chair With Her Neighbors on KFI. Glaser Adv. Agency, Los Angeles, has account.

GEORGE ARBOTT, theatrical producer, used 30 announcements during the after-midnight Milham's Matinee period on WNEW, New York, to advertise his current Broadway attractions, placing direct.

OFF TO a flying start, Feb. 22 was the spring campaign of the Chicago, by International Harvester Co., Chicago. The half-hour station program, booked for 13 weeks through April 3, was sponsored by the Prairie Farmer's Protective Union. C. R. Morrison (center) in International sales vice-president, spoke on the opening program and was congratulated by Bill Cline (left), WLS sales manager, and Harold Safford, program director.

PROCTOR & GAMBLE, Cincinnati (Dreyfus), on Feb. 27 renewed its Kitty Kenee Inc. disc series for 32 weeks on WHIRL, Chicago. The program is live on NBC, Agency is Blackett-Sample-Hummert, Chicago.

BADGER PAINT STORES, Wisconsin paint products chain, will sponsor Heinz & His Grandad for 13 weeks on WTMJ, Milwaukee, starting March 3.

DIAPER VARNISH & COLOR are the news now, on WNTY, 17 station one-minute transcribed variety show, three weekly, on CKLW, Windsor, Ont.; CKVU, Ottawa; CFCB, Cornwall; CKPI, Fort Williams, Ont.; CKGR, Timmins, Ont.; CFGR, Bay of Quinte, Ont.; CJIC, Sainte Marie, Ont.; CKSO, Sudbury, Ont.; CKY, Winnipeg; North America, 3.5 weeks, Toronto, placed the account.

LIVID VENEER Corp., Buffalo (polish) has started a four-minute dramatized spot announcement campaign in Canada on CKOC, Hamilton; Ont. on WNSC, Toronto, placed the account.

SNAP Co., Montreal, Que., on Feb. 28 started two weekly transmissions of House of Dreams on CFCC, Montreal; CFRB, Toronto; CKWX, Vancouver. Ten-week campaign.

All-Canada Radio Facilities, Montreal, A. McKim Ltd., Montreal, placed the account.

Sears, Roebuck & Co. has renewed on KGNU, North Platte, Neb., for seven months Grandmas Frostels, special featuring a cheery old lady who makes the rounds of Nebraska and surrounding States.

MITCHELL FINANCE Corp., Los Angeles (insurance), heavy user of Southern California radio, has started sponsoring the twice-weekly quarter-hour evening Dinner Resumes on KFI; that city, contract for 52 weeks. On Feb. 24, the firm started 15 weeks. The Witch's Tale on KFI, that city, as a weekly late evening show.


NATIONAL Trailways System, Chicago, to Neciah, Louis & Brooby, Inc., that city. Radio may be used in a campaign of 27 bus lines slated for travel ads and from the fairs.

LOUIS ANTOINE SAUSAGE Co., Los Angeles (Best-Ever meat products), to Darwin Black Adv., Los Angeles. Radio is planned for the future.

ARMAND Co., Des Moines, Ia. (blended coffee), to John H. Dunham, Co., Chicago. Radio will be used.


ARMAND Co., Des Moines (cosmetics), to John H. Dunham, Co., Chicago.

ANGLO-American Perfections Inc., Los Angeles (Malifters card), to Hugo Schellner Inc., Los Angeles.

WORLD IMPORTERS, Seattle, to Moe Wilkins & Co., Seattle.

LOFT Inc., Long Island Ctr. N. Y. (card), to Kelly, Nelson & Winston, N. Y.


ROUGH RIDER MFG. Co., Napa, Cal. (clothing), to Emil Brissacher & Staff, San Francisco.

Gypsum Account

GYPSUM, LIME & ALABASITE of Canada, Toronto, will start a six-weekly transcribed dramatized spot announcement campaign on 30 Canadian stations from coast to coast, stations starting at various times between March 1 and April 15, to run until June 15. Recordings were made by Associated Broadcasting Co., Toronto. Account was placed by McConnell Eastman & Co., Toronto.

It's a Circle —

But Not So Vicious!

It's a circle all right! We sell Cincinnati WSAI—so we can sell you WSAI—so you can sell Cincinnati. And it works out very nicely for all concerned.

This year we're really going into this local promotion business. We're telling 400,000 people through double size car-cards every day. 50,000 people through movie trailers, and 42,000 people through posters. That's a total of almost 500,000 Cinncinatians told daily about commercial and sustaining programs on WSAI!

So why not find out how easy it is to get into this happy circle?

REACH ALL WHO BUY WITH WSAI Cincinnati's Own Station
A CORRECTION

In an advertisement appearing on page 249 of the BROADCASTING YEAR BOOK it was stated that WSJS was "placing 90% of the 'National Spot' business in this rich and productive market." This statement was questioned by WAIR.

A study was made to determine the correct percentage of National Spot business being placed by these two Winston-Salem stations. It was learned that WSJS is placing 23.8% of this business instead of 90% as claimed, and that WAIR is placing 76.2% instead of 10% as indicated in the WSJS statement. These percentages are for current business and are based on the latest figures made available by WSJS, those for December, 1938.

We wish to thank the management of WSJS for making their books available to us so that a correct statement of the National spot business being placed in Winston-Salem could be published.

Radio Station WAIR
Winston-Salem
North Carolina

February 18, 1939

Empire Appoints Podeyn
To Boost Monitrol Sales

ASSOCIATED RECORDERED PROGRAM Service has completed a new transcription series of Edwin Franko Goldman and his band, including two compositions written for the Golden Gate International Exposition by Dr. Goldman. AMP recently was advised by Horris B. Cominsky, chief director of the Exposition, that the Associated library has been designated the official electricity transcribed library to be used during the fair.

LATIN-AMERICAN ADV. Co. has been organized in Hollywood by Fred Vignati, with headquarters at 2217 Canyon Drive. Besides representing South American radio stations, firm is producing transcribed programs in Spanish for American sponsors. Concern is now cutting a series of quarter-hour dramatic programs, Althing on the Bounty and Mary Queen of Scots, at C. F. McGregors, Hollywood transcription company, for South American distribution.

JACK SLATTER, sales manager of Dominion Broadcasting Co., Toronto, Canada, was in Hollywood during early February to attend the funeral of his mother, Mrs. Alice Slatter, of Inglewood, Cal.

C. LLOYD EGNER, manager of NBC's electrical transcription division, left New York Feb. 27 for Palm Beach, where he will spend several weeks vacationing.

ASSOCIATED Music Publishers is releasing in a series of 50 transcriptions by Horace Heidt and musical organization, including vocalists and guitar club, according to M. E. Tompkins, AMP president.

Radio Transcription Co. Closes Chicago Offices

RADIO TRANSCRIPTION Co. of America has closed its Chicago offices and will direct all activity from Hollywood headquarters at 1651 Cosmo St. G. Y. Clement, stockholder and board member, who took over management of the firm upon death of Charles C. Pyle, president, in early February, will continue in charge of operations until board of directors meet. Mr. Clement stated there would be no change in company policy. Sales representation in various parts of the country will remain the same and production schedule is to continue as before, with eight shows issued weekly. Miss E. L. Donnan, who formerly headed the Chicago offices, is being transferred to Hollywood.

King Heads Disc Group

Gerald K. King, president of Standard Radio, was elected president of Association of Radio Transcription Producers of Hollywood at a special board meeting on Feb. 7, succeeding the late Charles C. Pyle. Mr. King was formerly vice-president C. F. MacGregor, head of C. F. MacGregor Co., was elected from treasurer to vice-president. R. E. (Joe) Messer was named treasurer. He is general manager of Raymond R. Morgan Co. R. E. McIntosh, president of E. U. McIntosh & Associates, North Hollywood producers, continues as secretary. The association will hold its annual election in late April upon return of Mr. King from Washington, where he is attending the FCC hearings.

Would Reorganize Atlas

THREE Los Angeles creditors of Atlas Radio Corp., transcription concern, have petitioned the Federal court in that city for reorganization of the corporation under bankruptcy laws. Move was made, according to the petition, to conserve assets of the firm. It was stated that otherwise creditors would have slight chances of collecting under liquidation at present time. Petition stated Atlas Radio Corp. has liabilities totaling about $287,000. Capital stock consists of 600 shares of preferred at $100 and 150 shares of common at $100 each. The Federal court had issued a temporary restraining order returnable on Feb. 27, preventing further action at present in two Los Angeles Superior Court suits until reorganization plan is set up. Creditors bringing action and suing owed them are Radio Recorders Inc., $1,166.21; Fidelity Securities Corp., $3,182; Cinema Mercantile Co., $3,041.18.

HEARING on the application of WHA, University of Wisconsin station at Madison, for the facilities of WMAC, NBC-owned clear channel outlet in Chicago, has been postponed from Feb. 28 to May 1. WMAC operates with 50,000 watts on 670 kc. WHA is assigned to daytime operation on 940 kc, with 5,000 watts.
JOHN J. KULIK, relief supervisor of the NBC master control board, and Theodore Kruse, of the NBC engineering maintenance department, recently celebrated their tenth anniversaries with the network.

HENRY MAGINNIT has joined the technical staff of KGVO, Missoula, Mont., as assistant engineer, replacing Carl Johnson.

BOB RAY, studio engineer of WNAX, Yankton, S. D., is the father of a boy born Feb. 13.

DONALD GUMPZERTZ, formerly of KBB, Santa Barbara, Calif., has joined the technical staff of KBE, Berkeley, Calif.

WILLIAM FAIRCLOUD, formerly of WABC, New York, is claimed for Engineers Jack Tiffany and Oswald Reid, who did the job in one minute. 11.viewmodel, in competition with another group of station technicians.

A RECORD for changing a water-cooled power amplifier tube at the transmitter of WABC, New York, is claimed for Engineers Jack Tiffany and Oswald Reid, who did the job in one minute. 11.views, in competition with another group of station technicians.

To The Rescue

CLYDE H. BOND, of the staff of Glenn D. Gillett, Washington consulting engineer, while making a survey for KPH, Wichita, in mid-February, picked up a farmer by the side of a Kansas road who had fallen off a horse and suffered a compound fracture below the knee. He immobilized the fracture with a stiffening splint from a fence-post and some equipment straps, calling on his Navy experience. Then he took the man to the nearest hospital about 50 miles away.

FORSEEING television as a new field for motion pictures that will create a vast new audience for industrial and commercial films, Audio Productions has announced that its technical staff and Long Island studios are now prepared to handle films for this new medium.

South Carolina Prevents Record Fee Collections

SOUTH CAROLINA on Feb. 17 became the first State to adopt a law preventing collection of license fees on performance of phonograph records or transcriptions. Governor Maybank on Feb. 17 signed the bill which previously had passed both houses of the Legislature, abrogating all common law rights to restrict or to collect royalties on the commercial use made of recorded performances on phonograph records or transcriptions. The effect is to prevent imposition of restrictions on payment of license fees as has been demanded by such organizations as the National Association of Performing Artists, which has laid claim to the artistic rights of recording artists in their recordings.

CBS has applied to the FCC for authority to transmit its programs via shortwave to CMCK, Havana, and to other points throughout the U. S. where licensee maintains studios.

NEW!

GAS-FILLED CONDENSER

By LAPP

SOUND MECHANICAL CONSTRUCTION

WIDE RANGE OF SIZES

ZERO LOSS

NO CHANGE WITH TEMPERATURE

MINIMUM SPACE REQUIREMENT

PUNCTURE-PROOF

Filling a need long unanswered in radio transmission, this Lapp gas-filled condenser is a unit designed along entirely new mechanical principles, which provides a new degree of operating security. Rigid mechanical construction, heavy plates, self-sealing gaskets make it a truly trouble-free unit. It provides maximum capacity for given external dimensions. A wide range of sizes provides a unit for almost every application in your transmitter—there are 54 models, including 3 types, fixed, adjustable and variable, for 3 voltage ratings and capacitance ratings 100 to 2000 mmf. Prices range from $140 to $500. Complete descriptive data is yours for the asking. Send the coupon!

With programs based on population characteristics, long and intimate approach in the 21st. 60dB above unaided human ear level and 150dB above city noise level. Metropolis station cosmopolitan audience.

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www.americanradiohistory.com
Merchandising & Promotion

Clips From Film—Birthday Tributes—Fu’s Perfume
Cereal Awards—Window Looker-Inners

A NEW 48-page cook book featuring 147 of Kate Smith’s favorite recipes for baking cakes and pastries is now being offered by General Foods Corp. on its CBS program featuring the popular songstress, for Saturday Night, Stove Cake Flour and Calumet Baking Powder. Listeners get copies by sending in stamped envelopes and cover postage and handling. More than 100,000 requests for copies were received within two weeks, the sponsor reports.

* * *

Participator Displays

UNIVERSAL RADIO PROGRAMS, New York, recently signed four stations to its daily participating woman’s show Over the Backyard Fence and is supplying the stations with its merchandising cards to be placed in sponsors’ store window giving the hour, date and features of the program. Stations are KYSM, Mankato, Minn.; KFJZ, Fort Worth; WJBC, Bloomington; and CKPR, Fort Arthur, Ontario.

* * *

KSFO Displays in Stores

KSFO, San Francisco, has installeed merchandising displays in three of San Francisco’s largest stores. A window display featuring pictures of KSFO and CBS artists is in one of the stores. In the background is a model of KSFO’s new transmitter. The radio departments of the other two stores have permanent displays of KSFO pictures in their radio sales rooms.

* * *

WWVA Highjinks

TO TEST and build up interest in its Jamboree program, WWVA, Wheeling, offers memberships, complete year card, in the WWVA Jamboree, Wheeling-Upton Club to listeners. The original membership offer of Dec. 24 was followed within three weeks by applications from 46 States, the District of Columbia, and seven Canadian provinces.

* * *

Trailers for Mailers

ELLIS VANDERPYL, promotion director of WGAR, Cleveland, has originated a use for movie trailers placed by WGAR in a local theater. After the trailer’s run of one week, Vanderpyl snips the film into frames, attaches a frame to a letter to the trade calling attention to local merchandising with trailers.

* * *

New Brochures

KGU, Honolulu—Eight-page brochure on white paper promoting the Hawaiian market.

KFI, Los Angeles—How KFI’s Market Basket Survey Was Conducted, showing findings of consumer survey.

KVOE, Santa Ana, Cal.—Brochure showing market data.

GOLDFISH BOWL for the newscasters of WBAL, Baltimore, during the week of Feb. 20 was the window of a downtown department store. Announcer Fred Tample is shown doing his stint over station as loud speakers carried the broadcasts to sidewalk crowds. All newscasts from 9 a.m. to 9 p.m. were broadcast from the show window studio, in which both UP and INS teletype machines were installed along with displays and other paraphernalia of the station’s regular news room.

Intense for Incense

OFFER of fortune-telling incense, broadcast during the closing commercial of The Shadow of Fu Manchu on Sunday, Feb. 12, at the end of the program’s third week on WBAX, Wilkes-Barre, Pa., brought so many people into the showrooms of the serial’s sponsors, Necker & Wester-De Soto and De Soto dealers, that their supply of incense was exhausted by Monday afternoon, according to Harry Thomas, commercial manager.

* * *

Classified Ads

KTFO, Twin Falls, Idaho, has started the KTFO Trading Post, a five-cent-annuall program for small-budget advertisers of the type using newspaper classified columns. The average cost charge is word, payable in advance, Trumpet flare, roosters crowing and a wake-up announcement introduce the program. A background of crowd noises is subdued during announcements.

* * *

Pine Ridge Degrees

HONORARY degrees of all sorts are being awarded by Luni C. Abner, radio du, on a barnstorming tour that has taken them to many cities. Among stations broadcasting include KZAM, Kansas City; WIBW, Topeka; WSM, Nashville; WCFS, Chicago; KFI, Los Angeles; WIBN, Minneapolis; KOMA, Oklahoma City. The Pine Ridge Duo is sponsored on CBS by General Foods New York. Young & Rubicam is agency.

* * *

Spoons From Betty Lou

QUAKER OATS Co., Chicago, is offering souvenier teaspoons with Betty Lou handles to listeners on its Quaker Party Saturday night broadcasts on WBBM, in exchange for the label from a package of Quaker or Mothers Oats and ten cents. Ruthrauff & Ryan, Chicago, is the agency.

* * *

Book About Serial

A 136-page book called The Guiding Light, by Dr. John Ruthledge, is offered on the NBC serial of that name for three wrappers from P & G White Naphtha soap and a quarter. Bound in light brown fabric, the book tells the story of the characters in the serial drama.

Malt-O-Meal Dictionary

CAMPBELL CEREAL Co. is offering a 192-page dictionary in exchange for a dime and one Malt-O-Meal box top on its quarter-hour disc show in Swedish dialect titled Tina & Tim. The thrice-weekly serial is aired on 16 stations.

* * *

Those Who Guess

FINDING that the majority of those who looked at window displays showing pictures of radio artists were women, Mannon Samuel, press manager of KFRC, San Francisco, decided to try pulling the male lookers with a display of transmitter tubes and photos of equipment. He put such a display in the window of the Citizens Federal Savings and Loan Association on Market Street. A check-up revealed that 99% of the window-gazers were men. The display stresses the power of KFRC.

* * *

Memories of Baseball

New in Its Fifth Year as a KWWK Feature

“Memory Baseball” Scorecard

“WE ARE speaking to you from the KWWK playing field of Loreco Memory Baseball, in Shreveport, La.”

The umpire calls “Play Ball”, and each week two teams of seven players compete. With questions and answers of practical knowledge and general information, in a routine similar to the crossword puzzle, the answers are credited as “hits” and incorrect answers as “outs”. The purpose of the game is for a team to run through a series of hits.

Memory Baseball is a copyrighted feature, and was the forerunner of the question and answer program craze involving competition in the studio. It is now in its fifth year and an excellent medium of good will for Loreco dealers, distributors of Citizens Service products in the Shreveport area, as well as an excellent community service affording realization for more than 100 local teams organized from every walk of life.

The secret of the success of Memory Baseball may be traced to the fact that it is ideally adapted to local station production, and its tie-in with the sport of baseball affords double competition—individuals compete, too, the school and community, generally speaking, is acquainted and interested in both forms of competition. The competition is conducted in a series of tournaments involving eight teams and running through a period of several weeks. Substantial awards are given the winner and runner-up of each tournament.

* * *

Plug on Wax

WHN, New York, has just issued an eight-page promotion booklet, in the form of a victrola record, describing Ed East’s Houseparty, a morning program for participating sponsors.
Campaign of CBS Is Awarded Honor
Three Agencies Are Cited in 1939 Advertising Citations

PHILIP M. THOMSON, director of public relations of Western Electric Co. and president of the Audit Bureau of Circulation, was awarded the gold medal for distinguished services to advertising in the annual 1938 advertising awards presented by Advertising & Selling made public Feb. 16. The silver medal award went to Harold B. Thomson, vice-president of the Centaur Co. and a director of the Association of National Advertisers.

CBS won honorable mention "for a campaign appearing in trade and professional publications which is distinguished for its technical excellence and ethical soundness."

The citation reads as follows: "Objectives: To tell a rounded story of the significance of radio and CBS to the advertising world; to convey some of the important and exciting happenings in present-day radio. Appraisals: Institutional—contributions to use of radio, and CBS activities; specific case histories showing effectiveness of radio as an advertising medium."

The CBS ads cited, all of which appeared in Broadcast, were prepared under the direction of Victor Ratner, the network's sales promotion director.

In the radio awards category, one of the five sections, three agencies were named "for contribution to the effective use of radio in advertising." A medal award went to John U. Reber, vice-president, in charge of radio of J. Walter Thompson Co., for service that "has added to the knowledge and technique of radio advertising."

Award to BBDO

Batten, Barton, Durstine & Osborne was awarded the medal for "skill in program production" in recognition of its March of Minnesotsa series last winter over CBS, keyed from WCCO, Minneapolis. CBS selected for reproduction over the net Feb. 18, in connection with a broadcast of the awards, the Dec. 12, 1937, salute to Hibbing, Minn. Arthur Pryor Jr., BBDO vice-president, went to Minneapolis to supervise a reproduction of the broadcast over the network.

For individual excellence of commercial announcements, the medal award went to Marschalk & Pratt for Essex Marketers commercials.

NBC Packaged Programs

NBC Artists Service recently announced the creation of a new sales unit called Radio Features Division, which will offer a creative nationwide service, available to advertisers and agencies on all networks, under the supervision of William Hilltop. The idea is to enlist the production services of available script writers, directors, musicians, announcers and technicians to present "packaged" programs on NBC stations in local cities for sustaining build-ups and to test audience reactions. The new division will draft "big name" talent from all branches of show business, and has already secured contracts for such headline artists as Hedda Hopper, Edward Everett Horton, George Kaufman, Victor Moore, Oscar Levant, and others.

Fur Auction Hookup

WSAU, Wausau, Wis., keyed a special hookup of Northwestern stations Feb. 6-9 during the annual $2,000,000 auction from the Fromm Brothers Fur Ranch at Hamburg, Wis., 20 miles away, the largest private offering of pelts ever made in this country. Manager Wayne W. Cribb, Producer J. W. Killeen and Engineer Lawrence Unmuns handled the broadcasts which were carried by WTAQ, Green Bay; WIBU, Poyette; KSFI, Fond du Lac; WHBL, Sheboygan, all in Wisconsin; WCCO, Minneapolis; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, all in Minnesota; WWMS, Ironwood, Mich.

Sans Blurs

NEITHER commercials nor firm names are included in the Olympic Opportunity Hour, job-hunter program, sponsored a half-hour weekly on KVI, Tacoma, Wash. Sponsor is the Olympic Dairy, which carries the program as a community service.

Spots for Water Heater

DAY & NIGHT WATER HEATER Co., Monrovia, Cal., (heaters), through Hixson-O'Donnell Advt., Los Angeles, on March 13 starts for 13 weeks daily participation in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Firm also participates daily in the KTBX, Shreveport, La. news broadcasts and recently renewed for 52 weeks use of from one to six daily time signal announcements on KNX, KSFO, KMJ, KRLD, KPRC.

Frigidaire to Use 46

FRIGIDAIRE DIVISION, General Motors Sale Corp., Dayton, O., will start a series of one-minute spot announcements on 46 stations early in March, Lord & Thomas, Chicago, is agency.

Novel Program Boosts St. Louis Downtown Day

ASSOCIATED RETAILERS of St. Louis on Feb. 24 sponsored a special program to promote Downtown Day, celebrated on Feb. 25 as the biggest department store sales day of the year, on five stations. The broadcast, featuring natives of St. Louis who have become famous in various lines in New York, originated in the studios of WABC, New York, and was sent direct to KMOX, CBS outlet in St. Louis, and from there to KSD, KXOK and WTMV.

Talent heard on the program included: Fannie Hurst, novelist; Ruby Mercer, singer; Vincent Price, actor; Ted Strayer of Kate Smith's program; Kay Thompson of the Ethyl Gas program; Harry Babbitt of Kay Kyser's Lucky Strike program; Gustave Haenschen, orchestra leader. Woody Klose acted as m.c., and short addresses were made by Mayor L. Guardia of New York and Mayor Dickmann of St. Louis.

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JOINT offices were opened recently in the Castle & Cooke Bldgs., Honolulu, by Bowman-Holt-Maclaraine Advertising Agency, and Pan Pacific Press, affiliated for the last two years. Together, the two firms are affiliated with Bowman-Deutermann, agency with headquarters in San Francisco. The Honolulu agency is headed by George B. Richardson, formerly vice-president of the San Francisco agency. Radio production is under the supervision of Kenneth B. Carnegy, formerly program director of NBC in San Francisco.

BILL STUART has been named by Young & Rubicam as producer of the CBS L & M program, sponsored by General Foods Corp. (Postum). He also continues as West Coast publicity director and assistant to Glenhill Taylor, producer of Silver Theatre, sponsored by International Silver Co. on CBS. Murray Bolen relinquished the L & M post to concentrate on NBC Jack Benny Show.

A. C. NIELSEN, president of A. C. Nielsen Co., Chicago market research firm, is expected to return from a European vacation about April 1.

T. H. LORITZ, formerly in agencies in Chicago and on the West Coast, has announced the opening Feb. 18 of T. H. Loritz & Associates, radio advertising and business management consultants in Corpus Christi, Tex. Associated with him are T. H. Putnam, in charge of marketing; Jack Savage, advertising showman; Eddie Cope, public relations, and Collier Mize, research.

You Say Market? [Phone version]

"Hello, George Durham" (Mark Seltzer, Inc.)

If you want to know what your wife does between 10:30 and 11 each morning, she's probably listening to ED EAST's "HOUSE PARTY" on WHN...a sales-producing showmanship program by Ed East of "Sisters of the Skillet" fame, replete with popular recordings, swingy piano-playing, chatter, give-aways, and so on...Wire or call us NOW about a participating sponsorship.

MCKEE Named Head

HOMER MCKEE, veteran Chicago advertising man, has been named manager of the Chicago office of Erwin, Wasey & Co. Mr. McKee joined Erwin, Wasey about a year ago, having headed his own firm, Homer McKee & Co., since 1917. Mr. M. Combs, former sales promotion manager for American Airlines, Chicago, has joined Erwin, Wasey & Co., that city, as account executive of the Air Transport Assn., of America, which will soon launch a cooperative campaign to promote air travel. W. L. Marshall has gone to Chicago from the New York office of Erwin, Wasey to assist Mr. McKee. Plans for the $300,000 Air Transport Assn. campaign are tentative, and the amount of the appropriation apportioned to radio has not been decided.

BARTON A. STEBBINS Adv. Agency, Los Angeles, has added three new account executives, John L. Rodgers, William Arnold and Harold H. Patterson, to its staff. Rodgers is a copywriter and account executive of 20 years experience, having been associated with W. Kaator & Sons, Charles Daniel Frey Co. and & Co. Arnold was formerly on the staff of Ruhlmann & Rynu Inc. and J. Sterling Guthrie & Co. Patterson formerly was advertising manager of Forest Lawn Memorial Park Assn., Los Angeles, prior to that associated with California Walnut Growers Assn., Los Angeles.

HARRY J. HOFFMAN Adv. Agency, New York, within the next 30 days will move to larger offices at 10 East 53d St.


RICHARD T. CLARKE Co., Beverly Hills, Cal., is the new name of the former Howard W. Newton Co., 9353 Brighton Way, Richard T. Clarke, a major partner in the firm since November, 1931, now assumes full ownership, with company policy remaining unchanged.

J. WAGONER, radio producer of WSB, Atlanta, Georgia, agency is convalescing in the Grover General Hospital, that city, following an abdominal operation Feb. 11.

WITH reorganization, Howard W. Newton Co., Beverly Hills, Cal., advertising agency, now known as Richard T. Clarke Co. Mr. Clarke, a major partner in the new firm, Kenneth M. Miles, founder of Beverly Hills Citizens and formerly president of Herr & Wills, Los Angeles agency, is vice-president. Howard W. Newton relinquished his interest in the concern and is now assistant copy director of J. M. Mathes Inc., New York. Mr. two years' experience in radio activities. Tarr & Tarr will continue to operate as N.S.E. Los Angeles, according to Cedic Tarr, general manager and radio director.

LNNY B. CLARKE has resigned from Kennedy & Biddle. Mr. Clarke, effective March 1, to accept a position as executive assistant to the president of Donahue & Co., New York.

DON L. DAVIS, with KDKA, Pittsburgh, in the early days of radio and more recently a writer of shows for WJJD, Chicago, has been named director of Jewell F. Stevens Co., Chicago.

HARRY J. WINSTEN has resigned from Lennen & Mitchell and is currently vacuuming in Florida.

LOUIS TAPPE, formerly continuity editor of WINS, New York, has joined the staff of NBC, New York, as copy and production chief.

C. LAWTON CAMPBELL, Ruth- rich & Co., New York, resigned his position in charge of radio, was in Hollywood during mid-February, to confer with Clay Houser, West Coast manager.

TRELL YOCUM, manager of the new advertising department of American Graph, New York, will become executive vice-president and director of the Cohn Adv. New York, on April 15.

STUART HARDING, formerly with The Emmyours, San Francisco advertising department store, has joined the production department of Leon Livington Adv. Agency, San Francisco.

TOM REVERIE, Benton & Bowles, New York, vice-president in charge of radio advertising in Hollywood Feb. 20, for several weeks.

WALTER JONSON, Pacific Coast radio director of MCA, which now owns Decca, Hollywood, is in New York to sign talent for summer network programs.

JAMES L. SAPIER, New York and Hollywood talent agent, has turned his business over to the management of the artists to Music Corp. of America, joining that organization March. Mr. Sapiers was the first artist to do the "Talent Program" sponsored by the American Federation of Radio Artists, which he produced.

EMORY ECKLEY has discontinued his Hollywood talent agency and joined Coulson-Armstrong Inc., that city, as head of its radio department.

HUGO SCHEINER Inc., Los Angeles, has moved to larger quarters on the Board of Trade Bldg., Edwin C. Klein and Meyer Skoss have joined the staff as account executive and advertising director, respectively.

NEEDHAM, LOUIS & BRORBY has established its West Coast office at 860 N. Vine St., Hollywood, Geet Underwood, producer of the NBC Fisher Moots & Co. program, is in charge.

ALLIRED ADV. AGENCIES, Los Angeles, has moved to larger offices at 3854 W. Third St., that city.

RICHARD N. HEATH, formerly vice-president of Leo Burnett Co., Chicago, has joined the staff of McSween & Co.

BURNS LEE, Hollywood publicity director of Benton & Bowles Inc., has announced his engagement to Pauline Stinson. Wedding is scheduled for late June.

ALEX KEMPFER Inc., Hollywood talent agency, has moved to new offices at 961 Sunset Blvd.

Gardner Names Menser To Head Chicago Branch

C. L. MENSER has resigned as program manager of NBC-Chicago effective March 1, to open and become manager of a Chicago office for the Gardner Adv. Agency of New York and St. Louis. Mr. Menser was appointed to assume full charge of the Chicago office, Mr. Menser will produce The Inside Story, sponsored by Raleigh Pur- sins, when it starts March 14 on 65 NBC-Blind stations. The addition of the Chicago office has not been determined. Mr. Menser joined the Roberta Davis Inc., NBC-New York, in 1929. In 1930 he brought the Victor series to the air, the first program ever to stand standard stage plays and to feature stage stars. In Chicago, he was responsible for the debut of Vic & Side. On Jan. 1, 1936, he opened the program to Stroz, now acting manager of NBC-Chicago, as program manager.

KRAFT-PHENIX CHEESE Corp., recently opened its new office building along the lakefront in Chicago's Loop. Founded in 1904 by James L. Kraft, president, on a total capital of $80, Kraft-Phenix has been a consistent radio advertiser, and recently signed Bing Crosby to a 10-year contract.

AN $5,000 advertising campaign during the summer, planned by the Government of British Columbia to attract visitors attending the San Francisco Exposition, Agency is Swenson & Swift, Ltd., Vancouver.

T-W RADIO PRODUCTIONS, new New York firm, has announced the release of a new radio series, White Banners, adapted from the book and the motion picture of the same name. The series, scheduled to go over for 1, a week, to be heard five times weekly for 20 weeks.

ALLEN, HEATON & MCDONALD Inc. is the new name of the former Douglas Allen & Leand Davis Inc., Cincinnati agency, with offices in the Examiner Building.

SANFORD BARNETT, J. Walter Thompson Co. Hollywood writer and producer, has resigned his West Coast department, is to be married March 10 in Salt Lake City.

JOHN BLACK, of J. M. Mathes Inc., New York agency, on March 5 will address the New York Advertising Club on "Television-The New Ad Medium."

KIMBERING RING, formerly of the George H. Hartman Co., Chicago, has joined the radio department of John H. Dunham, Co., Chicago.

"A Blind Spot" for All Outside Stations

If you want to Cover Rich Central Pennsylvania You Must Use

WEBG

Altoona • Pa.
An Agency Sponsors
BOWLAND BROILES Adv. Agency, Fort Worth, has taken a year's contract of Sunday quarter-hours over KGKO, Fort Worth, for a 2:30 p.m. program titled "Roundw Broiles"—the Ad Man, featuring transcribed music with talks about the Broiles Agency and facilities.

THE Department of Fisheries of the Canadian Government, Ottawa, started on Feb. 6 a Monday, Wednesday and Friday afternoon 16-minute musical show on the 54 stations of the CBC national network. The program originates at CBL, Toronto, the first commercial national network daylight live talent show to originate in Canada. Commercial announcements for the six Quebec stations will be keyed by CBP, Montreal. Campaign is for six weeks to March 15, placed by E. W. Reynolds & Co., Toronto.

Aurora Booking
AURORA LABORATORIES, Chicago (Clear-Again cold tablets), on Feb. 20 started George Fisher's Hollywood Whispers twice weekly quarter-hour show on the Don Lee Network and KFBK, Sacramento. On the same date twice daily minute spot announcements were begun on WBZ-WBZA, Boston; WLS and WGN, Chicago, and five weekly participations in Make Believe Ballroom on WCLF, Chicago. For the present, the firm has discontinued Stella Unger on its MBS network in the East. Erwin, Wasey & Co., Chicago, has the account.

Kerr Joins, Simonds Quits IRS
ALLAN KERR, well known in the station representation field, has joined the New York sales staff of International Radio Sales. Heart-owned representative organization, effective Feb. 27. Lincoln Simonds resigned from IRS last week. Kerr was for several years associated with Free & Peters and has recently been with William G. Ramboe.

MAIL SKYROCKETS AT CFRB!
TORONTO

I HEAR THEY HAD TO HAVE THEIR LETTER-OPENERS!
SHARPENED EVERY HOUR!

For over a month now the clerical staff at CFRB, Toronto, Ontario, has been taxed to the utmost. The reason?—a new audience participation program which is attracting phenomenal attention throughout CFRB's extensive coverage!

With absolutely no advance publicity, this half hour novelty program on CFRB listeners off their feet from its very first broadcast! In response to the inaugural program Sunday bonfire, poured in from 341 centres, including many enthusiastic U. S. communities.

A deluge of 10,401 replies greeted the second program! Despite the fact that during the 3rd program the prize money, capable of accumulating from week to week, was all disbursed, in rolled 8,509 replies! Every week hits a new high... 17,681!... 22,919! (the latest returns). No one can predict the limit! This tremendous, gratifying response to an unpretentious program proves beyond the shadow of a doubt that CFRB IS ONTARIO'S MOST POPULAR RADIO STATION!

Naturally such a successful program did not go long unsponsored. After the initial broadcast CFRB's lines were humming constantly with spirited bidding from prominent potential sponsors. As a result this program is now advertising a world-famous product! Merely another shrewd advertiser who knows that CFRB's inestimable audience goodwill can and will pay off in his business. Write for complete details concerning the coverage of the most popular station in Canada’s richest province—CFRB, Toronto, Ontario!

Advertising Representatives in U. S. A.

JOSEPH HERSHEY McGILLVRA
New York • Chicago • San Francisco
Los Angeles • Atlanta

NEWSPAPER CHAIN
WPAY HALF-OWNER
THAT WPAY, Portsmouth, O., is now 50% owned by the Brush-Moore Newspapers, publishers of a chain of Ohio dailies, including the Portsmouth Times, was disclosed in February with the issuance of its regular license renewal. The other 50% former is Chester A. Thompson, Cleveland real estate and insurance man. The Brush-Moore Newspapers are understood to have purchased their interest from J. E. Henry of Detroit, and Mr. Thompson from M. F. Rubin of Cleveland.

The Brush-Moore Newspapers in March, 1938, acquired WHBC, Canton, O., for $31,000, after a 2 to 3 FCC decision which was regarded as a test of the Commission's attitude toward newspaper ownership [Broadcasting, April 1, 1938]. In addition to the Portsmouth Times, the chain owns the Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News and Salisbury (Md.) Times.

NBC Executives on Tour
LENNOX R. LOHR, NBC president, and Alfred H. Morten, vice-president in charge of NBC managed and operated stations, will meet in San Francisco March 2. Mr. Lohr who left New York Feb. 26 and the following day stopped over in Chicago to address a meeting of department heads of the Commonwealth Edison Co., will proceed to Los Angeles for a week and then to Tucson, Ariz., where he will join his son for a mid-winter vacation, returning to New York about March 20. Mr. Morten, who is making his semi-annual visit to the network’s M & O stations, began by speaking at a Decoy of Broadcasting before the Cleveland Advertising Club on Feb. 15, spent the week of the 20th in Hollywood, and planned to be in San Francisco the following week, then continuing to Denver, Chicago and Pittsburgh, returning to New York late in March.

Quaker Spots in Canada
QUAKER OATS Co. Peterborough, Ont. (Quaker Flour) started February 13 a series of daily spot announcements on CKYO, Charlottetown, P. E. I.; CHNS, Halifax; CCB, Sydney, N. S.; CFMB, Fredericton, N. B.; CKCB, Moncton, N. B.; CJKL, Kirkland Lake, Ont.; CKX, Brandon, Man.; CKBL, Prince Albert, Sask.; CJRM, Regina; CFQC, Saskatoon, Sask.; CFCA, Calgary; CFKN, Edmonton; CFPG, Grande Prairie, Alberta; CKOV, Kelowna, B. C.; CJAT, Trail, B. C. Lord & Thomas, Toronto, placed the account.

PENDING removal of its equipment to the site of its new transmitter four miles east of Elgin, Ill., WGN, Chicago, has received authority from the FCC to use the old WGN-WLS transmitter at Downs Grove, Ill. from March 3 to April 1.

WALTER P. BURN, head of the research organization bearing his name and of the Burn-Smith station representative firm, is confined with a broken ankle.

WSPT, Springfield, Mass., has appointed George P. Hollingsby Co. as its representative, effective March 1.

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www.americanradiohistory.com
WITH QUESTIONS covering everything from ancient history to contemporary politics to test general knowledge of listeners, Who, What & Why has started on WTAG, Worcester, Mass. After each question, music is played to suggest the answer. Final question on the program is to be answered by listeners and mailed to studio, with the best answer read on the following week’s program.

**FIRST of a series of programs described as “democracy propaganda” was inaugurated Feb. 12 on WMCA, New York, and was transmitted via W2XQP, WMCA’s new shortwave station, to South America and Europe. Entitled America Marches On, this first group in the series, heard in 13-week cycles, dramatizes the infiltration of foreign doctrines in the United States. Originating on KFWB, Hollywood, the programs were heard on WMCA by special transcription from the coast. The second group in the series will be called Sabote to America, and the third in the series now on WMCA, will be called Persecution Must End and will be presented in cooperation with various refugee groups.

A Theme A Day

CAMPBELL Feed & Fuel Co., Longview and Kolo, Washington, believe it is appealing to a limited audience by presenting hillbilly music daily, recently worked out a series of varied shows, to run seven days a week, with a different theme each day, over KWKL, Longview. One program features the west’s five top tunes, selected by the listeners of the station’s request programs. Another offers the melodies of Victor Herbert. Another local news items, and so on. Each program is in direct contrast to the one presented the previous day.

Test of Poetic Drama

TO EXPLORE the entertainment possibilities of poetic drama on the air, WQXR, New York, is presenting a new half-hour weekly program entitled Poetry Justice, with Emile Beliveau directing a group of professional actors in a series of poetic plays by noted poets.

Southwest Perspective

KGKO, Fort Worth, recently started its new Texas Viewpoints series with an informal ad lib dinner table discussion by Stan and W. Foran, Dallas advertising agency executive; F. A. Briggs, editor of Farm & Ranch magazine; John Erhard, assistant U. S. district attorney; J. B. Critz, general manager of the Dallas Chamber of Commerce, and Jack Keasler, KGKO merchandising manager. The program originates one evening weekly from the Dallas Athletic Club through KGKO’s Dallas studios. Mr. Foran continues as moderator, with guests changing weekly.

Pedagogies on Parade

NEW QUIZ feature, Oh Teacher!, open to all grade school, high school, college and university students, is heard weekly on KPO, San Francisco, under sponsorship of Rough-Rider Mfg. Co. The weekly contests are built around the best queries submitted by students, with teachers meeting the question barrage. Students win prizes for questions that stump the teachers, who in turn are awarded bright red apples. Gene Clark, NBC interviewer, presides at the Friday afternoon show.

Land of Liberty

IN TEMPO with the times, WSM, Nashville, has inaugurated a series titled Our America, featuring a 12-minute dramatization subtitled Proudly We Hail in which little known patriots and patriotic deeds from the dim past are given fresh radio enactment. Through its parent company, National Life & Accident Insurance Co., WSM offers any student or teacher a booklet containing the Constitution in its original form, and also in printed form.

Alexander’s Arbitrators

A L. ALEXANDER, conductor of the Good Will Court program which was heard on MBS from 1935 to 1937, has started a new hour program on WHN, New York, which presents authentic social and economic problems sent in by persons of the radio audience for discussion before a board of arbiters. Entitled A. L. Alexander’s Arbitration, the weekly program features four arbiters, a group of men and women, prominent in public life, who judge each case on its merits as both sides of the argument are presented by the actual people involved.

Pedal Pedagogy

CLASS in bicycle operation and bicycling rules is conducted by police officer Tom Wheat, of the Cincinnati police department, on Bicycle Court, broadcast weekly from the City Hall on WSAL, Cincinnati. The Court is held in conjunction with the city’s recently extended drive to minimize traffic accidents, with city officials setting up rules governing the operation of bicycles in and about Cincinnati.

People in the News


Double Talk

WBNX, New York, has started a new weekly quiz program, It’s on the Tip of My Tongue, broadcast in Yiddish and English, with Abe Lyman acting as the Yiddish inquisitor. Students vs. Faculty

MOUNT HOLYOKE College during the winter term is presenting a weekly unrehearsed collegiate quiz series between faculty and students on WSPR, Springfield, Mass.
A Building Moves

UNUSUAL was the recent broadcast by WRVA, Richmond, of an eye-witness inch-by-inch account of the moving of the big Aluminum Plant, which houses the city's department of public works, to its new location, more than a block away. The building, moved intact, was set down safely and sound without even a minor accident. The broadcast included descriptive accounts by Ira Avery, WRVA special events announcer, and interviews with Mrs. Mattie E. Row and her daughter, Eleanor, supervisors of the project and heads of what is believed to be the only heavy-moving firm managed by women.

Patriotic Programs

A PATRIOTIC disc series AMERICAN MARCHES On started recently on WMCA, New York, presented in cooperation with KFWB, Warner Brothers Station in Hollywood, where the programs are produced in cooperation with leading artists. The series is a documentary record of the work of foreign agents in the United States. It is the first of a group of democracy programs planned by WMCA. In preparation is Persecution Must End, with racial groups saluting their adopted country.

Hot Music Quiz

WELL LARDED with recorded swing, a new musical quiz feature of WNBC, New Britain, Conn., brings together New Britain and Hartford jitterbugs in a question-answer competition on musical questions. Bugs from other surrounding cities also are expected to compete during the series.

Chance for Composers

A BOARD of experts scrutinizes works of amateur composers submitted for the Song Search program of CKXW, Vancouver, B. C. If a song appears to have hit possibilities, it is published and recorded.

CROWDS swarm around the man-in-the-street in Columbus when WHKJ broadcasts on behalf of local Chevrolet dealers five noon a week, all because a loudspeaker carrier the voices 150 feet in all directions. First use of the speaker tied up traffic. As one phase of the merchandising, each dealer has salesmen make 10 phone calls a day, using the program as a hook.

* * *

Slaughter Session

MURDER and mayhem are featured on Horror Hits the Airwaves, Sunday night home-talent dramatic show on CKGB, Timmins, Ont. The quarter-hour drama for adults, produced by The CKGB Craftsmen, local artist group, under direction of Sturdee Jarvis, presents radio adaptations of tales from Edgar Allan Poe and other writers. After starting as a sustaining series, the plays now are sponsored by a local furrier.

* * *

Sunday With the Ladies

SPONSORED by a local laundry is Women Make News, a new Sunday supplement to For Women Only, weekday feature on WFEA, Manchester, N. H., dealing with unusual news of the day featuring women's activities. A local furrier sponsors the weekday program, which has been running a year.

* * *

Thill's Thrill

TO CARRY the maiden speech in Congress of Rep. Lewis D. Thill (R-Wis.), speaking on "National Defense", WMJ, Milwaukee, recorded the address and broadcast it shortly afterward.

News From the Air

CKCL, Toronto, has started a daily except Sunday Newpaper of the Air, each morning, 7:45-8:45. The program includes all items of a newspaper, with world-wide news supplied by Transradio, local news by the station's own reporters, and editorials by prominent people under a policy adopted by the station's owners, sporting news, and women's news. Al Leary, CKCL manager and sportscaster, is managing editor, and Maurice Rapkin, program director, has developed good music which will signify the "turning of the pages" to different topics. The different sections of the paper will be broadcast at the same time each day, so that listeners can tune into whatever section of the paper interests them most at regular time. Portable recording equipment is being obtained to enable the station's reporters to interview prominent persons visiting Toronto, and the interview will be broadcast.

Bygone Highlights

PRESENTED as though the commentator were addressing a radio audience a half-century ago, Headlines of the Past, new series on WBT, Charlotte, flashes bulletins on Theodore Roosevelt's appointment to the Civil Service Commission by President Harrison, construction progress of the Eiffel Tower in Paris, weird sound effects introducing the show are produced with a bass drum and Chinese gong combination. Script is written by Dottie Conne, and Ron LeRoy handles production.

All About the Arts

QUESTIONS and answers on painting, sculpture and the other arts form the basis for a new serious-minded and educational quiz program on WNYC, New York municipal station, to be broadcast weekly under the auspices of the Brooklyn Museum.

Manhattan Gadabout

WHN, New York, is running a new series of programs called We Cover New York, featuring interviews by Dick Fishell with celebrities gathered at late evening spots all over the city.

There's plenty of OIL in our Sales Story

If you notice a lot of oil in our sales story it's because the area served by KWKH and KTBS is the world's greatest oil and gas area, producing 20% of this country's total; because most of the 1,500,000 persons living in this region find that oil provides them a mighty prosperous living; because since the discovery of these fields the Shreveport area never has known a recession.

In One Ear and Out the Other?

* * *

No, sir—in one ear and out the MOUTH into another ear, and so on by geometric progression.

THAT'S how your advertising message gathers momentum over WSPD, because the listeners in our territory know and respect the honesty of Northwestern Ohio's leading radio station.

And how many ears are involved? Well, over a million people are CONSTANT fans of WSPD programs. Each tells his neighbor about your product.

WSPD

5000 watts day
1000 watts night

Toledo, O.

National Representatives

JOHN BLAIR & CO.
New York Chicago Detroit Los Angeles

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Radio and Film Review

UNUSUAL stunt of offering simultaneously a radio and film preview of the current Warner Brothers' picture, Wings of the Navy, was the feature of Kate Smith's program on Feb. 9, sponsored by General Foods Corp. George Brent, star of the moving picture, was heard in excerpts from the film by a studio audience, composed of film and radio critics, and aviation officials, who were afterward taken to a preview showing of the picture at a New York theatre. The world's premiere of the picture which was made at the Naval Air Training Station, Pensacola, Florida, was broadcast the following day on WOR of that city and four other Southern stations.

Thugs With Manners

STORIES of "respectable" people who, unwittingly or for personal gain, become lawbreakers are carried in the new half-hour dramatic series, Don't Cheat Uncle Sam, on KTBS, Shreveport. The program calls attention to the fact that these "polite" criminals, with their educational and social advantages, are often worse than slum-reared public enemies. The series is written by Ellen Lee Breshare and produced by Edward Murphey.

Making the Radio Grade

HINTS on how to plan a radio career, by Ed East, are featured on a new program offered on WHN, New York, in addition to interviews with production men, script writers and radio executives on How to Get on the Radio.

Books Dramatized

DRAMATIZATIONS of new novels will be broadcast on the first Friday of each month by the Campbell Playhouse, heard on CBS from 8 to 10 on each Friday evening sponsored by Campbell Soup Co., Camden. Books will be selected by a jury headed by Orson Welles, star of the series, who will interview the author on the air following the dramatization. Familiar books and plays will be placed on the other Fridays as in the past. Series is placed through Ward Wheelock Co., Philadelphia.

Quelkie Quiz

NEW type of audience participation series in which the members of the studio audience are asked to identify localities throughout the world from a brief selection of points is now being heard twice weekly on NBC. Red Grauer, m.c., describes the place selected to a contestant who receives 50 if he guesses the spot correctly within eight seconds. Listeners are invited to identify places selected to win a copy of the program, entitled Name the Place. Three dollars is paid for the number on the air.

El Paso Pioneer

LIVES of the city's pioneers are dramatized on the new half-hour series, El Paso of KETM, El Paso, sponsored by Peyton Packing Co. A touch of realism is presented, using an old church bell, the first to be rung in the city, on the program. Demands for copies of the script have been such that the sponsor is mimeographing them for free distribution. Research and dramatization is by Conrey Bryson.

Uncle Sam on Guard

BEGINNING March 1, WHN, New York, will broadcast a weekly half-hour series, The Eyes of the Eagle, based on an action series of the enforcement agencies of the Federal Government. Designed, written and produced by WFWA radio department, the series is planned to inform the public of the protection afforded by the various Government agencies.

Mama Goes Gadding

DESIGNED to give voice to America's wives on their night out, WBMM, Chicago, has started a Thursday half-hour series called Wife's Night Out. Aired from the local Home Arts Guild, the show features Tommy Bartlett in interviews and quizzes with the wives. WBMM guest stars are also featured.

A Book a Week

TANTALIZING is the word for the new Book Theatre on MBS each Saturday afternoon. Mabel Cobb, who picks a new book each week and condenses it into a 15-minute show which she casts and produces, leads the listener right up to the climax of the story and then stops, forcing him to buy the book to find out how it all turns out.

Peep at Talent

AL DAVIS, announcer of KGVO, Missoula, handles three weekly The Old Elected Dropper, in which gossip about radio programs and personalities, both local and national, is handled about. Listeners are invited to submit their questions about programs and personalities heard on the station.

Neophyte Newsman

CLASS in news gathering, with special school kids, was given during the class the present the accounts before a dummy mike, is conducted by Sheriff Shelnor, manager of CJKL, Kirkland, at the local school Friday afternoons. News is edited, rewritten and prepared by the students. The class prepares students for work on coming regular Saturday morning newscasts.

Five Big Minutes

PACKED INTO the five-minute daily show, Radio Salutes, sponsored on WKY, Oklahoma City, by May Bros., are a salute of the day to an Oklahoma citizen, an original theme written by WKY Manager Gale Grubb, a music memory contest and into a guessing game and rapid-fire commercial chatter between Sol May and announcer.

Radio Home in Cleveland

TWICE weekly WGAR, Cleveland, broadcasts from "Radio's Model Home," being constructed in downtown Cleveland by the Low Cost Home Demonstration Assn. Broadcasts thus far have followed construction of the house, featuring local architects, builders and FHA officials and the questions of listeners in regard to home building and financing.

Dramas of the Road

DEDICATED to the Oklahoma State Highway Patrol, from whose files material for the dramatizations are taken, Tales of the Highway is being sponsored on WKY, Oklahoma City, by Misdemeanor Ex-Worthy. P. Smith, assistant chief of the Patrol is master of ceremonies of the series.

Collectors Items

ANTIQUES and curios are the theme of the new afternoon quarterly " confessed Curiosity Shop," on WFAA, Dallas. Written by Cecil Hale, WFBA continuity editor, "The Confessor" features adventures of adventure stories built around curios in the shop of an old collector.

Horticulture Delineated

GARDENING tips are offered on Pooles' Garden Guide, sponsored on KTV, Phoenix, by Poole Seed Co., Tacoma, three times a week. A woman garden authority gives advice and interviews local and visiting gardeners. Programs are remoted from garden shows.

Job Finder

WISCONSIN Unemployment Service is cooperating with WMT, Mason City, in presenting the new I Want Work series, started Feb. 24 under sponsorship of a local department store.

Local Sponsors

SMILIN' Ed McConnell

NEW SERIES: HVMY TIME

Transcribed by PRESS-RADIO FEATURES, INC. 380 N. Michigan Avenue, Chicago.
Counsel Upset Present Status of Industry
In Court Briefs

WHAT may be a turning point in radio jurisprudence, vitally affecting future FCC fraternity as it is, Countyside or these a half-dozen pleadings filed by the FCC's new youthful legal battery of William J. Dempsey and William C. Koplovitz, general counsel and assistant general counsel respectively, with the U. S. Counsel for Appeals for the District of Columbia.

In a series of motions and briefs filed with the court during the last fortnight, the FCC counsel has projected issues going to the very roots of competition in radio, which eventually may limit profits of stations and reduce the public utility common carrier concept under which the rate regulation theory has been advanced, despite the specific Communications Act provision against it.

Five Main Theories

The basic contentions of the Dempsey-Koplovitz team, in the series of court petitions, are:

1. That a station cannot appeal from a new station grant on the ground that it would suffer economic injury through loss of advertising even though the financial damage may be substantial, because such damage would be "without injury" and therefore not actionable.

2. That the FCC under the law is not required to issue findings of fact in granting new facilities but must issue findings in denials.

3. That a station cannot appeal to the courts alleging interference from a new station grant if the interference occurs outside its normally protected contour.

4. That an applicant for new or additional facilities has no appealable interest if the Commission grants the same facilities to another, until such time as the Commission renders its decision in the applicant's case.

5. That a station has no appeal from a new station grant on the grounds that it will suffer loss of listening audience, talent or program material, this all being construed as "damage without injury."

The series of sensational contentions by the FCC has Washington's radio legal fraternity astir. Counter-petitions filed by appellants in the cases sharply attacked these contentions as wholly without basis and as flying in the face of established precedent, both in the Court of Appeals in other radio cases and in the Supreme Court of the United States in cases involving analogous issues.

The private practitioners were emphatic in challenging the contentions that economic effect upon existing stations cannot be considered, arguing there is no question whatever that Congress intended these issues should be taken into account. Moreover, they described as fanciful and illusory the claim that the Commission was not required to issue findings in station grants, pointing out that aggrieved stations would have no basis upon which to take appeals. In this instance also citations of numerous previous court cases were made.

It appears that whatever the action of the appellate court, the questions ultimate will go to the nation's highest tribunal for decision. It has been indicated that the FCC will seek final adjudication should the appellate court turn against it. Because of the fundamental importance of the issues, it appears just as obvious that industry litigants will likewise seek final adjudication should the Commission be sustained in any of its contentions.

Arguments Listed

First arguments before the appellate court and scheduled March 7, in two of the cases. These involve the appeal of KTSM, El Paso, from an FCC decision authorizing a new station in that city in which the economic factor is raised, and three appeals from the FCC decision granting WMEX, Boston, a high-power regional frequency. In providing these issues, it appears as just as obvious that industry litigants will likewise seek final adjudication should the Commission be sustained in any of its contentions.

A Possible Change

The fact that the law itself specifically classifies broadcasting as a non-public utility, of course, will have an important bearing, though it appears the FCC, or at least its present majority, might foster new legislation to alter that proviso.

Running through the pleadings in the current cases is the Dempsey-Koplovitz assertion that the Commission is in accord with the view that if the effect of granting a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the application for the new station should be denied unless there are "overriding" reasons of a public nature for granting it. There is an even stronger case where neither licensee will be financially able to render adequate service, it is added.

It is asserted, however, that if the Commission should make an error of judgment in granting a new facility which would result in such destructive competition, the existing station or stations still would have no appealable interest and the court still would not be able to assume jurisdiction. This would be true irrespective of the merits of the case, it was held.

In supporting the contention that recognition of an appealable interest because of economic injury resulting from competition is fallacious, FCC counsel held that if

(Continued on page 68)

FCC Revives Utility Concept of Radio

The Broadcasting Association seeks to extend FCC's jurisdiction to extend utility and common carrier concepts to radio. It is up to the FCC to decide whether it will do so.

The FCC's recent decisions have been interpreted as a move to extend utility and common carrier concepts to radio. The Broadcasting Associationnow seeks to have the FCC decide whether it will do so.

The Association contends that the public interest would be served if the FCC were to extend its jurisdiction to include utility and common carrier concepts. This would allow the FCC to regulate radio in a similar manner to how it regulates other industries.

The FCC has already made some moves in this direction, such as its decision to grant a new license to a station in the same market as an existing station. This decision was based on the potential for competition and the economic impact on the existing station.

The Broadcasting Association believes that by extending utility and common carrier concepts, the FCC would be able to more effectively regulate radio and protect the public interest. They argue that this would ensure fair competition and prevent stations from gaining an unfair advantage over their competitors.

The Association is pushing for the FCC to take action on this matter as soon as possible. They believe that the FCC has the authority to extend utility and common carrier concepts and that it is in the best interest of the public for it to do so.

The FCC has not yet made a final decision on this matter, but the Broadcasting Association is urging it to take action. They are confident that the FCC will see the importance of their proposal and take the necessary steps to extend utility and common carrier concepts to radio.
Board of Judges Named For WLW Scholarships

THREE nationally-known agricultural experts will act as judges in the WLW Practical Training Scholarships competition, completed several weeks ago, for students in land grant institutions, George C. Biggar, rural program director of the Cincinnati station, announced recently.

Judges will be Wallace B. Kaderly, chief of radio, U. S. Dept. of Agriculture; Carl Meister, director in section of WSUI, Iowa City, and president of the National Assn. of Educators Broadcasting, and John Lacey, director of information of the American Farm Bureau Federation. Winners, to be announced June 1, get six months of training in radio at WLW, with $500 for living expenses.

OPENING discussion panel of the 10th Institute for Education by Radio to be held at Ohio State U May 1-3 will be directed by the NAB, with President Neville Miller presiding. Educators and broadcasters will be featured, and among the guests invited to participate are FCC Chairman McNinch, NBC Vice-President John Roy, and several other selected broadcasters. They are being urged to send recordings of their educational programs before March 15 to provide "a comprehensive picture of the individual station's assimilation of the industry's contributions to educational broadcasting."

NEW RADIO broadcasting course, approved to acquaint educators with the techniques of preparing and broadcasting educational programs, is scheduled for the fall term. It is open to all educators.

PRIZEWINNERS in the first annual WCSC Broadcasting Script-writing contest, recently announced by Garrett Garrison, Guild director, include Ralph Nottingham, who won first prize of $25 in the undergraduate class, "Mr. and Mrs. Quick and the Dead"; Earl Gormaine, $10 second prize for "Mr. Smith and the Infinite"; Robert Deisel, first prize in the graduate division for "A Song of Life," and Morris Weis, second prize for "With Kid Gloves." Judges selected from the staffs of Detroit radio stations, included Eric Howlett, production director, RCA, and Mavraye consultant, WCBS education director; Charles Livingston, director of secondary education and Myron Golden, WWJ education director. The scripts are to be broadcast for the fall WLW series.

WELLS (Ted) CHURCH, radio director of the Republican National Committee, has been appointed to the staff of Catholic University, Washington, to teach radio broadcasting as a major radio program is devoted to production and direction of radio programs and developing announcers and commentators through a study of the use of radio in public life and a general appreciation of the American radio industry.

WKZO, Kalamazoo, Mich., has begun a new program series for the fifth year of the WKZO program; daily school recitals, a chorus of 400 voices, a children's orchestra, and a weekly stage broadcast under direction of an educator with 14 years experience as teacher and superintendent of schools. The school recitals are scheduled daily at 4:30 from the children's classrooms.

THE INAUGURATION of the Governor of South Carolina carried as a public service feature of WCSC. A radio station will live to its public responsibility in a good bet as an advertising medium.

For Radio In CHARLESTON, S. C. It's WSCC

TO GIVE teachers a chance to engage in radio education, the University of Illinois radio station, WGBR, State College of Washington, Pullman, will start a new radio workshop directed by J. A. Clevenger. Among the others invited to participate will be Fred White, professional director of KXV, KXWC, and Prof. Harry F. Lace, engineering instructor; and Maynard Hicks, instructor in script writing and station organization.

WILL, Illinois U, Urbana, aided a radio educational project in its departments with $500 in 1938 during its Illinois Editorial Review, a weekly news program featuring Willingham's "Wayne University Broadcasting Prizewinners," selected from Illinois newspapers. In addition, "Everyday's Farm," weekly WLW full-hour farm broadcast, each Saturday will feature a portion of its program to news of the Farm Bureau Association.

A SERIES of special farm programs explaining the organization and operation of the Agricultural Admissions Administration is heard on WLW in conjunction with the University of Illinois. In addition, "Everyday's Farm," weekly WLW full-hour farm broadcast, each Saturday will feature a portion of its program to news of the Farm Bureau Association.

A SERIES of youth guidance programs, featuring students in thepublic schools of the U. of Illinois and other nearby agricultural colleges, is being aired weekly over KSTP, St. Paul. The series is called "Radio Lines," staged jointly by the station. Members of the group participate in parents and teachers, and the Minnesota division of the National Youth Administration. The station is transcribing each program, and offering them to other Minnesota outlets through NTA.

CLASSES In Radio Writing and Advanced Radio Dramatics of the U. of California Extension Division, Los Angeles, are getting practical knowledge by presenting original scripts on a series basis. The classes are conduct ed by Andrew C. Love, NBC Hollywood continuity editor, who on March 15 will add an advanced course in radio continuity.

THE CBC, in conjunction with the Canadian Association for Adult Education, is encouraging the formation of Listening Groups to discuss and study a series of programs. A council of leaders of Listening Groups is to be formed. Council members include friends, fellow employees in a company, neighbors in the country, or any and all groups. The idea is to have a number of such groups; the number of each not to be over 50.

SECOND semester of the Nation's School of the Air from WLW, Cincinnati, begins Feb. 27 and will continue until April 20. The first 81 sessions for the total of 22 hours and 30 minutes.

KSO, Des Moines, and the Des Moines Register & Tribune are cooperating with local high schools in promoting interest among students in current events through the twice-weekly news quiz series. Microphones are installed in four local high school and student teams are quizzed on news stories of the week. Names and pictures of participants are published in the paper, and prizes will be awarded at the close of the semester March 21.

KJPT, Pleasanton, on Feb. 1 opened new studios on the campus of the University of Idaho. Programs are directed by John C. Snider of the faculty and produced by students.

PROBABLY for the first time in the history of radio, high school students traveled from New York to Washington for the specific purpose of broadcasting from the nation's Capital when on Feb. 25 eight students participating in the New York Government Program in a series of BBC programs presented by the Brooklyn Institute of Arts and Sciences, were taken to Washington to discuss the chosen topic Relief—More than $5000 in advertising.

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CLASSROOM GUIDE PUBLISHED BY NAB

TO FOSTER educational broadcasting, NAB has published a new pamphlet titled "Use Radio in the Classroom," prepared by a committee of teachers and radio broadcasters with the cooperation of Ohio State University.

To be distributed nationally, the booklet is expected to be of primary value to educators in adapting broadcasts for classroom use. How radio can be used in the curriculum; selection of school broadcasts and their preparation; equipping classrooms for listening; the part teachers may play in planning educational broadcasts and how teachers may learn more about radio in education, are covered.

The pamphlet carries introductions by Dr. John W. Studebaker, S. S. Professor of Education, NAB President Neville Miller, and Prof. Norman Woelfel, of Ohio State, under whose general supervision it was produced.

Facsimile at Colleges

W. G. H. FINCH, president of the Finch Telephone Communications Laboratories, New York, has completed arrangements with several universities for installation of 25 to 50 facsimile sets for use by students of electrical engineering. Universities interested are destined to have located within 50 to 75 miles of the stations equipped to send Finch facsimile broadcasts will start using the new method as soon as their orders for sets can be filled.

Facsimile in Cleveland

FACSIMILIE'S utility as an educational medium was scheduled for demonstration during the week of Feb. 27-March 4 in connection with the convention of the American Assn. of School Administrators in Cleveland. Scanning apparatus was installed in the Board of Education Bldg. and material was to be sent various high schools. Both RCA and Finch apparatus are being used for the Cleveland educational demonstrations. Facilities of NBC for 41500 are one of the two noncommercial high-frequency educational stations, were utilized.

BECAUSE youths sometimes are late for school when they listen to Sam Agnew's sandlot sports program at 3:30 a.m. on WKRC, Cincinnati, radio have been installed in high school recreation rooms.

WBA means business in Baltimore

BROADCASTING • Broadcast Advertising
Networks Promote School Convention

Present 24 Special Programs From Cleveland Session

The three major networks are cooperating with the country's educators by starting a series of special broadcast programs in connection with the 60th annual convention of the American Association of School Administrators, which opened in Cleveland Feb. 25 and continues to March 2.

Programs brought the highlights of the convention to educators throughout the land and enabled the broadcasters to demonstrate to the educators the latest in educational practice, the use of radio as an educational medium.

CBS broadcast seven programs—a "schoolteacher" period of the Americans at Work series, broadcast from the convention hall; a People's Platform broadcast from Cleveland with "Propaganda and Education" as its subject and educators and editors as its guest-takers; a demonstration broadcast of the American School of the Air; a panel address on public education by Dr. John A. Sexton, A.A.S.A. president; an Adventures in Science broadcast with a group of scientists and educators participating, and a summary of the convention by Lyman Byson, chairman of the CBS adult education board.

Mutual Schedule

Mutual's eight broadcasts included a preview of convention exhibits, Tools of Learning; two special sessions of Hamlin's School of the Air; a talk on "Educational Policy in the Making" by A. J. Stoddard, superintendent of schools, Denver; a dramatized story of safety education in Cleveland; a panel discussion on crime by Stuart H. MacCormick, New York City Commissioner of Correction; William E. Grady, associate superintendent of New York schools; Mayor Harold E. Burton of Cleveland and J. A. Johnston, warden of Alcatraz Prison, an address on the "Purposes of Education" by Harry Elmer Barnes, and a program by the Detroit Schoolmen's Chorus.

Beginning with the reading of Washington's Farewell Address by Walter Hampden, noted actor, on the Our American Schools broadcast on Feb. 22, NBC presented nine programs, including: A preview of the convention by Dr. Sexton; an interview with Superintendent William L. Ikes, Secretary of the Interior; Jan Masaryk, son of the first president of Czechoslovakia; Dr. Frank Cody, superintendent of schools in Detroit, and Dr. Benjamin Graham, newly elected president of the A.A.S.A., and a special broadcast of America's Town Meeting of the Air on the subject "Are the Schools Doing Their Job?" NBC was represented at the convention by Judith Waller, educational director in Chicago, and Dr. James Rowland, WMAQ, Dr. Franklin Dunham and Walter W. Preston of the network's New York educational staff. New York City officials attended: Douglas Coulter, assistant director of broadcasting; Sterling Fisher, director of talks and education; his assistant, Leon Sirres, and Paul McGill, who directed the School of the Air demonstration.

Utility Concept

(Continued from page 61)

Utility Concept

(Continued from page 61)

Congress had intended to provide for such an appeal it would have given every existing licensee the right to appeal from every decision of the Commission granting a license for a new station. It made this contention on the ground that every existing station competes to some degree with every other station for advertising revenue, particularly for national spot. It even petitioned beyond this holding that similar advertising media, including newspapers, magazines, outdoor advertising and farm journals would serve the same public need as radio and if they likewise would suffer from such "unlawful invasion".

Damage Without Injury

"It is submitted," said the Commission in one of the pleadings, "that the court should hold that no person, whether he be a licensee of an existing radio broadcast station located in the same city, or in another city, or whether he be engaged in some other form of advertising, suffers any legal injury by reason of the fact that a decision from the establishment of a new radio broadcast station, even though the establishment of such station may cause a person substantial financial damage.

"The Commission submits that financial loss resulting from competition between broadcast stations is damnum absque injuria (damage without injury) and no right of appeal can be asserted because such financial loss may be the result of an order of the Commission granting a construction permit or a license for a new station.

The attorneys held that whether or not the Commission makes findings when it grants an application is entirely a matter of administrative discretion in the fulfillment of a statutory duty. Such findings, it said, may be as complete or as sketchy as the regulatory agency may choose.

Cases in which the FCC filed briefs, motions and petitions, aside from the WFMX and KTSF appeals, involved WBZ, Dubuque, IA, which recently won a victory in the court in its appeal in the FCC grant of a new station to the Dubuque Telegraph-Herald, on economic grounds, and the appeals of WOKO, Albion, Adirondack Broadcasting Co. and Tri-City Broadcasting Co. from the FCC decision granting the application of the Tri-City Broadcasting Co. for a new daytime 1 kw station in Troy, N. Y.

SURVEY of the number of radio-equipped tractors in Illinois, Indiana, Michigan and Minnesota is being conducted by the promotion department of WLS, Chicago.

Committee Investigating Quasi-Judicial Methods

In Government Offices

APPOINTMENT of a committee to study practices of quasi-judicial Federal agencies and recommend improvements in procedure was announced Feb. 23 by Attorney General Murphy at the behest of President Roosevelt.

Need for "procedural reform in the field of administrative law" was emphasized by the Attorney General in pointing out that this has become apparent in attempts to uphold the validity of decisions by these agencies, which in addition to the FCC include SEC, Federal Trade Commission, ICC, Federal Power Commission and Bituminous Coal Commission.

Tying directly into the current spurge of the FCC Law Department in connection with appealable cases to the U. S. Court of Appeals for the District of Columbia, it was stated at the Department that the main problem to be studied is the extent to which decisions of administrative agencies are reviewable by the courts. The FCC, in a number of cases now pending, challenges the right to make review of stations of various phases of broadcasting to seek court review of FCC decisions.

In an attempt to this study is the fact that Chief Justice D. Lawrence Groner, of the Court of Appeals for the District of Columbia, which sits just over the FCC, is a member of the committee.

HENDRIK WILLEM VAN LOON, author, artist and commentator on everything and anything is being broadcast on NBC with a Saturday afternoon series titled Deliberate Reflections.

Results That Count!

\begin{itemize}
  \item A new man has joined the Weed parade \ldots
  \item and a man of letters is he!
\end{itemize}

Experience proves that he, like the other progressive Selling Letters in the markets we represent, produces Results That Count!
Regional Tell of Labor Costs

(Continued from page 20)

stock in the holding company was held by Don Lee himself until his death in 1933, and now it is held by his estate, with Thomas Lee, president of the System.

Don Lee Broadcasting System itself owns and operates three stations—KFCR, San Francisco, KFJ, Los Angeles, and KGB, San Diego—said Mr. Weiss, while the Don Lee estate also owns KDB, Santa Barbara.

Individual Stations

Alowed Wide Discretion

Discussing the contracts between Don Lee network and stations, Mr. Weiss said there were no penalty provisions, pointing out that individual stations are allowed wide discretion in determining their own versions of “public interest”. He cited an instance in which an affiliate did not carry a particular network commercial over a period of a week in favor of broadcasting, under local origin, a tennis tournament played in that city. Explaining the exclusivity provisions, he pointed out that NBC owns the CBS sold “power” on the Pacific Coast, Don Lee sells “concentrated copy” to stations, and there was no cross-coding on the networks’ books. He added that stations held individual cash for their time.

Believes Nets Should Own Originating Stations

Cross-examined by Mr. Funkhouser, Mr. Weiss declared that neither the network nor any of its stockholders held any community of interest in other organizations such as agencies or representative firms. He explained that KGW Inc., Cadillac and LaSalle agency also controlled by the Don Lee interests, bought radio time and there was no cross-coding on the agencies’ books. He added that some networks had paid stations for building revenue.

Further questioning, he said that network employed received “customary trade discounts” on repair work and purchase of auto-

Summary of Concluding Days of MBS Hearing

OPENING the final stages of the MBS presentation Feb. 14, W. E. Macfarlane, president of MBS, and chairman of the Board of Directors of the Chicago Tribune, was called to the stand briefly by Louis G. Caldwell, MBS counsel. Mr. Macfarlane, declaring that MBS is and shall remain a “mutual” organization, explained that he has no “skepticism” on the part of officers and directors of the Chicago Tribune Co., along with a similar list for the officers and directors of WGN Inc.

Declaring that WGN lost $12,000 in 1938, Mr. Macfarlane estimated that the Tribune Co. had an investment of $1,297,000 in its radio properties, including the purchase price of WGN and the assets of other stations subsequently acquired.

To answer the advantages of WGN’s network affiliation with MBS, he included the freedom of the stations to broadcast network programs “without the whip hand”, with “our more desirable time not blocked off”, as he said was not the case with stations affiliated with the other networks, a higher proportional return to the station on advertising revenue, and geographically diversified programs.

Executive Setup

At WGN Is Reviewed

The officers of the Tribune Co., as outlined by Mr. Macfarlane, with their “other businesses”, included Joseph H. Patterson, chairman of the board, first vice-president and secretary, president of New Syndicate Inc., a Tribune Co. subsidiary, publisher of New York News, and chairman of the board, first vice-president and secretary of WGN Inc., licensee of WGN, Chicago; Robert S. McCormick, president and treasurer of both the Tribune Co. and WGN Inc., and WGN’s assistant editor-in-chief of the Chicago Tribune; W. E. Macfarlane, assistant secretary, assistant director of the Chicago Tribune Co. and WGN Inc., and M. D. Deininger, auditor and director.

Coverage Data for MBS Affiliates Revealed

Directors of WGN Inc. he listed as Mr. Patterson; Mr. McCormick; Mr. Eleanor Patterson, publisher of the Washington Times-Herald; and director of the Tribune Co.; Mr. Macfarlane; H. D. Lloyd, of Little Column Co., New York, a practicing physician, member of the State Senate and director of the Tribune Co.; Joseph H. Patterson; M. G. Sisson, Albuquerque, N. M., president of Rockford Consolidated Newspapers Inc. and director of the Tribune Co.

He explained that the vacancy on the board of directors resulting from the death of Alfred Cowles, Chicago lawyer, had not been filled.

George C. Davis, of the consulting engineer firm, Page & Davis, followed Mr. Macfarlane for MBS.

Mr. Davis questioned examination by Frank D. Scott, WOR-MBS counsel, with FCC General Counsel. With reference to cross-examination, Mr. Davis presented engineering data on MBS duplication, explaining that it will conduct a study of MBS facilities in relation to all other stations in the United States.

Exhibits Show Little Duplication in MBS

His 38-page exhibit presented a series of maps and supplementary tables picturing comparative day and night primary and secondary service duplication for MBS stations, along with coverage data for independent stations that are potential network affiliates.

An analysis of the MBS basic network, he pointed out that 98.5% of the listeners receiving service from one station only, leaving only 1.5% duplication of population in the basic network, computed on a “peak” day at 2 volt coverage. A similar breakdown for supplementary MBS facilities showed that 60% of the population was benefiting from 8% to 12%, depending on the combination of optional facilities. For the entire network, duplication ranged from 15% to 20%, depending on combination of

(Continued on page 67)
tion and coverage picture, Mr. Lohnes called E. C. Page, of Page & Davis, consulting engineers, who explained coverage data for the Don Lee facilities, supplementing in greater detail the general picture presented by Mr. Davis during his appearance for MBS.

In his testimony, which extended into Feb. 23, when hearings resumed after Washington's birthday, Mr. Page diagnosed coverages for the 29 stations served by Don Lee, computing populations served within the ¾-millivolt and 2 milli-volt daytime contours and the interference-free nighttime areas. He pointed out that since there are no clear-channel stations on the Don Lee networks, it was not necessary to deal with nighttime secondary areas in discussing potential service and duplication.

Within the ¾-millivolt daytime contours of the Don Lee stations in the state, 92.1% of persons served in California receive their service from one station only; estimated, while 98.3% of persons receiving 2 millivolt daytime service in the State receive unduplicated service. He estimated that 3,972,100, or 97% of persons receiving interference-free service at night in California receive such service from only one Don Lee sta-

No Oregon Duplication; Little in Washington

For the five stations serving Oregon he said there was no duplication on either the ¾ or 2 millivolt contours, or in the nighttime interference-free areas. Within the ¾-millivolt daytime contours of Don Lee's Washington stations indicated that 91.3% of the persons served receive unduplicated service, 99.9% within the 2 millivolt daytime contours, and 98.5% of those receiving interference-free service at night.

Summarizing, Mr. Page said that 82.6% of the persons served received unduplicated Don Lee service within the ¾-millivolt daytime contours in the three States, 99.5% within the 2-millivolt day contours, and 97.5% of those receiving interference-free service at night.

Cross-examined briefly by Mr. Funkhouser, Mr. Page outlined the method and sources used in computing the Don Lee coverage data, explaining that his findings applied only to electrical duplication from a "purely engineering standpoint" rather than to program duplication as such, and that his data covered the "maximum duplication", assuming that all stations simultaneously carried the same network program.

John Shepard 3d Tells Of Yankee and Colonial

Prefacing the Feb. 23 appearance of John Shepard 3d, president of Yankee and Colonial networks, Paul D. P. Sproulman counsel, explained that because the two networks are "the equivalent of one," as was requested that the two be considered simultaneously in the inquiry. Mr. Shepard pointed out also that although Yankee and Colonial were "legally" two networks, they both used the same telephone line on a definite time-sharing basis, one operating part of the time and the other the remainder, and that they did not operate as two distinctively separate networks because these lines could not be duplicated economically.

Mr. Shepard spoke briefly of the corporate organization of the radio holdings of The Yankee Network Inc. Tracing the genesis of the "active" Shepard radio holdings, Mr. Shepard said that The Yankee Network Inc. owns four regular broadcast stations—WNAC and WAAB, Boston; WCAC, Bridgeport, Conn.; and WEAN, Scranton, Pa., and nine high-frequency and relay stations; that it is 100% owned by the Winter Street Corp., described as "merely a holding company", which also owns The Yankee Network News Service Inc., and which in turn is owned by John Shepard Jr., his father. The Colonial Network Inc., organized Aug. 5, 1926, is owned one-half himself and one-half by Robert F. Shepard, his brother, Mr. Shepard said.

Additions and improvements credited by Yankee Network from Feb. 2, 1930, to Dec. 31, 1938, exclusive of stock assets acquired, amounted to $618,181.48, he said. Explaining an estimated balance sheet for Yankee, as of Dec. 31, 1938, he said total assets amounted to $765,555.65, including $245,700.83 in current and $519,700.83 in permanent assets, such as real property, after depreciation. Among liabilities he listed $1,335,02 in accounts payable and accrued expenses, and $600,000.00 in capital and surplus.

Analyzing the disposition of income of Yankee since Feb. 2, 1930, Mr. Shepard listed a total net profit, after deducting Federal taxes and including depreciation, of $112,906.07, disposed as to net working funds, $50,224.75; permanent assets, $773,040.90; dividends paid, $136,600, and goodwill of WAAB charged off, $108,000.

Yankee News Service A Separate Corporation

With profits for Yankee Network Inc., aggregating $1,051,460.64 since 1930, including an estimated profit of $32,500.00 for 1938, Mr. Shepard said that individual profits were shown by three of the four owned and operated stations in 1937, amounting to $111,093.57 for WNAC, $28,308.28
for WEAN, $24,469.92 for WICC, with a profit for the chain of $48,745.7 for the year, a loss of $32,860.93 for WAAB.

Since its organization in 1936 the Colonial Network has made a total profit of $54,486.07, he said, including $590.64 in the 18 weeks ending Jan. 31, 1937, $8,031.62 in the 45 weeks ending Dec. 31, 1937, and $38,942.81 estimated for 1938. Total Colonial assets amounted to $76,726.64 as of Dec. 31, 1938, he added.

In response to questioning on the Yankee News Service used by Commissioner Walker, Mr. Shepard said that in 1938 the news service paid out $42,000 for its INS service, $41,728 in salaries for reporters and news processors, predominantly in Boston, Providence and Bridgeport, and $17,165 for supplementary telephone, telegraph and other checking services. Mr. Spearman explained that the news service was set up as a separate organization primarily to escape tying up the whole system in case of legal trouble resulting from some item in the news broadcasts. Yankee has a five-year contract with INS for exclusive hooking up rights on INS news service, and has permission to feed this news to all affiliated stations on the network, Mr. Shepard added.

Queried by Mr. Funkhouser on cross-examination, carried on concurrently as the exhibits were introduced, Mr. Shepard said he thought that using two names for the same network, as is substantially the case with Yankee and Colonial, was "no detriment to the public," but pointed out that the two names was definitely an aid in selling the advertiser, since in buy-

**YANKEE PICKUPS**

Via Ultra-high and Vermont

-Facilities Sought-

SEEKING coverage in New England areas where network service is not now economically feasible because of high line charges with disproportionate revenue returns, Yankee Network plans to approach the FCC to allow the rebroadcasting of network programs, including commercial features "with the same service quality," via its new Mt. Asnebumskit frequency-modulated transmitter, and to Shepard, the FCC network inquiry committee Feb. 23 [BROADCASTING, Feb. 1].

Mr. Shepard explained that in addition, exclusive service resulting from the direct broadcasts from the Mt. Asnebumskit transmitter, which he said would be operating by April, further extension could be obtained by rebroadcasting over several low-fee stations and the rebroadcasting stations would be called "the sustaining programs" of the Colonial, which he described as "not just the ordinary sustaining programs, but features of special interest to the New England listener, and of educational and religious importance, such as the question and answer period, and special news reports, and weather-friendly type of data from various local communities gathered by telephone shortly before the regular weathercasts.

**Telephone Line Cost**

**Was $111,411 Last Year**

Yankee paid $111,411 for telephone lines in 1938, Mr. Shepard said in discussing the line system used by Yankee and Colonial networks. Included in this amount was "about $20,000" paid for special one-time services from stations and advertisers, he said.

In a lengthy discussion of sustaining programs, Mr. Shepard outlined in detail features originated for and carried on the Yankee and Colonial networks, which he described as "not just the ordinary sustaining programs, but features of special interest to the New England listener, and of educational and religious importance, such as the question and answer period, and special news reports, and weather-friendly type of data from various local communities gathered by telephone shortly before the regular weathercasts.

**Reynolds Bill Proposes School Radio Systems**

As part of his bill (S-594) to establish national academies for the training of youth in each State, Senator Reynolds (D-N.C.) proposes that each school have its own radio stations for intercommunication and that four of the stations be "available as a coastal radio network for defensive purposes if the need arises, and in times of war or national emergency." Broadcasts to ships and their passengers, officers and crews at sea, services by Reynolds proposes, shall include "programs of a moral, educational and religious nature," consisting of 50% of all kinds of "high-grade music and news programs, and more than $11,000 for the Boston studio, he estimated.

The same information is carried on the network as a sustaining service, he said, with four daily reports from Mt. Washington and others from Harvard University's Blue Hill meteorological observatory, U. S. Weather Bureau offices, and in many New England communities gathered by telephone shortly before the regular weathercasts.

**Montana Libel Bill**

A BILL relieving broadcast stations of responsibility for libel and slander uttered over their facilities for speech on public questions has passed both Houses of the Montana Legislature and is before Gov. Reed E. Ayres for signature. The bill (S. 1607) is similar in some respects to a measure pending before the Washington State Legislature.

**BROADCASTING • Broadcast Advertising**

[Ad for client, not fully transcribed]
Concluding Days of MBS Hearing
(Continued from page 41)

optional facilities, while for the entire network, excluding stations claimed by NBC or CBS, it dropped to 3.5% to 4.5%.

Similar computations of the daytime 2 millivolt coverage indicated only 0.5% of NBC stations, from 3.5% to 6.9% for combinations of supplementary facilities, 8.7% to 10.7% for the entire network, exclusive of stations claimed by NBC or CBS.

Maps Show Contours
Of WGN and WOR

Mr. Davis' figures on nighttime primary coverage of the basic network indicated only 0.36% duplication, from 3.5% to 5.3% for supplementary facilities, from 7.3% to 7.8% for the entire network, and 1.5% minus stations claimed by NBC or CBS. He explained that there were no instances of duplication in the 10 millivolt areas, either day or night, of stations on the network.

Illustrating the night primary coverage of 106 independent stations in cities having no full-time or share-time MBS outlet, Mr. Davis pointed out that by including locals, time-sharing and specified-hour stations, only about 12,700,000 potential interference-free population could be acquired by MBS by extending affiliation to all stations not now affiliated with some national network.

He also presented a tabulation showing the number of stations in the various cities, their classifications, and the stations on the major networks for each city having a 1930 census population above 50,000. He continued by listing 70 cities of 50,000 or more population in which MBS has no outlet and in which no independent full-time outlet is available, along with a further breakdown showing MBS part-time facilities.

He concluded his presentation with a series of maps showing comparative contours of WGN and WOR in relation to WLW operating at both 50 and 350 kw., and a supplementary picture of the duplication situation with various combinations of Texas State Network stations.

Bamberger Ownership
Outlined by Mr. McCosker

Alfred J. McCosker, president of Bamberger Broadcasting Service Inc., licensee of WOR, and chairman of the board of MBS, concluded the MBS case with a brief appearance Feb. 15. Outlining his 16 years in radio, from his first association with WOR in 1923, along with an account of his earlier experience in the newspaper, public relations and theatre fields, he declared that his business interests since then have been confined "entirely to the broadcasting business."

Under direct examination by Mr. Scott, Mr. McCosker presented a list of the officers, directors and stockholders of Bamberger Broadcasting Service Inc., and the parent organization. As officers of Bamberger Broadcasting Service he listed, in addition to himself as president, Theodore C. Streibert, vice-president and general manager of WOR; Frank Braucher, vice-president (in charge of sales); Hector Suyker, treasurer, and J. R. Poppele, secretary and chief engineer. The board of directors, he said, included these five officers, with a number of MBS, Bamberger Co., and Richard Weil Jr., vice-president and secretary of L. Bamberger & Co. With each of the seven board members holding one share of stock in Bamberger Broadcasting Service, L. Bamberger & Co. owns the remaining 1,988 shares, he explained, adding that R. H. Macy & Co., the parent organization, in turn holds 499,000 of the 500,000 shares of L. Bamberger & Co. With more than 12,000 stockholders in R. H. Macy & Co. he explained that no one person, firm, or corporation holds as much as 10% of the 1,955 shares of common stock outstanding except Percy S. Straus, Macy president, who holds 191,705 shares or 11.8%.

He explained that he was "completely in accord" with Mr. Macfarlane's comments on MBS operation, and queried on cross-examination by S. Kon Funkhouser, recently appointed FCC special counsel, he reiterated the advantages, from the standpoint of the public interest and station benefits, of the MBS network plan.

Favors Term Limitation
On Network Contracts

Terminating the present exclusive and restrictive network contract situation as an "insurmountable obstacle," and unfair competition to us judged by MBS's inability to overcome it", Mr. McCosker declared that if contract is to exist between the networks, "something must be done about such unfair contracts".

He recommended a term limitation of one or two years, rather than the present five, on exclusive contracts as a solution to the problem, declaring that 95% of MBS contracts are non-exclusive, he explained that the only exclusive contract, on a bilateral basis with Don Lee, was "no longer necessary" so far as the network was concerned, and it would not object to operating on a 100% non-exclusive basis.

Continuing, he listed as other remedies a greater effort, both on the part of stations and networks, to live up to the Commission's expectations of good service; modification of network options on best-listening times; improving programs, and hence extending public service, by giving the stations a greater share of the network dollar, thus giving the station more money to produce better programs.

Answering queries by Commissioner Paul A. Walker and Mr. Funkhouser, Mr. McCosker said that although it was "a good idea to make "events of transcendent national importance", such as a Presidential address, available simultaneously on all networks, it would probably be less desirable to make individual outstanding educational programs, such as Nation's School of the Air, available to all networks, since this might work to discourage development of other programs which in time could rival or even surpass the present features.
AFRA Organizes West Coast; Disc Firms Next on the List

Many New Members Claimed by Hollywood Chapter
As Mrs. Holt Directs Unionization Drive

By DAVID GLICKMAN

ORGANIZATION of West Coast regional networks and local radio stations by American Federation of Radio Artists got under way Feb. 21 following meetings the night before of Los Angeles Chapter members in Hollywood, at which Mrs. Emily Holt, executive national secretary-treasurer of the new drive for extension of unionization.

Mrs. Holt said the organizational drive to set scales and working conditions would encompass 11 Western States. Exact demands to be made on regional networks and local stations, she said, will depend upon a coordination of Hollywood and San Francisco problems. Contracts with transcription firms will be the next on the list.

At press time, negotiations with KNX, the CBS Hollywood station, covering writers, announcers, sound effects men and grip men, were near the signing point. With that station signed, attention was to be centered on KFI-KEOCA, the NBC Red and Blue network affiliates and KKH, owned and operated by Don Lee network, all in Los Angeles, and then extend to independents in Southern California.

Many New Members

Mrs. Holt urged the Los Angeles chapter to give the regional and local programs the same support with which AFRAs has been warranted by Equity, Screen Actors Guild and American Guild of Musical Artists, and to that end, she said, the radio union will extend its influence to every broadcasting city.

Laurence Belbienon, attorney for SAG and AFM, said that Los Angeles chapter members to use discretion in employing power granted them by transcontinental contracts that had been signed by Los Angeles chapter, over which Carlton KaDell, president, president, gave NBC. Holt was staging vote of thanks for her AFRC activity in securing network and commercial contracts.

Since the AFRAs agreement with agencies and networks went into effect, dozens of Hollywood film and radio players are said to have joined the union. AFRAs had 35 team captains assigned to check 24 transcontinental shows originating from Hollywood during the first week following inauguration of the drive. Tabulating already signed up for membership before going on their respective programs.

Screen Actors Guild guest talent on work of Los Angeles, the Los Angeles are under way but contracts have not been signed, Mrs. Holt said, that since the code went into effect at NBC, transcriptions of the 124 AFRAs shows on Feb. 12 AFRA executives have spent practically their entire time with station and agency representatives, interpreting the provisions of the code and their applications to specific situations. Since the acceptance of the code and the prevention of a national strike, the union's relations with the agencies have been more amicable. Mrs. Holt said, ironing some of the details has taken a lot of work and much discussion there have been no serious arguments.

Proof of the union's willingness to cooperate was indicated when it was given permission to have Cohan to appear on the Ethyl Gasoline Corp. Tune-Up Time program on CBS Feb. 25. When Cohan refused to join AFRA, just as he had opposed Equity 20 years before, AFRA gave BBDO a waiver on the program, explaining that since the contract for Cohan's appearance on the broadast had been arranged prior to the time the code went into effect AFRA was willing to make this a special exception. The agency put the Cohan's role in a frame in the jam. In the future, however, the union will insist on a card from Cohan before he will be permitted to broadcast, Heller said.

Woodstock, the show on Mutual of NBC, was announced Feb. 16 by Alfred J. McCook, president of Mutual, which has been accepted by the station and accepted by Heller for the union.

Removing the Fog

Negotiations with Mutual key stations in Chicago, Los Angeles and San Francisco are under way but contracts have not been signed, Mrs. Holt said, that since the code went into effect at NBC, transcriptions of the 124 AFRAs shows on Feb. 12 AFRA executives have spent practically their entire time with station and agency representatives, interpreting the provisions of the code and their applications to specific situations. Since the acceptance of the code and the prevention of a national strike, the union's relations with the agencies have been more amicable. Mrs. Holt said, ironing some of the details has taken a lot of work and much discussion there have been no serious arguments.

Proof of the union's willingness to cooperate was indicated when it was given permission to have Cohan to appear on the Ethyl Gasoline Corp. Tune-Up Time program on CBS Feb. 25. When Cohan refused to join AFRA, just as he had opposed Equity 20 years before, AFRA gave BBDO a waiver on the program, explaining that since the contract for Cohan's appearance on the broadast had been arranged prior to the time the code went into effect AFRA was willing to make this a special exception. The agency put the Cohan's role in a frame in the jam. In the future, however, the union will insist on a card from Cohan before he will be permitted to broadcast, Heller said.

CHICAGO DISPUTES

AFRA JURISDICTION

JURISDICTIONAL dispute between the American Federation of Musicians and AFRA broke out in Chicago the week of Feb. 20 and 21. Directed as Milwaukee AFRA went to press. Affiliates of AFL, unions were disputing the AFRA local organization, whose members play and sing or talk over the air. AFM Local 10 ruled that its members would have to withdraw from AFRA or AFM, since they could not be members of both unions. Singers, such as hillbillys who accompany themselves instrumentally, formed the target and it is understood that many of them resigned from AFRA.

The new commercial contracts required singers and actors to be members of AFRA. Chicago AFRA officials would not comment on the status of members not associated with members of AFRA who play and sing on sponsored programs.

Meanwhile, AFRA continued its negotiations with WGN, MBS-Chicago outlet, under its proposal to sign MBS key stations individually for network time (WGN - CHICAGO, Feb. 16). Announcers, producers and sound effects men of WBBM, Chicago, were in talks to continue as associate members of AFM. AFRA is continuing its negotiations with the WBN producers and sound effects men.

R. B. Bottom Is Named
New President of WGH

ELECTION of Raymond B. Bottom, publisher of the Daily Press and Times Herald of Newport News as president of WGH, Feb. 15, leaves in control of which the newspapers recently acquired by purchase from James W. Baldwin, former NAB president, was announced Feb. 24. E. E. Bishop, general manager of the station and part-owner, continues in his capacity as president. W. R. Van Buren was elected secretary-treasurer. Directors include G. Marshall, publisher of the Pathfinder Magazine, and H. W. Collier, publisher. W. J. Van Buren are also officers of the Daily Press Inc., publisher of the newspapers.

Beginning Feb. 27 news broadcasts by WGH will originate in the news room of the two newspapers. G. Edward Harris, formerly of the Times Herald staff, will devote full time to the newscasts. Associated Press reports will be used, replacing Transradio.

BROADCASTING	broadcast Advertising

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NAB Convention
(Continued from Page 11)
in detail by qualified broadcasters or NAB spokesmen. These would encompass legislation, copyright, libel and slander, business subjects and other pressing issues.

Under the NAB by-laws, district directors representing the 17 districts are elected for two-year terms. However, at the convention last February, when the NAB was reorganized and provision made for electing a paid president, eight of the 17 district directors were designated for one-year terms, the others for two-year terms. Directors-at-large are elected annually.

Pursuant to the by-laws, those eight districts which have one-year directors must meet at least 30 days prior to the convention, or by mid-June and elect their district directors. Notice of these meetings must be given at least 60 days earlier. The directors standing for re-election this year will be John Shepard 3d, Yankee Network, for District 1; Clair McCollough, WDEL, Wilmington, for District 3; W. Walter Tison, WFLA, Tampa, for District 5; Walter J. Damm, WTMJ, Milwaukee, for District 9; Earl H. Gammons, WCCO, Minneapolis, for District 11; O. L. Taylor, KGN, Amarillo, for District 13; Ralph R. Brunton, KJBS, San Francisco, for District 15; C. W. Myers, KOIN-KALE, Portland, for District 17.

Directors at large whose terms expire with the July convention are Harold V. Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for clear channel stations; Frank M. Russell, NBC vice-president, and Elliott Roosevelt, Hearst Radio, for regional stations; and John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, for local stations. Nominations for these posts will be made by a committee of district directors to be appointed by President Miller in advance of the convention.

Most important, aside from the actual agenda at the convention, will be President Miller's accounting of his stewardship during his first year in office. He took over the NAB helm last June.

New Watkins Serial
R. L. WATKINS Co., New York, has launched a new dramatic serial on NBC-Blue, Orphans of Divorce, starring Margaret Anglin, one of the theater's most distinguished actresses, in the leading role. Program is broadcast 7-7:30 Monday evenings, replacing Atlanta Jimmie Valentine which the company formerly presented at this time. With the change in program, 11 stations were added to the network, earning the sponsor a 15% discount in accordance with NBC's plan for encouraging the use of Blue supplementary groups. Series advertised in New York are: Lyons toothpowder, for which the company, a Sterling Product unit, also presents Manhattan Merry-Go-Round on NBC-Red, from 9 to 9:30 p. m. Sundays, and Backstage Wife, also on the Red, from 4 to 4:15 five afternoons a week. Blackett- Sample - Hummert, New York, is the agency.

COMPETENESS of service—plus competence—are two important things in seeking acoustical consultation or advice. You get both from USG. USG offers you a complete acoustical service... materials and methods that fit your needs today and tomorrow.... a system containing vital, exclusive features both for absorbing noise within the studio and for preventing sound transmission between studios. And USG has the competence which assures your lasting satisfaction.... for every USG material and method is the outgrowth of long research and wide practical experience.

Investigate the USG system of sound-control—the system which gives you the right number of sound-absorption units at various frequencies in each studio, and which includes the highly effective, patented, full-floating wall and ceiling construction.

USG consultation service is always available for your use, and it costs you nothing. Call or write us about your problems—USG stands ready to aid you.
Congress and FCC
(Continued from page 12)

ing, including television and fac-
simile, while the Division of Pri-
vate Communication would handle
common carriers, both radio and
wire, and related functions. Sena-
tor White called this a recognition
of the fundamental differences in
the types of communications in-
volved.

Under the White bill the chair-
man, instead of having plenary
authority as proposed in the Wheel-
er measure, actually would be an
administrative officer and would
coordinate all of the work of the
Commission except the determina-
tion of cases before the separate
divisions. Experience has demon-
strated, Senator White said, that a
chairman cannot devote the time
and attention necessary to a proper
handling of technical and con-
tested questions and at the same
time efficiently discharge other
duties of a chairman.

To settle once and for all the
question of longer licenses, the
White bill proposes a minimum
one-year license with a maximum
three years for broadcasting. The
present law permits three-year
licenses but the Commission has
issued them for only six-month
periods. Chairman McNinch recent-
ly stated he felt a majority of the
Commission opposed longer licens-
es.

Unlike the Wheeler bill, the
White measure simply provides
for abolition of the offices now held
by present members of the FCC and
for the appointment of 11 new
members. The Wheeler bill, on the
other hand, provides for abolition of
the Commission and the change
of its name to the Federal Com-
missions Radio Commission.

Picking a Chairman

Although the White bill provides
for two separate autonomous di-
visions, which in fact would be
two separate Commissions, no pro-
vision is made for the designation
of chairman of the respective di-
visions or for a vice-chairman of
the full Commission. Senator White
answers this and other apparent
procedural discrepancies with the
statement that the bill can only be
regarded as a rather rough draft.
It is understood that the plan
envisioned election of the chairman of
the respective divisions by the
division membership and that these
chairmen should also serve ex-
officio as vice-chairmen of the full
Commission. The chairman of the
full Commission would serve ex-
officio and without vote as a chair-
man of both divisions, as the bill
is now framed. In the case of a
vacancy in either of the divisions,
the chairman temporarily would
serve on the division.

The chairman would be appoint-
ated by the President to serve for
two years and would draw a sal-
ary of $12,000. The chairman sub-
sequently appointed would serve
for six years. The five members
of each division would be appoint-
ed for terms of two, three, four,
five and six years respectively and
reappointed for five-year terms.
Their salaries would be $10,000 per
year. Not more than seven mem-
bers of the Commission and not
more than three members of each
division would be members of the
same political organization.

In defining the functions of the
Division of Public Communications
(broadcasting), the bill states the
division would have jurisdiction
over all matters relating to wire
and radio communications intend-
ted to be received by the public
directly or by the intermediary of
relay stations. This presumably
would also encompass such serv-
ces as Wired Radio if in interstate
commerce. It would also cover net-
work operations, since it extends
to relay stations. The divisions' ac-
tivities also would encompass judi-
cial or quasi-judicial proceedings,
in this respect also broadening the
scope of the present Commission's
jurisdiction.

Libel Provisions

The 11-man Commission would
have jurisdiction over allocations
to various services, over rules and
regulations of general application,
including procedural rules, over
ship communications, over ama-
teurs, and over miscellaneous serv-
ices. It would also handle all mat-
ters not otherwise assigned specifi-
cally to the two statutory divi-
sions and would adjust any con-
flicts as to jurisdiction between di-
visions.

The only important change in
the "substantive" provisions of the
existing law advanced by Senator
White deal with libel and slander
and the political section of the
Act. He told the Senate he pro-
posed these changes because of the
controversy over the question of
discussion of public matters over
the air.

Broadcaster's Burden

Some construe the present pro-
vision as imposing upon broad-
casters the duty of accepting and
broadcasting slanderous or libel-
ous material when submitted by a
candidate for public office, e v e n
though the station might become
liable for damages or in criminal
proceedings under state laws. To
clarify this section, Senator White
explained he had added a new sec-
tion which provides that although
no licensee shall have the power to
censor, alter or in any way affect
or control the political or partisan
content of the material, he neverthe-
less should not be required to
broadcast any material submitted
by a candidate which is slander-
ous or libellous or otherwise action-
able under local, state or Federal
law. The provision specifies that
the licensee can demand a complete
and accurate copy of the material.

THAT OLD saw what about the Governor of North Carolina said to the
Governor of South Carolina jumped right out of the book and into a radio
interview on George Washington's birthday. It happened in Charlotte,
and WBT's general manager, Lincoln Dellar was the Impresario. Left
to right are North Carolina's Governor, Clyde R. Hoey, Mr. Dellar,
Governor Burnet Maybank of South Carolina, and WBT's program direc-
tor Charles Grutchfield. Members of the North Carolina legislature met
in Charlotte for the first time on Washington's birthday, and Neighbor-
Governor Maybank was honor guest. Asking what the Gov. of N. C.
might ask. The Governor of S. C., Dellar got the response: "Why I'd invite
him to have a drink with me—but a soft drink!" (Hoey's a confirmed
prohibitionist.) It was the first time the two governors met before a mike,
on a public. WBT also figured in a "conference of the oldsmen" voted by
the legislators, with the Briarhoppers, hillbilly troupe on WBT, invited
by joint resolution of both houses to entertain the solons en route from the
capital at Raleigh.
a sufficient time in advance to permit an examination and deletion of any material necessary to conform to the new requirement.

An entirely new section would require identification of the speakers, in the case of those dealing with public or political questions, together with the announcement of the names of persons or organizations in whose behalf the broadcast is made. Announcements of this nature would be required at the beginning and at the end of each broadcast. Public officials, whether local, state or national, elective or appointive, would be announced by name every day, and designation must be made whether the office is elective or appointive and by what political unit or public officer the power of election or appointment is exercised. The purpose, Senator White explained, is to acquaint the audience with full particulars as to the origin of a political or controversial talk.

Appellate Changes
Considerably broadened would be the appellate provisions of the existing Act. Much importance attaches to these provisions since the newly reorganized FCC and its Department is currently involved in the courts on issues affecting the right of particular applicants to procure court jurisdiction. Cases in point include the effort of WLW to stay the effect of the Commission's decision denying its reduction in power from 500 to 60 kw. and the appeal of KSFO, San Francisco, from the FCC decision denying the station the right to cease the station. In each instance the FCC contends there is no appealable interest.

The White bill, however, provides for appeals from any instrument of authorization issued by the Commission for the construction or operation of a station whose application is denied, including assignments or transfers of control, experimental or temporary authorizations, revocations, suspensions or modifications.

Private counsel have contended the Commission's view of no appealable interest in such cases is erroneous. The provisions of the White bill would settle that point.

Indicating further the autonomy of the two divisions, is a new provision dealing with motions for reconsideration or hearing. This provides that a motion for reconsideration in any matter determined by a division shall be reconsidered by the division, rather than the full Commission. It is provided that petitions for rehearing must be filed within 30 days from the effective date of any decision and would automatically stay the effective date of the Commission's action.

Examiners Revived
The final provision of the White bill would restore the examiners reports in all adversary proceedings. While it does not specifically provide for appointment of examiners—specifying merely that any qualified employee of the Commission can hold hearings—it nevertheless requires the person conducting a hearing to file a report setting out all basic or evidentiary facts developed by the evidence as well as "conclusions of fact and of law upon each issue submitted for hearing." This provision in effect would countermand Chairman McNinch's recent abdication of the Examining Division, under which the Commission does not use the examiners' reports procedure but instead adopts proposed findings of fact as grounds for decision.

It did not long for opposition to develop to the Wheeler bill after its introduction Feb. 9, at which time Senator Wheeler issued a statement in which he expressed the three-man Commission idea. [BROADCASTING, Feb. 15]. The legislative committee of the NAB immediately got together under the chairmanship of John A. Kennedy, WCHS, Charleston, W. Va. Following several conferences with Sena- tor Wheeler and with Chairman McNinch, the Committee was asked to submit recommendations to the Senate Committee chairman which might be considered in revising the McNinch-Wheeler draft.

Wheeler Not Dogmatic
Chairman Wheeler stated he was willing to make concessions on demands from the industry for changes in the bill. He told the NAB group he would be glad to give serious study to any suggestions it might advance. "I am not dogmatic about the bill," he declared, "and I will remain open-minded on the subject pending presentation by the industry of its official argument on the type of setup they favor." He reaffirmed his faith in a smaller Commission, pointing out that arguments have been made for a larger board. He said he felt a smaller Commission is conducive to greater efficiency.

"If it were not for the fact that the industry itself is in favor of a non-partisan Commission, I would advocate a one-man administration to supervise radio, telephone and telegraph," he asserted. The present Commission is "weak and inefficient," he added, and has been "plagued by politics" ever since its inception.

Senator White's statement on the Wheeler bill was issued Feb. 17—just four days before he introduced his own measure. Calling the bill primarily the Committee work of Chairman McNinch, Senator White said that it did not reflect the "considered judgment" of any person informed as to the communication problems and did not make a contribution to the communications services of the nation.

He added that Chairman McNinch had contradicted himself and repudiated previous expressions he had made in connection with the FCC. He pointed out that in abolishing the divisions of the Commission in 1937, Chairman McNinch had brought out that the aggregate wisdom and judgment of seven minds is "surely greater than any two or three of the seven." Now, however, "he is advocating a three-man Commission," said the Senator. Senator White called the McNinch-Wheeler proposal a "legislative purge of commissioners of independence and courage." He said that, stripped of all pretense, the bill is designed to vest in one man authority over the vast communications of the country and in particular a "life and death" power over broadcasting, one of the two means of reaching the mind and influencing the thought of America. He added the bill makes contribution only to the political efficiency of the Commission.

"No statutory change is necessary in order to make effective the framework and administrative machinery of the Commission," he continued. "It does require legislation to abolish the present Commission of seven and to create a Commission of three and to centralize power in the chairman as is now proposed. It does require legislation to force out of office men who think for themselves and who act independently and courageously. These are the real reasons for the McNinch bill."
General Hearing on Television Likely To Be Held This Spring

May Date Considered for Study by FCC Group; Technical Standards, Spectrum Are Problems

THE FIRST general hearing on television, to appraise its present status and to project standards for its future, is to be held by the Federal Communications Commission, which was granted the whole matter of television development, is inclined to favor a general conference and is expected to make such a recommendation to the full Commission in the near future. The committee comprises Craven, chairman, Brown and Case.

Among matters referred to the committee are adoption of technical standards to govern television so that all receivers would conform to transmitters, to protect the public against obsolescence for a definite period, perhaps three to five years.

A second matter, involving application of WTMJ, Milwaukee, for an ultra-high frequency television station, has been lifted for experimental operations to test public reaction. Current rules prescribe that users must engage in technical research designed to aid advancement of the art.

The Spectrum Problem

Because many problems, technical and economic, are involved in adoption of a policy to nurture television, committee members appear to feel a public hearing is desirable before regulations are finally adopted.

Also important technically is the limited spectrum available for visual broadcasts. At present, 34 channels of six megacycles each are staked off for ultimate television use. In the present state of the television art, it is generally conceded these channels would not accommodate national television service without overcrowding in larger cities. Despite the limited coverage of the ultra-high frequencies, there would not be sufficient geographical or frequency separation, particularly in the congested East, to afford diversified service.

Economic and policy problems are staggering, with no definite solutions in sight. Not the least important is that, with other established industries. Most likely to be affected would be motion picture and newspapers. Whether television would provide pictures to any appreciable extent is still problematical, but it is known that the movie industry has already been placed on the present strides made by visual radio.

Some tapering of national lineage in newspapers has been attributed to television, though local lineage generally has accelerated. The note of concern injected in some circles over imminent television lineup has cut into local lineage such as department store display, groceries and other merchandising—since in addition to the ear appeal, radio then would offer an eye appeal in the display of wares.

These two phases admitted are in the conjectural realm but because they are present at least in some quarters, it is felt that the problem of obsolescence, a problem of the order of the television, should be fully exposed at a public hearing.

Yet another policy problem finally destined to come into the open is that of specific allocations. The question is whether broadcasters, motion picture exhibitors, newspapers or any other group should be regarded as the most desirable types of prospective operators, or whether the public, by its conduct, has made the theory that television, as a radio service, is the rightful inheritance of the broadcaster. The motion picture industry, for instance, has, in the past, strongly espoused the view that television falls in its sphere of operation and that there have been several tie-ups of film companies with television experimenters.

The FCC committee has conferred recently with the Engineering Committee of the Radio Manufacturers Assn. in connection with the standards. This matter is being given careful study by the BTC group, particularly in the light of market allocation phases.

Main Television Problem, Says Lohr, Will Be to Keep Down Initial Expense

KEEPING costs down will be the chief objective of the experimental television broadcasts to be started this spring NBC, President of the network, has been asserted recently. NBC's contemplated two hours a week of eight broadcasts will entail the expenditure of approximately $1,000,000 a year, he said, and under pressure from dealers wishing to increase sales of video receivers or from competitive television broadcasters for better programs and more time on the air, it would be extremely difficult to hold the line when the medium was hopelessly red.

Doddging Bankruptcy

Pointing out that the least expensive motion picture costs in the neighborhood of $5,000 a minute, with the overhead involved running to more than $25,000 for each minute of screen time, Maj. Lohr said NBC will find it necessary to cut out expenses, particularly if television is to be at a few years (five is his own guess) before television will be in a position to ask for support from advertisers, economy will be the watchword of the sight broadcasters, unless they are all going to end up in the bankruptcy courts, NBC will require expanded wage scales for television work from the American Federation of Musicians and other unions; these those paid for sound broadcasting, he said.

If for no other reason that it would double costs, RCA has no plans of setting up a separate corporation to handle television, only. Maj. Lohr declared, scooting a frequently recurring rumor that RCA will try to break into broadcasting by forming a separate television organization within NBC, he said, and for much the same reason. In addition, television will be handled along with sound broadcasting by each department concerned, altho' individual engineers, programing, production. publicity, etc., will probably devote much of their time to the medium, forming a console organization that could easily at some future time be segregated into a separate organization if that should become desirable.

How soon commercial television will be established on any scientific basis, he said. For example, he continued, assume that television is four times as effective an advertising medium as sound broadcasting so that an advertiser

WEVD Starts Program To Combat Demagogues

WITH the avowed purpose of "combating the demagogic, anti-democratic and anti-semitic campaign of Father Coughlin and his allies," WEVD, New York, on Feb. 16 began a weekly Tuesday night series of half-hour programs titled "Free Speech" for which Rev. C. Kernan, Episcopal bishop of Bowne, N. Y., was the first speaker.

Since the discontinuance of the Coughlin broadcasts by WMCA, New York, the Detroit priest's Sunday afternoon discourses a re heard by stations, including WHBI, New York, with an evening rebroadcast by transcription on WWRL, Woodside, L. I., Tuesday. However, is also carrying a new Monday night series of replies to Coughlin under auspices of the American League for Peace and Democracy.

Meanwhile, picketing of WMCA continues each Sunday, with the marchers alternately also demonstrating before the studios of CBS and WBO. At the Feb. 20 Madison Square Garden meeting, where President Roosevelt and other Government officials were hushed and Hitler was cheated, it was encountered that loudest cheers were for Fr. Coughlin. James Wheeler-Hill, Bunc. secr., was addressing a picketing demonstration by St. Coughlin by picketing WMCA. On Feb. 26 the pickets numbered only about 200 due to rain.

Institute Adds 9

UTILITIES Engineering Institute, Chicago, has increased its staff to 23 members with the latest additions including KNX WEE WKB WC WHBK LRA in the Western Electric Face CNW and the four in the Eastern Coughlin, James Wheeler-Hill, Bunc. secr., was addressing a picketing demonstration by St.

Sixth Show on CBS

PROCTER & GAMBLE, Cincinnati, will be sponsoring six programs on CBS television March 6 in its 618th hour of "Manhattan Mother for Chipso on ten CBS stations, Mondays through Saturdays at 9:15 a.m. Mrs. H. B. Ryan, New York, is the agency in charge of Chipso advertising.

whose program on a New York station now has a maximum audiance of 4,000,000 sound receivers would be satisfied with a video audience of 1,000,000 receivers. Assuming that Americans will purchase television sets ten times as much as English, who has bought 4,000 receivers in the two years since television has been broadcast, NBC will take 50 years for the 1,000,000 total to be reached. While the figures are correct, the answer is nonsensical, he said, adding that common sense and experience with what radio has done can a reasonable conclusion be reached as to the future of television.

Although some 25 advertisers have asked for the privilege of being the first television sponsors, NBC has turned them all down, Maj. Lohr stated. In the first place, he pointed out, NBC does not have any commercial television licenses, he said, but even if such licenses were available NBC would not offer television to advertisers until it had something more than novelty to sell.

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BROADCASTING • Broadcast Advertising
Temporary License Procedure Dropped  
(Continued from page 16)

be entered, the licensee should be immediately notified by wire in order that he be informed that such an order has been entered and that there will be forwarded to him copies thereof or reasons therefor. Thus, the licensee will not be informed for the first time through the press."

Stations Harassed

In his minority report, Commissioner Craven makes application for hearing in itself workless inconvenience. The former practice, he said, resulted in an "onerous burden upon an already harassed station personnel."

He recommended that the Commission entirely abolish its past and present broadcasting complaints as well as the practice of designating license renewal applications for hearing for isolated in- star regulatory powers of the Act, or the Commission's rules and regulations or of conduct of the station contrary to the standard of public interest.

Pointing to the strict prohibition against program censorship in the law, Commissioner Craven urged that the FCC should perform its duty and release all market, the original broadcasting schedule of only two or three stations with no performances on Sundays, and the natural apathy of the public and the conditions of one-flush innovation, had combined to keep down the sale. Recently, he said, reduced prices for sets and a standardized schedule of four hours of telecasting seven days a week had greatly stimulated set sales.

Philco and Zenith Plan Spring Video Receivers

THAT Philco Radio & Television Corp., Philadelphia, will have televisiors on the market in May, when regular daily service in the New York area coincident with the World Fair, was announced in late February. Models and prices will be announced to distributors at Philco's sales convention in New York March 6. Philco has been testing its own television experiments for several years and is licensed by the FCC to operate a high frequency station in Philadelphia.

The radio set manufacturer apparently making ready for the television market is Zenith Radio Corp., Chicago. In late February applied to the FCC for a license to cover its construction permit for a television broadcasting station in that city. RCA, with NBC will operate the Empire State Bldg. transmitter in New York, previously reserved for them, and would have televisors on the market. Trade circles estimate that up to $6,000 sets will be sold in the New York area during 1939.

INDICATING that it may soon begin installation of a television transmitter in Chicago, NBC has acquired options for antenna sites atop the Chicago Opera, Board of Trade and Marshall Field buildings.

BROADCASTING • Broadcast Advertising

Ivan Javal, Baird Official, Proposes Manufacture of Video Sets in America

IAN JAVAL, commercial director of Baird Television Ltd., English manufacturer of television sets and television research organization, is in New York studying the feasibility of forming a company to manufacture and distribute television receivers of Baird design in this country. Mr. Javal expressed special interest in the use of television as mass entertainment in this area, stating that the company, which is associated with Gaumont British Films, has developed equipment capable of projecting television images on a screen 16 feet wide with delineation comparable to that of the average newssheet.

On Feb. 26, he said, the BBC telecast of the lightweight championship bout was reproduced in three G-B London movie houses, where it filled to capacity at 50 a seat.

Audience reaction to the televised program was so good, he said, that all G-B theatres will be equipped with television receivers if the government will permit them to pick up the regular BBC sight broadcasts or erect their own transmitter for telecasting programs for exclusive theatre consumption.

Asked what had retarded the distribution of sight receivers in England, Mr. Javal said that high prices of the first sets on the market, the original broadcasting schedule of only two or three stations, with no performances on Sundays, and the natural apathy of the public toward the innovation, had combined to keep down the sale. Recently, he said, reduced prices for sets and a standardized schedule of four hours of telecasting seven days a week had greatly stimulated set sales.

MARCONI SCHOLARSHIP

HIGH SCHOOL students within 50 miles of New York are invited to compete for the second Marconi Memorial Scholarship, sponsored annually by the Veteran Wireless Operators Assn., according to Jack Ferguson, chairman of WOR and chairman of the scholarship committee. The annual award of a two-year scholarship at RCA Institute, $600 per year, is planned as a regular yearly project by WVOA, with a different chapter making the contribution each year. Winner of the scholarship, which has a monetary value of $880, will be determined by a competitive examination to be given during the spring.

WPTF Covers Tornado

WPTF, Raleigh, aired a special remote broadcast giving details of the devastation on the outskirts of Windsor, N. C., where a tornado swept four persons to their deaths, injured scores and caused hundreds to be homeless. Within a short time after Police had cleared roads into the stricken area, WPTF had dispatched a special news crew to the scene and by 8:15 a.m. the morning following the big wind, Wesley Wallace, assistant program director of WPTF, was on the air. Though arriving in Windsor, 125 miles northeast of Raleigh, in the early morning, technical director Henry Halvick was able to get his telephone lines through from the scene in record time.

KATE SMITH was presented with an honorary membership in the Abbott E. Kittredge Club, 50-year-old organization for women in Greater New York, and a newly-formed club medal during her broadcast for Diamond Crystal Salt on CBS at noon, Feb. 18.

Zworykin Blends Sight and Sound

A SYSTEM for broadcasting both sight and sound signals on a single carrier wave is covered by a patent (No. 2,146,876) recently granted Dr. Vladimir K. Zworykin, director of electronic research of RCA, to whom the patent is assigned. Said to be more simplified than the systems now in use, which broadcast the sight and sound signals on separate frequencies, and to eliminate any interference between the two signals, this new system is also said to permit economical manufacture of receiving sets, with a consequent reduction in their price.

In brief, the system is a new type of cathode-ray tube that stores up the sound signals while the visual images are being broadcast and then sends out the sound in the brief interval that occurs when the scanner in the television camera, having scanned one line, returns to the start of the next line. During this returning period, which takes place as a one-hundred-thousandth of a second, no visual images are broadcast and it is then that the sound is sent out.

Television As Topic

FURTHER PROOF that television's future in Hollywood is being seriously considered by film technicians is indicated with announcement by the Bay Area regional council that this year's convention will be devoted to discussion of the new medium. Final meetings of the organization on April 11 will be featured with papers on television by leading radio authori- ties from every section of the country, Tasker said. Lorin Grignon, Paramount chief transmission engineer, will preside at the television meeting.

More Take Lone Ranger

GENERAL BAKING Co., New York (Bond bread), on March 27 starts The Lone Ranger on WOR and WSPD, Monday, Wednesday, Friday, 7:30-8 p.m. Agency is BBDO, N. Y. Effective March 1, the program is being sponsored on WGDY, Minneapolis, by the Zinsmaster Baking Co., that city, and on Feb. 20 started for Denver and Co. on WSEI, Pocatel- lo, Idaho.

MORE NATIONAL ACCOUNTS

Buy Time on CJOH than on any other Vancouver radio station

CJOH

Vancouver, B. C.

National Representatives:
Joseph Hershew McGilliver

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www.americanradiohistory.com
KFVD Tower Crashes
A STORM which swept Southern California Feb. 18 toppled over the KFVD, Los Angeles, 250 foot, 60 ton transmitter tower, located in Culver City. The tower crumbled off its 25-foot concrete base, narrowly missing the transmitter power plant, and caused damage estimated at more than $5,000. Station, operated by Standard Broadcasting Co., and managed by Frank Burke Jr., was off the air from 11:02 a. m. to 4:12 p. m., until an emergency antenna was erected.
Jack Smithson, chief engineer, was on duty at the transmitter plant at time of the storm.

White Labs in Gotham
WHITE LABORATORIES, Newark (Feen-a-mint), on Feb. 13 started a campaign of one to five spot announcements daily for 20 weeks on the following New York stations: WNEW, WINS, WEVD, WBIC, WMCA and WHN, Wm. Estey & Co., New York, handles the account.

KFDR
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts nighttime. A Sales Message over KFDR Covers the Heart of Missouri.

4455 recipes from six
5 minute spots? Where?

"BARGAIN HUNTER" of KDYL, Salt Lake City, interviews three shoppers daily on the program sponsored by and presented from the local Grand Central Super Markets. These shoppers each receive a dollar's worth of groceries free from the market for their appearances.

After eight weeks on the air, KDYL's "Bargain Hunter" program, sponsored five minutes at 10:30 a.m. Mondays through Fridays by Salt Lake City's Grand Central Super Markets, has established itself as a proved morning business-getter. Programs are remote from the market in Sugarhouse, a suburb.

A KDYL announcer, acting as the Bargain Hunter, quizzes three shoppers on each program on their choice of the three best bargains in the store. Each shopper interview received a dollar's worth of groceries free. All are interviewed on likes and preferences in menus and other pertinent facts about victuals.

The program has boosted morning traffic in the store phenomenally, it is claimed. Plans now call for broadcasts in each of the five markets operated by Grand Central, with the Bargain Hunter presented from each store for a two-month period. The feature is well merchandised, each market displaying banners and carrying "reminders" of the broadcasts in all their newspaper advertising. Special Saturday afternoon programs have been staged to acquaint more people with the broadcast, which is handled by Dave Simmons, KDYL assistant production manager, who developed the idea and writes the daily script.

WMCA Ransacked
EXECUTIVE offices of WMCA, New York, were entered and ransacked on Sunday, Feb. 21, apparently by vandals, who opened desks and scattered papers about, although nothing was reported stolen.

How the intruders entered the offices was not determined, but it is believed that the intrusion took place about 1 p.m. at which time a telephone operator noticed that a receptionist's desk had been taken from the hook in the office of Donald Flann, president of the station. Station executives thought some "crank" or intoxicated person was responsible for the act, and did not consider the intrusion at all connected with WMCA's recent trouble with picketers sympathizing with Rev. Charles E. Coughlin, whose Sunday addresses WMCA has refused to broadcast.

WBNS
5000 Watts Night 1000 Watts Day
ALL YOU NEED IS
5000 WATTS CENTRAL OHIO
1000 NIGHT

BROADCASTING • Broadcast Advertising

WHILE facsimile broadcasts are still primarily for the benefit of the engineers and still more concerned with the instruments as photos that can be taken with the entertainment or educational value of the material transmitted. WOR, New York, announced it will soon broadcast pictures and printed lessons on amateur gardening for the benefit of owners of facsimile receivers within range of the station. Series will be presented in cooperation with the Agricultural Extension Service of Rutgers University, and WOR also broadcasts the Homemakers' Forum and Radio Garden Club on WOR.

In late February when churches were closed in Champaign, Ill., as a result of a flu epidemic, WDWS, that city's only four programs daily for all denominations.

Midwest news bureau of Travens Productions has been moved to 201 N. Wells St., Chicago, the studios of WJJD, according to an announcement Feb. 20 by Herbert Moore, president of Travensadio. Rex Good continues as regional manager. Arrangements have been made for a direct TWX wire from New York to WIND, so the important news breaking after the regular broadcast day may be announced during the Night Watch and nightly on WIND from 12 until 4 a. m.

More than 1,700 veterans of the Edgemont Memorial Hospital watched the NBC Jamboree when the half-hour Friday evening sustaining program was interrupted from the hospital auditorium Feb. 24.

A special military program was prepared by WMCA, Oklahoma City, for National Defense Week, in cooperation with local military officials. Interviews with officers, remote pickup of a military inspection and brief talks featured in the program, aired by James Cox, of the WRY staff, who is a reserve officer.

Another preview presentation of "The Shadow of Fu Manchu," serial program released through Radio Attractions, New York, was put on by WHEC, Rochester, Feb. 28. Preview guests were given a Chinese supper, shown the opening chapters of the serial, and escorted around WHEC's studio. Announcer Betty French, dressed as Dr. Fu Manchu.

STAR RADIO PROGRAMS, New York, has released a promotional sales brochure on its new feature script show, the Woman's Radio Journal, to aid local station salesmen in selling time for the show, which is scheduled to start March 15.

SPECIFIC success of its morning round-up of news and information for America's rural population, WOR, New York, has revamped the Farmers' Digest to almost a full hour, six days a week. Prepared under the supervision of Transadio Press, the programs are presented by m. c. Howard Barnes from 6-6:30 a. m.

Presentation of an anthracite by Scranton firemen to honor Annunciation women who died in a recent fire was broadcast Feb. 23 by WFSL, Scranton. A recording was carried later by WYLY, Shippensburg.

KVOA, Tucson, which joined NBC Red in Feb. 5, has been made a bonus station, available without extra charge to NBC advertisers whose programs are also broadcast on RTAR, Phoenix. The half-hour rate of the latter station was on Feb. 25 increased from $220 to $160 an evening hour.

GOLDEN GLOVES fights are being broadcast on MBS from Feb. 27 to March 20 inclusive. New York finals will be March 6, 10:15-11 p.m.; the Chicago finals on March 10, 10:00-12 midnight, CST. For the ninth consecutive year, Quin Ryan is handling the Chicago series, while Dave Driscoll handles the Eastern bouts.
WCBS, Springfield, Ill., dedicates its new home

Lincoln's birthday, Feb. 12, was appropriately selected as the
dedication date for the new home of WCBS, Springfield, Ill., the city
in which the Great Emancipator spent much of his early manhood.
On that date WCBS formally opened its new
offices and studios in Springfield's "Radio Center" in the
Leland Hotel, with a program featuring acting
Governor Jesse Stille of Illinois and
Mayor Kapp of Springfield.

The new plant includes three
studios, the largest seating 125 persons and containing a complete
kitchen for household science programs.

Mr. Dewing

In dedicating the new studio and offices
building in the University Park.

The broadcast, covered by WPTF in North Carolina, Thursday, Feb. 12, saluted the station in a special broad-
casting originateing from the campus of the school.

The 60-man chorus participated in the program, and
President Simms of the university paid
tribute to the station and its management.

TOOMY DORSEY, with 222,474 votes, won the recent Philadelphia
King of Swing poll conducted by WHA, Philadelphia, on its 9:15
Express program. Slightly followed by Benno Goodman with 274,442
votes and Artie Shaw with 97,042.

EVIDENCE of Latin American interest in the Spanish news broadcast
on GE's shortwave station, W2XAF, Chicago, is shown by a request from two Cuban stations for permis-
sion which was conveyed to General Manager of
the daily program, COJ and CJX.

Caminada, Cuba, recently asked permission to rebroadcast the program conducted by Vincent Tovar.

WEVD, New York, has started an
Author Reviews Book, a series of weekly quarter-hour programs in
which well-known writers will discuss their own work. Miss Kresman Tay-
lor, author of Address Unknown,
opened the series in February.

UNITED PRESS has recently added
the following stations to the list of those carrying its radio news service:

W2NS, Gastonia, N. C.; W2CM,
Ashland, Ky.; W2LYM, Laconia, N. H.; W2ALM, Laurel, Miss.;

KMA. Shenandoah, Ia., has started
use of a 30-page manual, compiled by
Owen Sallender, KMA production head, outlining procedures and practices for the continuity, program and
production departments.

COLLISION with another car en-
route to a remote broadcast from Omaha crippled the middle unit of KMA. Shenandoah, completely demol-
ishing optimum monttings and tuning box located on the front of the truck.

NRC on Feb. 26 broadcast a special program of the opening festivities of the famed Baila Carnival, celebrated annually in Switzerland since the
Reformation, Max Jordan, NBC's contin-
ental European representative, de-
scribed the colorful scene in Basel's
market square, which started at 4
a.m. Basel time, but due to the dif-
ficulty in time, could be heard in this
country on Sunday evening.

To increase good will between American exporting manufacturers and Latin America, the editors of Importer's Guide, export trade journal
published by J. E. Stettler & Sons, New York, are presenting a series of Latin American broadcasts on W2XAU. CBS experimental short-
wave station in Philadelphia, twice weekly from 12 to 2 p.m. The
programs, broadcast in Spanish under the
label Los Andaluzantes del Progreso (Progress on the March), consist of
sentiments on the outstanding scientific and industrial developments in the United States and their resultant benefits to Latin America.
Program at Dawn Is Successful for Cincinnati Bank

Variety Motif Draws Audience As Well As Customers

THE OLD THEORY that banks and financial institutions had to use symphonies, concerts or lectures in radio advertising has been disproved by WKRC, Cincinnati.

As far as the WKRC management is able to determine, the Fifth Third Union Trust Co. of Cincinnati, is the first bank in the country to adopt a program of popular appeal to sell its service to listeners. The Fifth Third's Sunup Jamboree, heard over WKRC daily, Monday through Saturday, 7-7:30 A.M., is a variety show that might just as easily be used to promote the sale of bread or soap.

By using six half-hour programs weekly, it is believed Fifth Third Union Trust has one of the largest buyers of radio time in its class of sponsorship. Scrupulously attentive to its promotion efforts, the Fifth Third has declared itself highly pleased with its WKRC campaign and on Feb. 13 renewed the schedule for another 26 weeks.

Doing the Job

"Our Sunup Jamboree program is the perfect advertising medium," says Mr. Hill, vice-president of the bank. "It is doing the job we want done and our business in the personal loan department exclusively, will eventually be the medium for acquainting the public with every phase of the bank's activity. Any effort as successful as the Sunup Jamboree, Mr. Hill said, necessitates all types of customers and each department of the bank will receive special attention on the air in its turn.

A few weeks before Christmas, WKRC broached Mr. Hill on the subject of the Fifth Third using radio time. The bank executive agreed to try the idea and accepted WKRC's suggestion of a popular type program to be broad cast in the early mornings. On Nov. 29 the bank signed a 13-week contract. The show was to be a potpourri of transcribed music, time and weather reports every five minutes and a fifteen-minute news period giving the freshest news of the day.

The Sunup Jamboree went on the air the first Sunday. By noon of the next day, there were 18 applicants for personal loans from the Fifth Third's Sunup Jamboree, conducted over the WKRC program in introducing themselves.

An interesting fact about the applicants was that they all came to the bank during the lunch hour, prompting the conclusion that WKRC's suggestion of a show to reach the working people was correct.

Perhaps the most unusual case of the Sunup Jamboree's results has resulted in that of a farmer living in Indiana, more than a hundred miles from Cincinnati. The first week of the Fifth Third's radio program, the bank received a letter from the farmer outlining his position and wanting to borrow $200. Never having borrowed any money, the farmer didn't know how to go about it; the radio program, coming to him in the early morning when he was pre paring for the day's work, solved his problem by telling him how to negotiate a loan. He was referred to a local bank.

The radio program was in the nature of a public market place; the commodity, money, was available for anybody able to meet the requirements to get it. The program served as a guide.

For financial institutions having personal loan departments, there can be no better time nor method of reaching numerous customers than an early morning radio show, Mr. Hill says. Usually, the type of loan demanded is a hard to get tough spot or to lump debts into one sum, thereby making it easier to pay. The class of people wanting these loans are the working men and women who do not make large salaries and who have to be on the job by 8:30 or 9. Their credit, in most instances, is excellent and they are good risks up to a nominal sum; they are, in short, the men and women who do the world's work.

Diesel Schedule

HEMPHILL DIESEL SCHOOLS, Chicago (instruction), on Feb. 28 increased its spot schedule of varying announcements and participation in the WKGO, WAG, KMB, KCBC, Kansas City; WHO, Des Moines; WDAY, Fargo; KGKO, Fort Worth; WLS, Chicago. The series on WLS is a five-minute, thrice-weekly program. Critchfield & Co., Chicago, handles the account.

Folger WNAK Test

WNAK, Yankton, S. D., is making a 40-week test for Folger Coffee Co., Kansas City, using its transcribed quarter-hour Tom Bradley, Adopted Father. To push the new program, WNAK devoted every second night to spot announcements promoting the show. Gardner Adv. Agency, St. Louis, is agency.

Arizona Bank's Business Aided by News Program

AIDING IN CUMULATING six years of steady growth in radio, the First National Bank, large Arizona banking concern, recently signed a $2,500 agreement for a long-term campaign including six weekly news broadcasts on KTAR, Phoenix, and KVOA, Tucson. The news is processed in KTAR's news bureau from UP leased wire reports.

In January, 1933, President Walter R. Brummett, sponsor of the program and chairman of the investment committee of the American Bankers Association, worked with I. V. Shun, president of Advertising Counselors, agency in charge of the account, outlining a long-term campaign employing all major media.

At that time the bank had nine branches and a main office; today the number has been doubled. Deposits have grown from under $10 million to over $40 million; accounts from fewer than 12,000 in 1933 to 60,000 in 1938; loans outstanding, from three to 16 million.

Bank personnel, who have been educated on increases in total deposits and net profits by department.

Newscast. The weekly program of the Valley National Bank series is Jimmie Creasman, with Arthur Anderson handling the commercials.

Sales Session Set

THE Sales Institute for Ohio broadcasters, launched successfully last year, will hold its second annual forum April 1 at Columbus under the direction of Harry Panter, WCKO, sales manager of WADG, Akron, and organizer of the group.

The Ohio Broadcasters Association has adopted the Institute as one of its official activities. Serving with Mr. Panter on the arrangements committee are Bill Orr, WHFS, Columbus; Gene Carr, WJGR, Cleveland, and Dave Brown, WHO, Des Moines, as a one-day meeting for radio salesmen with guest speakers.

First-hand information on radio ad sales and sales techniques was exchanged for the benefit of Ohio salesmen.

11th District to Meet

STATIONS of the 11th District of the NAB, comprising North Dakota, South Dakota and Minnesota, will hold their next meeting at Rochester, Minn., in May, at which time the district will nominate the district director to sit on the NAB board. The nominating committee, named by Earl H. Gammon, general manager of WSGC, and Scranton, the district director, comprises E. G. Reineke, WDAY, chairman; E. D. Wight, KBEL, Albert Lea; and Wallace Stone, KUSO, Sioux Falls, and Gregory Gentling, KROQ, Rochester.

Swift in Kansas City

SWIFT & Co., Chicago (Frankfurter) has kicked off a spot campaign in Kansas City, consisting of daily announcements and five chain break announcements on Friday, with a long weekend evening chain breaks on KMBI and KCKJ. N. Walter Thompson Co., Chicago, is agency.
U.S.-Canadian Agreement Disclosed

Terms of Havana Treaty Basis for Pact for Wave Shifts

DISCLOSURE for the first time of collateral agreements made by the United States with Canada on assignment of regional and local stations on duplicated channels, pursuant to the terms of the Havana Treaty of 1935, which became effective on the application of WHLS, Port Huron, Mich., for unlimited time on 1370 kc. in lieu of its present daytime assignment on that channel.

The 1370 kc. channel under the Havana Treaty would become 1400 kc. and C. H. Owen, broadcast engineering consultant, formerly of WHLS, testified that such a change would result by virtue of the terms of the agreement since CFRF, London, Ont., is earmarked for the same channel. At that time, Mr. Owen placed in the record the text of the agreements.

Other Agreements

In addition to the agreement covering assignments of regional and local stations in Canada on shared channels, the executive committee of notes between the State Departments of the two Governments was placed in the record during the hearing on the application of WHLS, Port Huron, Mich., for unlimited time on 1370 kc. in lieu of its present daytime assignment on that channel.

It was brought out that these assignments are reserved pending ratification and operation of the North American Regional Broadcasting Agreement, but that pending such action the two Governments agree that in making any decision regarding assignments of new frequencies, the assignments agreed to will be afforded protection in accordance with the allocation standards provided in the treaty.

Local Assignments

In addition to these 16 stations, it was stated, there are 13 stations now operating in Canada with power of 500 watts or less on channels that are now classified as regional channels and under which the terms of the proposed agreement will be regional channels for the assignment of Class III stations with a minimum power of 500 watts. It was agreed the two nations would cooperate fully to make sure that assignments should be assigned to local channels in order that they may be protected. Interference from other stations under the allocation principles. Assignments for these stations were specified in the agreements as with the 100 watt power the following frequencies as follows:


RADIO AND THE CRIME WAVE

Tips From Stations Prove Helpful to Law Enforcers

In Tracing and Capturing Criminals

RED HOT news was carried by KOIN, Portland, Ore., recently when it broadcast a holdup flash while the crime still was being committed. A few weeks earlier a Foster May of WOW, Omaha, who a few weeks ago apprehended a holdup man in his car under the noses of a pursuing posse.

When two armed holdup men entered a Union Oil Co. office on the first floor of a heart of downtown Portland, a switchboard operator, although covered by a revolver, whispered an alarm to an adjoining office, and the alarm was relayed to police. Through its own news-gathering channels, KOIN learned of the police call and carried the flash: Two men carrying guns hung up the Union Oil Co. offices in the Ye Olde Blod. right now!

Along with details of the robbery and suspected license numbers of getaway car a few minutes later.

KSEO and KELO, Sioux Falls, played an active part in a recent manhunt for two escaped prison farm convicts. After the pair had stolen a car in downtown Sioux Falls, the prisoners hit the road. Through the air under direction of Gene Dennis, young special events newswoman, asking the family to follow "the prisoners' route." Meaning the prisoners' route. Dennis was broadcasting complete descriptions and official instructions to posses organized as a result of earlier broadcasts. Doping out the convicts' probable route, Dennis supplied special instructions to police officers and other listeners along the road. When the pair did appear in South Dakota, S. D., as indicated by Dennis, they were immediately arrested by Sheriff Wickman, who had followed their instructions via the broadcast and was waiting for them.

Out of Control

DON McBAIN, CBS Hollywood, was a victim of Southern California's recent freak storm and as a result spent an entire day and night at an abandoned airport. McBain, a licensed pilot, flew to Phoenix, Ariz., to take delivery on a new plane for a friend and return to Los Angeles. Halfway home however, the plane headed into Southern California's "unusual" snow storm, and the beacons were prohibited landing. He circled Desert City for two hours, was unable to land and tried two other airports unsuccessfully. He was finally forced down, out of fuel, at an abandoned airport near Indio, and hitch-hiked through the blizzard to Indio to wire CBS in Hollywood of his predicament. Then he hiked back to the plane, tied it to a tree and waited until the following morning to continue his trip.

IRENA to Testify At FCC Hearing

Executive Committee Decides To Describe Its Functions

INDEPENDENT Radio Network Affiliates, representing the majority of the network outlets throughout the country, will appear before the FCC Network Inquiry Committee probably this month to set forth its functions, independent properties and affiliations. It was decided Feb. 28 at a meeting of the executive committee of the group in Washington. Appearing for IRENA will be Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.; WHAS, vice-chairman, and George W. Norton Jr., WAVE, Louisville, counsel.

The executive committee announced that pending the action of the NAB committee on self-regulation within the industry, scheduled to begin meetings next month, it had resolved to defer final action on the project network and commercial announcements and other matters relating to continuities. The committee had hoped for the IRNA meeting to be held in Atlantic City in July during the NAB convention.

The committee declared it had received only 145 replies to questionnaires sent to 520 stations last October dealing with network program policies and stated that a further effort will be made to get replies from the remainder.

Present at the meeting in addition to Messrs. Rosenbaum, Ethridge and Norton, were Gene McLeary, WOR, New York, and K. E. Kendall, WCHS; Walter J. Damm, WMJ; Paul F. Worency, WTIC; John Shepard, 3rd, Yankee Network.

Book on School Radio

A NEW BOOK titled Development of Radio Education Policies in American Public School Systems, by Dr. Carroll Atkinson, is scheduled to be off the press about April 15 as the fourth in a series of books being published by the Radio Survey Project as a follow-up of Dr. Atkinson's Educational Broadcasting in American Schools. The author traces the historical beginnings and present radio policies of 126 American public school systems (10.3% of the total) representing population centers of 8,000 and more. His introduction also summarizes the radio services of the Office of Education, National Education Association, NBC, CBS, MBS, NAB, etc. The book is being published by the Edinboro Educational Press, Edinboro, Pa.

AMOS 'n ANDY, in blackface makeup, were the subjects of an experiment in television pickup at the New York World's Fair on Feb. 20, the day before the noted NBC entertainers brought their hour-long description of the sights at the Exposition on their network program for the World's Fair Co. The experiment marked the first television experiment with a continuous television camera on a Fair grounds as well as the first time the team has ever faced a television audience.

CHARLES W. PHELAM and Mrs. Phelan, in association with Ethel F. Flynn, are the principals in an application filed with the FCC Feb. 25 for a new 100-kw station on 1290 kc. in Salem, Mass.
Portland Silence

WHEN a storm in Portland severed KQDN broadcasting facilities temporarily in February, a woman listener called to inquire why she was not hearing the station. She was told the power had failed and it was impossible to broadcast. "Well, why don't you announce that the power is off?" she asked.

Plans Frequency Tests

TO EXPERIMENT with frequency modulation, as opposed to amplitude, John V. L. Hogan, New York engineer and operator of WQXR, on Feb. 27 was authorized by the FCC to build a 1,000-watt station for ultra-high frequency operation in New York City. Mr. Hogan will employ principles developed by Maj. Edwin H. Armstrong. New York inventer-experimenter (BROADCASTING, Feb. 1) and proposes to parallel the experiments contemplated by the Yankee Network, General Electric Co. and WDRC, Hartford.

Crosley Television

CROSLEY Corp., operator of WLW, on Feb. 20 announced filing an application with the FCC for a new ultra-high frequency television station in downtown Cincinnati. If the application is granted, the station will be designed and built by engineers under direction of R. J. Rockwell, Crosley technical supervisor. The station would have an output of 1,000 watts and seek the band of 50 to 66 megacycles. It was stated no provisions have been made to broadcast television on a regular schedule and for the present the Crosley operations would be along experimental lines.

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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.

Help Wanted

CAN YOU WRITE RADIO SCRIPTS? Tell us all about yourself, your radio experience and qualifications. Include postcard for return of any material sent us. Box A263, BROADCASTING.

NATIONAL RADIO EMPLOYMENT
BROADCASTING seeks experienced salaried announcers, operators and other employees, capable technicians. Fill out the application. Complete information free. PARAMOUNT DISTRIBUTORS, Box 864, Denver, Colorado.

WANTED: Salesman who can produce for dealers in the eastern market. Sales ability and personal appearance required. Salaries based on actual sales. Box A259, BROADCASTING.

Situations Wanted

COMMERCIAL MAN with excellent sales record, plus three years experience with national advertising agency. Knows local advertising and spot buying. Excellent personal and business references. Presently employed. Box A259, BROADCASTING.

SALES PROMOTION - MECHANISATION: Good producer now desires change in experience. Experienced desk man or southern salesmen required. Thorough working knowledge sales promotion; program presentation; layout; publicity. Good foundation program principles, national accounting, wide network newspaper affiliation. Work with salesmen at all times. Highest salaries. Box A271, BROADCASTING.

GENERAL MANAGER: Capable assistant needs south or southeast location. Handle details - promotion, merchandising. Knows radio careers. Salary second- ary. Dartmouth graduate, married, presently employed. Box A270, BROADCASTING.

EXPERIENCED station manager, now sales manager educational work. Seeks better opportunity. Qualifications excellent for station or commercial management. Past record substantiates. Know virtually every field broadcasting. Available now. Box A270, BROADCASTING.

Assistant Manager of a 1,000 watt station desires to make a change. Wants position as Commercial Manager. Protestant, 28, married, and can show the flood of recommendations. Box A270, BROADCASTING.

PROGRAM-PRODUCTION MAN: Experienced national local accounts. Knows programming A to Z. Excellent organizer; producer; supervisor. Twelve years leading newspaper station college. Available immediately. Box A271, BROADCASTING.

Announcer-Producer, thirteen years all-around radio experience. Regional station and major networks. Excellent references. Now employed, desires relocation anywhere with opportunities. Box A266, BROADCASTING.

Advertising Manager seeks location northwest mountain states. Takes charges advertising department large station, complete charge smaller. Ten years exceptional record. Box A260, BROADCASTING.

Experienced radio operator. First Class Radio Operators License. Exceptional ability. Good references. Desires position in small station anywhere. Box A216, BROADCASTING.

WANTED

STATION WANTED: In or near Virginia. Have cash. Box A262, BROADCASTING.

Will pay cash for station priced right. Write particulars. Dr. Charles H. Jones, Montgomery, Alabama.

Station desired: Experienced manager wishes to purchase interest in station. Box A275, BROADCASTING.

For Sale-Equipment

Field intensity meter - RCA 758, latest model. Excellent condition, sacrifice for cash. Box A259, BROADCASTING.

First $100 takes galvanized steel uniform cross section vertical radiator - 20 feet or more one-nearin-Box A267, BROADCASTING.

For Rent-Equipment

Approved equipment. RCA TMY-18 field strength measuring unit (new), direct reading. Excellent Angus Automatic Recorder for fading on distant stations; G. E. radio frequency; C. E. radio oscillator, etc. Reasonable rental. Allied Research Laboratories, 260 East 14th Street, New York City.
ENGINEERS ADOPT NEW VOLUME UNIT

SUBSTITUTION of "volume unit" for "decibel" as the factor in determining audio volume level has been agreed upon by broadcast engineers at several recent conferences and is being adopted by NBC, CBS and Bell Telephone Laboratories. General adoption of this new principle would bring about use of an entirely new type of meter, or indicator for all audio panels.

Engineers attending the Second Annual Engineering Conference at Ohio State University, Dec. 6-17, agreed to adopt the new volume indicator as one which would eliminate confusion and provide a simplified means of measuring modulation. H. A. Affel, assistant director, Transmitters and Receivers, Bell; Howard A. Chinn, engineer in charge of audio engineering of CBS, and Robert M. Morris, development engineer of NBC, developed the new system. Weston Electrical Instrument Corp., Newark, N. J., assisted in the work and developed the volume indicator. Known as Weston Type 30 volume level indicator, specifications for the meter have been made available to all manufacturers and it is expected they will employ it.

Agreements reached at several engineering conferences regarding the new volume unit include the determination that zero volume level shall be defined by specifying the characteristics and methods of use of the new instrument and that a steady-state reference of one milliwatt be used. The impedance of the circuit across which the instrument is calibrated shall be 600 ohms. In order to avoid the more cumbersome term "db above zero level" and confusion with several existing standards, it was agreed to designate the readings of the new instrument as so many "vu" numerically equal to the number of db above zero volume.

The three operating companies announced their intention of installing the new instruments as soon as possible and of inaugurating their use on the one milliwatt in 600-ohm basis together with the adoption of the term "vu" in their plants on May 1, 1939. The hope was expressed that others would join in adopting the new standards at the same time.

RCA VICTOR has announced two new recording and instantaneous playback instruments, one a de luxe console type and the other a handy, low cost portable. Each is a completely self-contained unit, with a reproducing pickup, tone arm and loudspeaker, in addition to a velocity microphone, recording head with "Float Stabilizer" and amplifier. The console instrument is Model M-12700, the portable model, M-12701.

Coast Shortwave Station Is Opened at Exposition

WESTERN America began a pro

gram of shortwave broadcasts to South America with the inauguration on Feb. 18 of General Electric's transmitter at the Golden Gate International Exposition in San Francisco, the most powerful shortwave station licensed west of the Mississippi.

The station is operating every day of the fair and at its close will be moved to Belmont, Calif. Call letters are W6XDE. It operates on 6550 and 15,550 kc, with 20,000 watts and is equipped with directional antennas designed by Dr. E. F. W. Alexander, point

ted to the Far East and South America. It was installed under the supervision of Harold G. Towison, OE engineer. Two 70-foot towers have been constructed atop the ferry terminal at Treasure Island.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the "listeners' confidence."

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

BROADCASTING • Broadcast Advertising

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TELEVISION'S first public proving ground is to be New York when the World Fair starts there April 30 [Broadcasting, Feb. 15] because it is making a sort of preliminary debut at San Francisco's Golden Gate Exposition where RCA has erected this building which includes a television studio and viewing room. As illustrated here, guides direct visitors to the television studio where they may stand before the Iconoscope and see a demonstration. The Iconoscope is also being visible through a glass window. Transmission is via wires from room to room, since RCA-NBC are still concentrating their shortwave transmissions in New York where the telemobile units are to be kept for that fair. Exhibit drew an opening day of over 12,000. A report was estimated that one out of every 12 persons in the crowd of 150,000 visitors to the entire Fair saw and heard the television broadcasts in the reception room of the RCA studio, while inside crowds filed before the lens of the camera at the rate of 15 persons-per-minute for 12 hours, to watch the demonstration of video transmissions.

Common Antenna Analyzed by RCA

USE OF A single radiator for the operation of two or more stations, appears to be conducive to the development of cross-modulation interference, as contended by the Engineering Department of the Radio Manufacturers Association, at its recent meeting in Seattle. Bringing out that a technical condition of interference conditions in Seattle was undertaken last fall by Lawrence C. Furie, consulting engineer, with the assistance of local Seattle engineers, RCA said in a statement, "That this condition is the presence of spurious frequencies from the locations of KOMO and KJR to the FM equipment of a common station. Signals of KOL, located in the same area, likewise are affected, it is said.

The conditions reported, it was stated, "argue strongly against the installation of a common radiator for the operation of two stations, because cross-modulation difficulties in the space between large buildings in the field strength areas of the two stations coincide and because the use of a common radiator by two or more transmitters coincides with the results in complete coincidence of the fields of the transmitters."

Cross Talk Problem

Regarding the field strength of the spurious radiations, RCA stated that while they are far less than the signals of the frequencies of the two stations, "a modern broadcast receiver will readily accommodate such a signal."

The survey further showed, it was stated, that spurious radiations from the transmitter locations are "far less than those from other sources."
The report claimed that a cross-talk condition of this nature is "quite beyond control of the radio receiver industry since there is no expedient known at this time for alleviation of this condition through receiver design."

Districts having overhead wiring may show a much higher susceptibility factor on cross-modulation than those having underground wiring, it was stated.

The report further showed that cross-modulation exists between three electrostatically positioned transmitters — KOL, KOMO and KJR — which are located in approximately the same area in Elliott Bay.

RCA's Radio Toy

FOR the scientifically inclined youngster, RCA has introduced two new items to the toy trade—an electronics kit and effect kit. The kits were displayed at the annual preview of toy wholesalers in New York in February. The electronics kit may be used to build radio sets and p. a. systems; the sound effects kit contains devices similar to those used by NBC sound effects engineers.
Ad Club Campaign
CAMPAIGN of public education in the economics of advertising has been started by the Advertising Club of New York through its special committees and, speakers bureau is to be recruited from prominent members of the advertising and financial communities, and the Assn. of Advertising Men. On the radio committee, headed by Henry M. Kiesewetter, president of Sam G. Wingfield Associates, who is also general chairman of the special publicity committee is Henry Obermeyer, assistant vice-president of Consolidated Edison Co., of New York, and Edgar Kebak, vice-president of Lord & Thomas.

GENERAL FOODS Corp., New York (Red Rooster), on March 31 will return to NBC's 10 a.m.-11 p.m., agency: Benton &Bovries, N.Y.

S. J. SONNHEN, San Francisco, on April 11, renewal for 52 weeks Flicker McGee & Molly on NBC, 76 NBC-red stations Thursday, Sat., 9-10 p.m.

M. L. M. CALIFORNIA Co., Los Angeles (Alka-Seltzer) on Feb. 1, renewal for 52 weeks Flicker McGee & Molly on NBC, 76 NBC-red stations.

Network Changes
MENNON Co., Newark, N.J. (shaving cream), on Feb. 19 added WOL and KWMR in out-of-town, and WOR, New York's world's fair, now heard on 11 NBC stations.

STAR BRANDS, New York (Ralston's), on March 16 with Southern States, now adds WOR, New York, to its NBC network.

P. LORILLARD Co., New York (Old Gold cigarettes), on April 28 switches WOR, New York, to its NBC network.

QUAKER OATS Co., Chicago, on March 4 switches Quaker Party on CBS, New York, to its NBC network.

SWIFT & Co., Chicago (Sunblest bread), on March 4 moves Southside Smile Parade from Friday to Tuesday, 8-10 p.m., CEST, NBC.

J. E. BROOKS & CO., New York (Jergens lotion), on April 2 moves National Color on NBC, 7-8 p.m.

WARD BAKING Co., New York, on March 27 moves ABBA on NBC, 7-8 p.m.

AMERICAN TOBACCO Co. (New York), on March 1, 10-11 p.m., agency: Sherman & Co., N.Y.
KSD Seeks Shift To Get Full Time

Would Give Present Channel To KXOK and Use 630 kc.

In an unusual petition for "relinquishment," the KSD, St. Louis Post-Dispatch station, on Feb. 28 filed with the FCC a request for what amounts to a cancellation of a license which would place KSD on the 630 kc. channel with full time, and shift KXOK to the 550 kc. KXOK's present time-sharing assignment on 550 kc.

The effect of the petition is to request that FCC reclassify all applications filed in January by KXOK, under which there would be a three-station shift, it is expected the Times station on a full-time 630 kc. assignment. In its application, KXOK asked for the full-time 630 assignment in lieu of its present assignment on 1250 kc., on which it began operation last fall. Simultaneously, KFRO, Columbia, Missouri, also owned by the Star-Times, filed for assignment on 1370 kc., as a latecomer in the present part-time operation on 630 kc. At the same time WGBF, Evansville, filed for assignment on 950 kc., in lieu of its present 630 kc. part-time assignment.

Precedent Cited

The KSD petition requests that KSD be given 630 kc. with 1,000 watts night and 5,000 watts day for that KFRO, Lutheran station in St. Louis with which KSD shares time, retain its present 550 kc. assignment, and that KFRO and WGBF be given the same assignments requested in both petitions.

The petition, filed by Paul M. Segal, George S. Smith and Harry P. Warner, KSD counsel, contends that FCC is authorized to make such an allocation under the law and that it has precedent for it in several cases where a request for a shift in the channel was granted.

It is contended that KSD, operating since 1922, is the logical station for the 630 kc. assignment, and recites at length the efforts to which it has gone in seeking full-time operation.

Apropos the Star-Times and related applications for the frequencies, the FCC is informed that none of them reveals whether there is any understanding or contract among the parties, oral or written, involving payment to and from the parties for the proposed changes. The applications, it is alleged, "trade the parties' properties," just as though they were the property of and under the control of the licensees, rather than the subject of an assignment by the Commission under conditions to produce the maximum public service and benefit."

Earle J. Freeman has announced his resignation as manager of the Kellogg Co. and Kellogg Sales Co. Both have been ac-

Late Personal and News Notes

The hearing is for assignment of the Kellogg Co. and Kellogg Sales Co. Both have been active in the Western and Eastern regions.

Earle J. Freeman has announced his retirement from the Kellogg Co. and Kellogg Sales Co. Both have been ac-

GUX MEAD is now field representatives for the programs division of Wilt-

Taverner, who has joined Davis & Schwebel.

Robert F. Cromwell, formerly with Schwebach-Freay Printers, has joined the sales staff of KKE, Berkley, Calif.

E. P. H. JAMES, NBC sales promotion director, on Feb. 27 addressed a joint meeting of WMAA, NBC, and Mill- Lewis, staff dramatist, re-elected, with the station's in-house promotions director.

PHILIP RABINSON, dramatic director for WMCA, New York, and Mil- Lewis, staff dramatist, re-elected, with the station's in-house promotions director.

H. H. FREDERICK, director of the American Radio Tablets, has joined the NBC network.

VANCE BABB, NBC press department manager, has resigned after three weeks' trip to the West Coast.

LAMIN DAVI, man of WSNH, Alton, addressed the Western In- College Press, Feb. 24 on "Jour- nalism and Radio."

PHILIP L. BARBER of NBC International Department on Feb. 29 will take a three-week trip to Europe to see and report on the first-hand the effects of the war on the radio station.

HALL WOLF, for eight years sportscaster and special events announcer of KFOM-KJMJ, Seattle, has joined the NBC announcing staff in San Francisco.

NEGROH & GROHMANN, New York, have been appointed to the 650 Fifth Ave., International Blitz- Roecker, New York.

R. HAMILTON P. PHELPS of the Canadian Broadcasting Corporation, has been appointed as the assistant editor for the production of the Canadian Broadcasting Corporation, which will advise on life in Can-

KNOX MANNING, CBS radio news commentator, has just completed a three-week job in connection with the Douglas Corrigan film. "The Flying Irishman" at KXOK. Manning wrote the film for the film, served as commentator and appears as a member of the cast.

KXOK's newscaster has appeared in several other cases involving new station applica- tions, of which the important one is the KXOK preference petition. The preference petition was filed by the applicants for the assignment of 630 kc. to KSD, the petition alleges that KXOK has not made good its promises of program service to the city, and that the KXOK assign- ment could rest, the petition con- cluded, "would be a claim on the part of KSD that it has been fully served." The petition then chased through a subsidiary corpo- ration the 630 kc. frequency and that in the event of a preference, to right that frequency that the regulatory power of the United States, which of necessity implies full duty on the part of the Commission to assign the frequencies upon the basis of merit and priority in the public service."
To write continuity the WLW way requires a minimum of 10 full time continuity writers . . . experienced, talented men capable of creating all types of radio scripts. And because their writing is better than average . . . they have contributed greatly to making the phrase . . . “produced in the studios of the Nation's Station” the hallmark of outstanding radio production . . . the reason WLW is the only winner of TWO Variety Showmanship Awards for program originations.

...these things too, we think are part of the story of WLW.
The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

**ADVANCED FEATURES!**
Conveniently located operating controls... Separate talk-back microphones with interlocked switching to studios or remote lines... Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized... Rugged mechanical construction with hinged chassis for greater accessibility... Switches for quick connection of complete emergency amplifying channel... Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue... Plate current metering for checking of tubes in program channel... Attractive 2-toneumber gray finish—modern functional design... Factory wired, tested, and guaranteed, this equipment also offers many other features.

* * *
Use RCA tubes in your station— for quiet, reliable performance