"I wouldn't have DREADED that the two could be so alike!"

An orchidacious young Easterner of our acquaintance, visiting recently in these parts, was much amazed to discover that Iowa girls tint their finger-nails, dress their hair in the latest upswirl, and even say "definitely" in the same approved manner as the silken creatures of his own native New York, New York.

Which makes a pretty point when you discuss radio in this section. We believe our Middle-Western audience is the most eager and receptive group of people in the world, to anything that is new and better... For proof we point to the fact that during 1938 WHO was on the air 6,602 hours. Of this time, 4,212 hours (or 63%) were sponsored ... and a further breakdown shows that 2,082 (49%) of our sponsored hours were used by "spot" accounts... Such figures are a nice compliment to the effectiveness of WHO, because they are the best possible evidence that our advertisers get results.

A good part of the almost unbelievable results produced by WHO is due to WHO's unmatched coverage of "Iowa Plus" (consistent returns from 42% to 50% of all the counties in the U. S.). But the rest of the answer is found in the character and pocketbooks of our Iowa Plus people themselves—their eagerness to live more, fully, and their ability to buy the things that contribute to such living. Does your product meet this specification?

WHO for IOWA PLUS!

DES MOINES... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
HISTORY Repeats ITSELF

With all its original sound effects!

Great events seldom happen in a radio studio—outstanding entertainment and educational features, yes, but when history is in the making it occurs all too often out along the by-ways where telephone and power lines are not available.

KLZ is always a welcomed spectator at such events. It takes all Colorado along. Its modern 200-watt mobile transmitter is powered with an independent electric plant. Its public address system and battery of powerful searchlights aid the fire department and peace officers far beyond the demands of duty.

Equally as valuable to the public interest, convenience and necessity of Colorado as all this are the ability and facilities of this radio station on wheels to record at the scene of action and then later to re-create the events of today that will fill the history books of tomorrow.

No other station in Colorado so richly satisfies the natural desires of its listeners to go places, see things and meet people. No other station in Colorado has equipped itself with the men, methods and machinery to give its listeners this satisfaction.

KLZ Denver

CBS AFFILIATE -- 560 KILOCYCLES

Under Management Affiliated with The Oklahoma Publishing Company -- Publisher of The Daily Oklahoman, The Times and The Farmer-Stockman -- Owner and Operator of Stations WKY, Oklahoma City, and KVOR, Colorado Springs -- Represented by The Katz Agency, Inc.
Voice Ways

are the Fast Ways to New England's Markets

Wide separation of trading areas in the major New England market impedes contact with that market as a whole by ordinary channels.

The direct, quickly effective means of selling this territory is by coordinating sales effort through The Colonial Network.

Seventeen stations, comprising this network, take your sales messages into city and suburban homes of important trading areas, from the Connecticut shore to northern Maine.

The Colonial group does a New England selling job, covering more territory than any other network at equally low cost.

17 STATIONS

WAAB Boston  WLBZ Bangor
WEAN Providence  WFEA Manchester
WICC Bridgeport  WLLL Lowell
WTHT Hartford  WNBH Lawrence
WNLC New London  WATR Waterbury
WSAR Fall River  WLNH Laconia
WSPR Springfield  WRDO Augusta
WHAI Greenfield  WCOU Lewiston
WBK Pittsfield  WBRK Auburn

EDWARD PETRY & CO., INC.
National Sales Representative


www.americanradiohistory.com
IN the past ten years knowledge of good music has grown a thousandfold. An informed electorate has been created by the thorough airing of public issues. Drama, literature, the arts and sciences are vastly better understood. Students, from kindergarten to university postgraduates, have found new interest in their studies. All this is, in large measure, due to the educational activities of broadcasters.

The National Broadcasting Company, the broadcasting service of Radio Corporation of America, has given long and careful thought to the building of programs of an educational nature. NBC now offers each week many “public service programs” planned to fit into the scheme of education in the United States. They do not seek to replace educators or supplant schools or colleges. Rather they are planned to help the work of teachers by inspiring greater interest in learning.

RCA Victor Radios, RCA Victrolas, and Public Address Systems are instruments for education. Other services of RCA contribute to raising the nation’s cultural standards.

Fact is, broadcasters have succeeded in making radio a fourth “R” in the famous series...readin’, ‘ritin’, ‘rithmetic and radio.

He teaches in more than 70,000 schools
The "Music Appreciation Hour," conducted by Dr. Walter Damrosch and broadcast each Friday during the school year by NBC is a regular part of the course of study in more than 70,000 schools.
Youth's is a great heritage. Today through the magic of radio, whether it be the first generation in this country, or the tenth, the younger generation and all people of the United States understand and appreciate their country better—they are more widely informed on more subjects than ever before.

Through Radio, the Crossroads School finds itself at the Crossroads of the World

Typical country school in New Castle Township (N.Y.) where today radio opens new fields of cultural opportunity.

Corporation of America

RADIO CITY, N. Y.

NATIONAL BROADCASTING COMPANY  RADIOMARINE CORPORATION OF AMERICA
R.C.A. COMMUNICATIONS, INC.  RCA INSTITUTES, INC.
LOST: complete coverage of Northeastern Pennsylvania and the 17th largest Metropolitan Center in the U.S.A.

unless your radio schedule is on WGBI, the only station that consistently serves this rich area . . . Wyoming, Lackawanna, and Luzerne Counties, including such cities as Scranton and Wilkes-Barre.

WGBI
Scranton, Penna.
1000 WATTS L.S.  500 WATTS NIGHT  880 Kc.
SCRANTON BROADCASTERS, INC. Frank Megargee, President
NATIONAL REPRESENTATIVES: John Blair and Co.
What's a Trapper got to do with it?

In every election, we have noticed, there is always a child who swallows a campaign button, and there is always a remote trapper who paddles a great distance through the wilderness to cast his vote. These are inevitable electoral incidents. They remind us sometimes of those things called program ratings at WOR. Take a coincidental by C. E. Hooper (we take it once a month) and there, inevitably, is WOR's Transradio news at 12:30 with a rating of — well, this month — 36%. Or maybe it's the 6:30 p.m. Transradio bucking through with 42% in the face of competition that makes the Rocky Mountain range look like a hedge of forget-me-nots. If your fancy turns to Sunday, you'll find "The Shadow" goosefleshing 40% of the people who listen at 5:30 p.m. Is a station's success then merely the result of good ratings? No. WOR must make sales. Sales are what WOR must make. Otherwise any rating of any program would total only some marks on some paper. To make sales you must get the right audience — and the most of that audience. WOR not only gets the audience, but — given the right program — does things to that audience which cause an immediate and painless exchange of cash. Maybe it's the unique package of markets we cover that causes this. Maybe it's because it's WOR. Most likely it's a combination of both.
How to describe a Champion in 76 words

THE CHAMPION: KMOX, St. Louis

LISTENERS: Crossley, Inc. and Irwin & Irwin coincidental studies prove KMOX has more listeners than the five other St. Louis stations combined.

ADVERTISERS: KMOX carries 42.3% more local and national spot business than the other two network stations combined.

DEALERS: Typical comment of typical retailer (J. T. Westfall, Executive Secretary of Missouri Retail Grocers' Association): "KMOX has the wholehearted and enthusiastic support and cooperation of grocers both in St. Louis and in the surrounding trading area."

KMOX—a 50,000 Watt Columbia Network originating station...with the kind of local service that makes "The Voice of St. Louis" an exact description of the station! Owned and operated by Columbia.

50,000 WATTS KMOX ST. LOUIS A CBS STATION

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco
When you buy a Regional Network to support Pacific Coast sales give first thought to the relative station popularity in these 5 key distributing centers. Their combined metropolitan districts represent more than half the population of the five “Business States” (see note and map) of Pacific Coast. By specifying the Columbia Pacific Network you get 7 basic stations* and your program will be bracketed with many of the most important programs on the air today. For supplementary coverage the Columbia Pacific Network maintains 7 additional far western stations from which to choose.

A “Business State” is the area served by the leading drug and grocery wholesalers operating from the major distributing point.

*The Columbia California group may be bought as a separate unit.

COLUMBIA PACIFIC NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

www.americanradiohistory.com
FORTY TWO STATES

Can't be wrong

Hydrogen and Oxygen combine and Water "happens." But this fortuitous set of events only occurs in the presence of an Electric Spark.

Successful National Spot Campaigns have resulted from various combinations of Programs and Stations. But Frequency is usually the Spark of Success.

This latter fact highlights the value of KWK. For you can buy Frequency on KWK and stay within your budget. You can also give due consideration to other important factors such as Network Affiliation, Listeners per dollar, Coverage, etc.

Put the spark of Success into your Campaign by selecting KWK.

*A KWK Survey proved that the most successful National Spot program sponsors in 42 states in the Union, use no less than five quarter hours a week.

ST. LOUIS

KWK

Thomas Patrick, Incorporated

ST. LOUIS

HOTEL CHASE

Representative

PAUL H. RAYMER CO.

New York - Chicago - San Francisco

www.americanradiohistory.com
“The Radio Industry must equip itself with tax-free music. The deal the NAB has made with Lang-Worth is the best way I know of doing it.” — MARK ETHRIDGE, WHAS

“Am in hearty accord with your tax-free music plan as approved by NAB. We approve the transfer of our Bureau of Copyrights contract to you. Please keep us informed of your progress in making available the balance of the tax-free hours.” — JOHN SHEPARD III, YANKEE NETWORK

“At least 200 hours tax-free music in addition to present combined Lang-Worth and NAB transcription libraries absolutely essential to stabilization of copyright question in Broadcasting Industry. You are to be congratulated upon opportunity to perform this great service and you have the best wishes of Stations KON-KALE.” — C. W. MYERS, KON-KALE

“I have always maintained the Broadcasting Industry should have available a large amount of good tax-free music and earnestly hope the new arrangement between NAB and Lang-Worth will result in the achievement of one of the most important purposes of the founding of the NAB Bureau of Copyrights. We wish you every success and assure you of our cooperation.” — ARTHUR B. CHURCH, KMBC

“I have felt for some years that there must be a source of tax-free music available to Radio. The recent NAB-Lang-Worth plan I feel is a step in the right direction and should certainly be supported by every radio station operator.” — RALPH BRUNTON, KJBS

“As the operator of a small independent station I regard the NAB Bureau of Copyrights—Lang-Worth tieup as of primary importance. Certainly 300 hours of tax-free music will represent a sound back log of programs that cannot be overlooked.” — HERB HOLLISTER, KANS

“Pleased to learn you will supply additional hours provided under our contract with NAB Bureau of Copyrights. Consider it vitally important that each broadcaster now give all possible support and encouragement to every source of tax-free music in preparation for next year’s ASCAP negotiations.” — GENE O’FALLON, KFEL

“If the Industry hopes to make a satisfactory agreement with ASCAP in 1940 we must be in a position to operate our stations with an independent supply of music while these negotiations are taking place and further if necessary. In the NAB-Lang-Worth produced library I believe we have the answer. I strongly urge the immediate and full support of every Broadcaster in this important undertaking.” — E. A. ALLEN, WLVA

NAB-LANG-WORTH PLAN PROVIDES
Immediate delivery of 100 hours ... 400 sides ... of tax-free recorded music from the NAB and Lang-Worth libraries at $10.00 per hour. (*)
Immediate production of 200 additional hours embracing every popular division of musical entertainment—at the lowest price consistent with best orchestras, arrangements and recording.
Perpetual broadcast license to every subscriber ... Catalogue and full particulars on request.

(*) Special price of $10.00 per hour on Lang-Worth recordings expires June 1, 1939.

LANG-WORTH FEATURE PROGRAMS, Inc.
420 Madison Avenue
New York, N. Y.
The other day an agency friend took one of our boys with him — as advisor — to the meeting of a client’s Board.

Why? Well, this friend told the Directors that “F & P know more about radio-station markets and coverage than any other outfit in America.” Also that “They are known throughout the Industry for their honesty, impartiality, and sincerity of purpose.”

We suppose it’s a little immodest to quote those statements. But we think it’s okay to say that we TRY to make them true, every day of the year. Because we figure that’s the best way to guard your best interests — and hence, our own.

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

FREE & PETERS, INC.
AND FREE, JOHNS & FIELD, INC.

PIONEER RADIO STATION REPRESENTATIVES

CHICAGO
110 N. Michigan
Franklin 6878

NEW YORK
267 Park Ave.
Plaza 5-6151

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
617 Walton Bldg.
Jackson 1678

BROADCASTING • Broadcast Advertising
Sykes Loss to Leave FCC in Low Straits

By SOL TAISHOFF

Acceptance of Resignation by President Leads to Wide Speculation on Possible Successors to His Post

MORALE on the all but demoralized FCC has plunged to a new low with the resignation effective April 1, of Commissioner E. O. Sykes, charter member of the original Radio Commission and veteran of 12 years in radio regulation.

The father-confessor of staff members, and perhaps the only stabilizing force on the FCC during the bitter internal conflict of the last few years, his retirement will enter private practice of law leaves older members with the feeling they are losing their only champion. To the industry, his retirement means not only the loss of a former FCC commissioner with experience and unquestioned motives, but brings up the spectre of a new appointee who might be radical in policy views.

When President Roosevelt announced March 10 that he would accept Judge Sykes’ resignation, rumored for a week but submitted the previous day, speculation immediately arose as to his successor. The resignation added another complication to the already muddled regulatory situation, with two bills pending in Congress for FCC reorganization along with resolutions for far-reaching investigations. The President himself is pledged to sponsorship of reorganization legislation.

May Join Law Firm

It is expected Judge Sykes will become a senior member of the Washington law firm headed by Paul D. P. Spearman, first FCC general counsel and a former Mississippian. While no formal announcement has been made, it is logically assumed he will become associated with that office, other members of which are former Senators Hubert Stephens of Mississippi and Frank Roberson, former assistant general counsel of the FCC and president of the Federal Communications Bar Association. Though there has been no official statement regarding Judge Sykes’ possible successor, a number of names have been advanced as possibilities. These include, for the most part, former House and Senate members of Congress who were defeated in last year’s elections. This is regarded as a likely course because of other appointments made by the President since November, including the recent appointment for the Interstate Commerce Commission.

It is a certainty that broadcasters will urge naming of some outstanding individual possessing more than a cursory knowledge of radio. The nominee must be a Democrat under the law. While the geographical consideration is not important, it is naturally expected that Southern democrats will seek appointments in that section.

On the other hand, the Far West is not represented on the present Commission, and it is highly possible that delegations from that area will get behind one of their own men as they have in the past.

Possible Successors

Names first advanced as possibilities include those of former Senator Fred H. Brown, of New Hampshire, who was retired from the Senate last year, and who is well-liked in Administration circles; former Rep. Otha D. Wearin, of Iowa, sponsor of legislation at the last session to force divestiture of newspapers and radio stations; Maury Maverick, Texas New Dealer defeated in the last elections, who headed the “Young Turk” bloc in Congress; former Gov. Phil LaPollette, of Wisconsin, as an “independent” rather than a Democrat; former Rep. David Lewis, of Maryland, who ran an unsuccessful “purge” race against Senator Tydings; and former Rep. W. E. MacFarlane of Texas, a sharp critic of radio while in Congress, who was defeated last November.

In the non-political school, few names have been mentioned. Most significant, however, has been the suggestion that William J. Dempsey, 33-year-old general counsel who assumed that post last fall, might be selected. Credited with having accomplished good work in reorganizing the Law Department, and being a protege of Chairman McNinch, his nomination would not come as a complete surprise to those close to the scene, despite his youth. It is a legal resident of New Mexico.

Another long-shot, it is thought, is Ed Craney, operator of KGIR, Butte, and a potent influence in independent broadcasting. Senator Wheeler (R-Mont.), chairman of the important Senate Interstate Commerce Committee, holds him in high esteem and would strongly urge his appointment if Mr. Crany consented. The fact that Senator Wheeler and the Administration have made peace, particularly insofar as the President’s legislative program is concerned, might augur for such an appointment.

Jett, Wheat Mentioned

Two other names have cropped into the speculation—E. K. Jett, FCC chief engineer and former naval officer and Carl I. Wheat, California attorney and former FCC telephone rate counsel during its AT&T investigation of two years ago.

Lieut. Jett has been the FCC chief engineer since Comdr. T. A. Craven was elevated from that post to a commissionership in August, 1937. He was formerly assistant chief engineer in charge of telephone engineering and has been with the FCC and its predecessor Radio Commission since 1929. Highly regarded for his executive ability, Lieut. Jett’s possible appointment, like Dempsey’s, would be looked upon as a “merit” promotion.

Mr. Wheat, while a registered Republican, is understood to have voted for the Roosevelt ticket during the last two elections and could qualify for the Democratic vacancy created by Judge Sykes’ retirement. He was among those prominently considered for the successorship to Dr. Irvin Stewart, when the latter resigned in 1937.

The name of Theodore Granik, special counsel for the U. S. Housing Authority and conductor of the American Forum of the Air over MBS, has been presented to the President, it was learned on good authority. As a hobby, Mr. Granik, who is 37, has conducted radio forums for the last dozen years over WOR and afterward over MBS. A Democrat, he was assistant district attorney in New York until his appointment on the Housing Authority in December 1937.

Auguring in favor of a possible early appointment of a successor, as opposed to views given for an ultimate recess appointment, is the fact that there would be the chance of deferring a vote on the FCC with only six members. At present, the division appears to be largely 5 to 2—with Commissioners Craven and Payne consistently leaning on policy questions and Commissioner Case siding with them on occasions. The majority on fundamental policy matters has been made up of Chairman McNinch and Commissioners Sykes, Brown and Walker.

It is expected that Chairman McNinch would be given any new appointment, since he has been in close contact with the President on FCC affairs and has discussed the Sykes resignation with him. He spent half an hour with President Roosevelt March 13 to discuss the Sykes successorship. No announcement was made following the conference though it is understood several names were discussed. This indicated that there might be fairly prompt action.

Whether the President will fill the vacancy promptly also is conjectural. After announcing he would accept the resignation at his press conference March 10, he did not promptly send Judge Sykes the customary acceptance in writing. As BROADCASTING went to press March 13, the President had not yet formally accepted.

Possibility of Delay

There was thought in some quarters that the President might delay making the appointment, possibly withholding it altogether if he feels there can be reorganization legislation at this session. On the other hand, with an early adjournment of Congress predicted by party leaders—perhaps in June—he may conclude to save the post vacant until adjournment and then fill it with a recess appointment, rather than have the new member run the fire of committee hearings which conceivably would expand into a ramp investigation of radio generally and of FCC administration.

In addition to Judge Sykes’ retirement, President Roosevelt will have another vacancy to fill by July, when the term of Paul A. Walker, Oklahoma Democrat, expires. Whereas Judge Sykes’ term was to run until July 1, 1941, the Walker expiration opens a new seven-year term. There has been much conjecture about the chances of Commissioner Walker’s reap-

(Continued on page 78)
Summer Baseball Sponsorship Doubled by Atlantic Refining

Schedules 1,842 Games on the Eastern Seaboard; Sandlot Baseba School to be Organized

ATLANTIC REFINING Co., Philadelphi is more than doubling its appropriation for baseball play-by-play broadcasts this season, having scheduled 1,842 games. The station is sending the Philadelphia Athletics and Phillies, the Boston Red Sox and Bees, and the Pittsburgh Pirates. The broadcast schedule includes games of a number of minor league teams.

Merchandising Ties

Les Qualey, in charge of Ayer sports bureau, will be announcing individually, traveling around the Atlantic circuit during the season. He will develop a uniform style of play-by-play annoucements, show us how to handle the famed Atlantic commercials, which are painless and dignified.

James Peterson, former Philadelphia Athletics pitcher, is in charge of club relations, contacting club management to determine the total of games to be broadcast on local stations.

The Atlantic merchandising program will include a number of unique features, such as the gift of an Atlantic gasoline coupon books, of course, announcers scoring home runs or pitching shutouts. Atlantic will take some on score cards; have painted signs in the ballparks where the broadcast is heard. The program includes fans scoring home runs or pitching shutouts. Atlantic will take some on score cards; have painted signs in the ballparks where the broadcast is heard. The program includes fans scoring home runs or pitching shutouts. Atlantic will take some on score cards; have painted signs in the ballparks where the broadcast is heard. The program includes fans scoring home runs or pitching shutouts. Atlantic will take some on score cards; have painted signs in the ballparks where the broadcast is heard. The program includes fans scoring home runs or pitching shutouts. Atlantic will take some on score cards; have painted signs in the ballparks where the broadcast is heard. The program includes fans scoring home runs or pitching shutouts. Atlantic will take some on score cards; have painted signs.
CBS Starts Attack on Summer Slump

Offers Discount, Layoff Plan; NBC Studying Its Policies

A BROADCAST attack on radio's major headache, the annual "summer slump" has been made by CBS, which on April 1 announced a new summer policy offering an extra discount to evening advertisers who stay the air eight weeks or more, beginning the first week of summer. The size of this discount is to be determined, but currently is expected to be 10% of gross time billings, with weekly hours being reduced by 2%. The plan applies only to CBS advertisers using time between 7 p.m. and 11 p.m.

A Flexible Policy

Purpose of the plan, which CBS describes as a "summer hiatus policy," is explained as a two-fold one: first, as an attempt to serve the mutual interests of advertisers, listeners, affiliates and the network itself. For the advertiser, the policy is designed to "offer every possible inducement and reward for 8 weeks of consecutive broadcast. It will be both strong and yet be "flexible enough to serve those advertisers whose budgets or business cycles or talent contracts require a summer "vacation.""

For the listener, the policy aims to "bring back to the air as quickly as possible any networks that take summer vacations," recognizing the fact that 5,000,000 automobile radios and 10,000,000 portable sets have been "sidelined" during the summer listening during weekends and vacations and that "summer listening in 1939 will actually exceed the peaks of the winter listening of a few years ago." The policy insures the affiliate station against the loss of established network programs that means loss of audience as well as loss of revenue. And for the network, a policy is planned as protection against "excessive instability of summer schedules and advertising revenue, because such instability works to the immediate detriment of the station-affiliate, the network and the listener, and to the eventual detriment of the advertiser." Length of hiatus allowed by CBS varies according to the number of stations used in each program period, as follows: A network of 40 to 45 stations earns a 4-week hiatus; 46 to 55 stations, 5 weeks; 56 to 70 stations, 6 weeks; 71 to 90 stations, 7 weeks; 91 or more stations, 8 weeks.Bonus stations, Canadian Broadcasting Corp. stations and other non-affiliated stations are not to be counted and time will not be held for networks of less than 40 stations. For the summer of 1939 the vacation time will be computed on the size of the network with which the advertiser returns to the air.

New discount structure goes into effect April 1, 1939, and does not affect current advertisers until April 1, 1940, on programs contracted to before April 1, 1938, and continued without interruption until a year from that date. Advertisers taking vacations under the plan will be subject to the new discount rates on their return to the air.

Terms of New Scale

The new discount scale is 10 to 14 station hours per week, 21% of gross time billings; 15 to 24 station hours per week, 20% of gross; 25 to 44 station hours per week, 17% of gross; 45 to 69 station hours per week, 15% of gross; 70 or more station hours per week, 12%. With the extra 2%4% discount for round-year broadcasting, the maximum discount remains as previous-ly at 55%. Advertisers using $7,500 or more station hours or $1,500,000 gross billing in a year will earn this maximum discount on all programs except those for which they want time held during a summer hiatus, with a maximum discount of 20% applying on those programs.

Requests that time be held must be made 45 days before the last broadcast preceding the lay-off and the advertiser must at the same time place his order for time following the hiatus. Advertisers desiring longer than the "earned hiatus" may have this time held by paying for it at regular rates, CBS in turn paying the stations and supplying sustaining programs to fill the time.

Studying Plan at NBC

Executives at CBS refused to make even a guess as to the effect of the new policy on summer billings. The fact that the policy had been announced, it was said, may be taken as evidence that CBS hopes to "both encourage advertisers to remain on the network through the hot weather or at least to curtail their lay-off periods, but until the network has received the cooperation of advertisers and agencies it is impossible to make any realistic estimate.

At NBC, the CBS plan is being carefully studied to gauge its probable effects on network business generally, according to Niles Tram-mell, executive vice-president, who said that as yet no decision had been reached as to whether NBC would make any alterations in its own policies. Under the present NBC setup, which has been in ef-fect for some years, orders may be placed 90 days in advance of start-ing dates for time on the Red network and 120 days in advance for the Blue, subject to NBC acceptance.

Theoretically, then, an advertiser who wanted to stop broad-casting during the summer could, on June 1, give NBC the required 30-day cancellation order, to be effective July 1, effectively vacateing his expense and air time for the remainder of the season. But NBC hopes to exceed the discount scale is 10 to 41, 10% of gross time billings; 15 to 24, 20%; 25 to 44, 25%; 45 to 69, 30%; 70 or more, 35%.

Choice Hour Waiting List

Practically, however, there is a waiting list of advertisers for any of the choice evening hours (those covered by the CBS plan) to fill any vacancies on the Red network as fast as they occur. Since these advertisers are willing to stay on the air all summer in exchange for the chance to move their programs from less desirable times into these choice periods, NBC is able to turn down June orders for September starting dates on the Red. While the Blue is not in as enviable a position, on the whole NBC feels that its present policy has worked out pretty well.

To encourage year round broadcasting, NBC gives a 10% rebate to advertisers taking 62 weeks consecutive broadcasting, in addition to the volume discounts which range from 22% for weekly expenditures of $1,000 to 15% for weekly expenditures of $25,000 or more. Advertisers spending $1,500,000 with NBC annually are allowed the maximum discount of 25% whether they remain on the air the full 52 weeks or not. With the rise in advertising costs, however, the time discounts represent a proportionately smaller part of the total cost of radio advertising and so are less effective as inducements to continuous broadcasting than they once were.

No Changes at MBS

At MBS headquarters it was said that no major changes in summer policy are contemplated, but that Mutual would continue to attempt to work in preparing advertising individual clients. The MBS policy is in reality not a network policy, it was explained, but an average of rates of all of its affiliated stations, most of which will accept orders 90 days in advance, permitting a 10-week or a three-month vacation without losing his spot. He must take his chances, however, that the network will fill the MBS stations that will not accept orders 90 days in advance.

Checkup on Spots Conducted by FTC

EXPLAINING development of the Federal Trade Commission checking technique in tracking down false radio promotions of the Wheeler-Lea Act, P.G. B. Morehouse, director of the Radio & Periodicals Division of the FTC, said that the voluntary listening of Division employes was merely a "spot check" on the accuracy of program scripts furnished the Commission ([BROADCASTING, March 1]). Mr. Morehouse pointed out that the FTC was "not questioning the stations' good faith", but merely trying to be sure that the FTC to see if they conform to the programs as actually broadcast.

Observing that ad libbing announcers sometimes depart from the script and make false or misleading representations of a sponsor's product, Mr. Morehouse said that "about a dozen" voluntary listeners within the Division organization had listened to 296 continuities during February. Of these, only 42, or 14.2%, were deemed questionable. And 39 of the 42 already were in the Division's files. Of the 296 programs, only seven, or 2.4% of the total, had failed to conform to the scripts furnished.

Nine questionable claims, not found in the continuities furnished, were reported to the checkers. Contacting the stations in these cases, confirmation of the departures from script were received in at least four instances involving two advertisers on two stations.

He expressed also that the Division was not trying to develop any "tipster" system among private listeners over the country and that the program listening technique had not yet been decided upon as either a temporary or permanent plan. About 30 questionnaires have been sent to advertising agencies, he said, since their current listening advertising copy has been brought under the Division's surveillance.
FCC Feuds, White Resolution Add to Regulatory Excitement

McLeod Offers Bill for Three-Year Licenses; Three-Man FCC Bill

Chairman McNinch's provocative press release of March 1 followed an announcement by the FCC of its refusal to hear three February program complaints [BROADCASTING, March 1]. Declaring that a limited number of newspapers but more publications, the Washington Post, Press Service, carried articles which "thoroughly misrepresent" the Commission's action on the complaints. McNinch's statement was made for a correction, even though the publications "are partly explained by the injection of gratuitous, false, and grossly misleading statements" by Commissioner T. A. M. Craven in a one-man minority report.

Commissioner Craven, he charged, by implication "attacked the integrity and the motives of the other six commissioners" to execute a grandstand play of devotion to free speech and opposition to censorship.

Alluding to Commissioner Craven's minority report, Chairman McNinch said that he "says in thousands of words the same thing as thousands of others: avoidance of censorship, free speech, due regard for the authority of other Federal agencies, full cooperation with the political and private owned and competitive broadcasting. Who doesn't? A committee's few words—their awkwardness—not on policy—is hardly an appropriate setting for a stumpy speech and flag-waving. Each termelkicking is highly just to the six other commissioners."

Fuel for the Flames

Following this blast, there was complete silence from other Commission officials. All the acts, regulations, and enforcement policies of the FCC were held against him, Senator White's resolution, was hailed by the Washington Post, Press Service, and Mendel, was hailed by Senator White's colleagues as a system of license procuring, and for a "questionnaire craze," against the one-man agency, McNinch's licensing:

"HELLZAPPOPIN" still epitomizes the Washington radio regulatory front, with no letup in charges and countervailing charges and publicdio regulation and with additional legislation adding to the confusion. On the heels of FCC Chairman McNinch's minority report, that of T. A. M. Craven—because of his minority report on program procedure of that agency, came Senator White's new resolution (S. Res.-94) for a thorough investigation of the FCC with the announced objective of procuring full information before Congress embarks upon the task of writing of new legislation. On March 2, Rep. McLeod (R-Mich.) introduced a bill (H.R.-4684) to make minimum three-year licenses for broadcasting stations mandatory and at the same time, to amend the law so as to "remove the fear of political reprisals" against stations by the regulatory authority.

Rep. Wigglesworth (R-Mass.), persistent critic of the FCC, took the air over MBS to answer one of Chairman McNinch's recent speeches in which he advocated an amendment of legislation to reduce the FCC to a three-man agency, with the chairman serving as its chief officer.

Seeks a Broad Inquiry

The White resolution, designed to supersede his bill for an 11-man FCC, with two separate autonomous divisions, was bailed by some of his Senatorial colleagues as the logical procedure for Congress to follow in seeking to untag the FCC and to set up a regulatory body that is primarily prevalent that if the investigation is undertaken at this session, there probably will be little chance of the introduction of new legislation until next year.

In his resolution [text on this page] Senator White includes a study of purported censorship of radio, in all its ramifications, but also the advisability of longer licenses, to be granted in a multiyear period, and whereof are proposals for a system of license fees to be imposed upon broadcasters to defray the cost of FCC operation; investigation of interlocking ownership, leases and management of stations; extent and desirability of newspaper ownership, both within the entire network structure; superpower and its effect upon other stations; extent of the information requirements of the FCC; the non-broadcasting activities of the FCC, and a general study of policies and principles which are effective relating to all communications.

The resolution in many respects duplicates that introduced by Senator White at the last session, which died with adjournment. However, the 11-man Senate committee is empowered to include such matters as the recently agitated censorship issue and the FCC "questionnaire craze," against which many complaints have been made.

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Text of White Inquiry Resolution

SENATOR WHITE'S resolution (S.Res.-94) introduced March 6, follows:

Resolved, That committees of the Interstate Commerce or a subcommittee thereof, be and the same are authorized and directed to make a thorough and comprehensive investigation of all the matters which have been, are now, or hereafter may be, under the jurisdiction of the Commission, and all matters which are pertinent and essential for the full comprehension of the circumstances and events which led up to, and the reasons therefor, the report of the August, 1938, subcommittee of the Senate...

1. The acts, rules, regulations, and orders of the FCC.
2. Whether the licensing procedures of the FCC have been...
Talk of Reorganization Subsides as Need of Facts Is Voiced

BY WALTER BROWN

WITH Administration leaders showing no disposition to exert pressure for consideration of the FCC reorganization bills and talk already of adjournment, it is well within the realm of probability that instead of legislating in the communications field at this session, Congress will investigate.

Senator White (R-Me.) gave impetus to a program of investigation before legislation when on March 8 he dropped into the legislative hopper a resolution calling for a sweeping inquiry into FCC practices. Here was an issue of the radio and communications industry [see text on page 16].

Wheeler Chills

Move significant was a strong statement the following day by Senator Truman (D-Mo.), one of Commerce, sponsoring a resolution in the Senate on the Interstate Commerce Committee, giving full and wholehearted approval to the White proposal.

Meanwhile Chairman Wheeler continued to display a cooling attitude toward his bill to abolish the present Commission system, now a three-man commission [BROADCASTING, Feb. 15]. Asked when he intended to begin hearings on radio legislation, and whether he was going to be holding his committee, overwhelmed with railroad reorganization legislation and other matters, would not get around to radio until April. On March 8 Senator Wheeler introduced a resolution authorizing his committee to make an "emergency" investigation into the telegraph industry. This investigation will make more work for the committee.

Suggests Combination Bill

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, stated that in introducing the so-called McNinch Bill in H.R. 6096, he combined the plan was for the Senate to act promptly on the legislation. Since this has not transpired, he suggested, combining reorganization and policy in the same bill instead of handling them in two measures. He indicated a bill dealing with FCC reorganization, and one presumably by the same hands that drafted the reorganization measure.

Asked if it was still his plan to await Senate action before taking up the FCC bill before his committee, Rep. Lea said this depended on the length of time taken by the other body. He stated that his committee was so busy he did not know how long he would probably go ahead.

There is a June adjournment, so several Congressional leaders are now assuming that FCC bills would probably be caught in the usual closing rush, and in this case the White proposal for a broad study and more research would have wide spread support.

The general opinion in both the Senate and the House is that something should be done about the FCC, but there is a growing confusion over what course to follow. As a rule, when such a state of mind exists, nothing will be done until the Senate, turns to investigation.

Senator White, an old-timer on Capitol Hill, sensed such a situation developing and he decided to offer his resolution, which he will press before the committee instead of old-timer on Capitol Hill, sensing such a situation developing and he decided to offer his resolution, which he will press before the committee instead of...
AFRA Seeks Contracts in Los Angeles, Dickens With San Francisco Stations

WITH Donald W. Thornburgh, CBS Pacific Coast vice-president, having returned to his Hollywood headquarters after two weeks in Washington, negotiations were resumed with American Federation of Radio Artists and at present it was expected that a contract calling for substantial wage increases for staff employees of KFWB, a network's owned and operated station in Los Angeles, will be signed. The contract, details of which were not available, has been agreed upon by both the AFRA executive board and AFRA executives, and it will go into effect immediately upon being signed.

The agreement signed AFRA will then give attention to KPIE-KECA, the NBC Red and Blue network affiliates, and KHJ, the Don Lee Broadcasting System outlet, all located in Los Angeles. The present popularity of these following expiration of agreements signed by the local independent stations with CIO.

CIO Union Withdraws

The latter organization has practiced a policy of negotiation on the West Coast and is not expected to oppose the AFRA moves. A six-month pact with KCAS, KFVD and KRKD have expired. CIO has been operating in connection with KFAS and has a tentative agreement with KMTR. Technical details such as Long Beach, Cal., as those of KFWB, Hollywood, are affiliated with the International Brotherhood of Electrical Workers, an AFL union. Soon as the regional agreements have been signed with the respective network, AFRA will start negotiations with these local stations and extend activities to other parts of the West Coast.

Denying published reports to the contrary, Lindsay MacHarrie, Los Angeles CIO District Board president, stated that the AFRA national board had not passed a resolution in connection with the Radio Writers Guild complete jurisdiction over radio script writers. He also refused to discuss the current Hollywood mass meeting of radio writers held Feb. 28, an agreement of AFRA to transfer to the Guild within 90 days. MacHarrie stated that the question of transfer and any change in affiliation will be taken for at least two months and that a committee has been formed to study the advisability and benefits to be secured by joining Radio Writers Guild. He further stated that there can be no official AFRA membership vote has been taken two months hence.

San Francisco Developments

More than 150 writers attended the Hollywood meeting when the motion picture industry and AFRA expanded nationally and enroll AFRA West Coast members was discussed. Norman G. Martin, head of Variety, and Ruth Adams Knight, manager of network RWW, outlined plans and prospects.

The meeting had the sanction of AFRA, which is extending to Hollywood radio writers are organized. Emily Holt, executive secretary of AFRA, was in San Francisco recently to confer with Vic Conners, secretary of the Bay District AFRA, I. B. Kornblum, secretary of the Los Angeles chapter, other executives of the organization to discuss the new national scale for radio artists appearing on the regional networks in the 11 West States. It was stated that the scale agreed upon will be approximately one-third less than that set for East Coast contracts and coast commercials. All the differences between the San Francisco and the Los Angeles areas will be worked out over before Miss Holt departed for New York.

Although no figures were divulged by the members of the reception, it was stated that the Western scale will be so far below the Eastern rates that it will be of the third advantage to try out on the Coast any shows being considered for national coverage.

San Francisco station managers have not as yet been notified what these new rates will be, according to reports.

Transmitter Move Planned by WEAF

NBC has filed application with the FCC for a construction permit to erect a new antenna for WEAF, New York key of the Red network. The move will place the tower approximately 10 miles closer to Manhattan than WEAF's present transmitting site at Bellmore, L. I. Construction of the new antenna, a constant cross-sectional vertical radiator 740 feet high, will be started immediately upon receipt of FCC approval and NBC hopes to begin operation from Port Washington in the fall. Present transmitter equipment will be moved to the new site, it was said, duplicate and redundant antennas the necessary, without interruption of broadcasting.

Barbara C. Baker, who has been looking for a new site for WEAF for two or three years to improve the station's signal strength in New York City, last week surveyed a populated area. The Bellmore site was chosen in 1926, when the low selectivity of the equipment used made it necessary for a high-power transmitter to be located much further from the thickly populated section than is essential today. The new-type antenna, similarly designed is longer and will work key station, will aid the station in laying down a better signal and can be put into operation without interruption of broadcasting.

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SFRA Seeks Contracts in Los Angeles, Dickens With San Francisco Stations

AFRA Not to Ban WPA Wisecracks

Refuses to Follow AFRA Rule; Negotiates With WBS Keys

THE AMERICAN Federation of Radio Artists corporately not only will follow the example of the American Federation of Actors in banning wisecracks suggesting, and the responsibility for the material they are given to read lists, agencies and the AFRA, Inc.

Negotiations are now under way with WGN and the West Coast key stations of MBS, she said, to bring them into line with WOR and NBC and CBS. AFRA is also working on standard wage scales and conditions of employment for actors, singers and announcers by regional networks and by the makers of transcription, she added, although she refused to discuss any particulars of these contracts or say how long the negotiations will take.

It is understood, however, that they will follow the general pattern of the New York agreements that they will be presented in the spring.

In the main, the contracts cover a policy of circumspection on network commercials have gone into effect without causing any unfavorable comment, she said, adding that the main change had been a shortening of rehearsal time.

There have been many discussions, particularly in West Coast cases which did not seem to fit the pattern, but in almost every instance these cases have been handled by a special ruling made without strain friendly union-employer relations. The new union-employer agreement, a revised scale for announcers engaged on programs under participating sponsorship at the stations covered by the network agreements. Mrs. Holt stressed the fact that all rulings thus far made have been based on a spirit of cooperation and not one of the terms of the contracts has been officially changed.

Disputes between AFRA and Writers Guild over acceptance of writers as members of AFRA's Hollywood chapter in terms of the collective bargaining agreement is reached, she said.

Benchley Shifts to Blue After Information Please

P. LORILLARD Co., New York, will move its Melody & Madness program with Robert Benchley from 9:30 to 9:45 on Work spot on CBS to the 9:30-9:35 Tuesday evening period on NBC-Blue, immediately after the last session of the Dry Information Please quiz show, on May 3. The MacFadden Murray & Chace Blue program, now broadcast on the Blue 9:30-9:35 p.m. Tuesday, on that date will move to the 9:30-10 p.m. time, a spot occupied by Doctor Rockefeller's Brain Trust, sustaining program which NBC has built for sponsor-ship of the Blue network's build-the-Blue campaign [BROAD-CASTING, March 1]. This program will begin its 15-week run this week and will test the week following May 23 and NBC hopes to have it sold and settled in a permanent spot before then. Lorillard program will use from 99 to 95 stations, on a 92-week contract, placed through Lennen & Mitchel, New York.

Scott Tissue on 36

SCOTT PAPER Co., Chester, Pa., from March 13 through June 9 is sponsoring a "Better Tissue" campaign with 18 participations and 100-word announcements on women's programs on 36 stations throughout the country, and is participating in the Marionette Milla program on seven Yankee stations for Waldorf and Scott paper towels and tissues. The campaign will start again in the fall to run from Sept. 18 through Dec. 15. J. Walter Thompson Co., New York, handles the accounts.
When Chicagoans want entertainment, they NATURALLY turn to WLS. That's what they do at home--turn their radios to WLS. So when the Chicago Times wanted to entertain the war veterans at the Hines Hospital, it was only NATURAL they should choose WLS acts. All the clippings reproduced above are from the Times. Chicago people know WLS; they read about it, they hear about it, and they listen to it.
End of Net Inquiry Seen in Mid-April

Management, Ownership Phases to Be Next Under Scrutiny

By LEWIS V. GILPIN

ENTERING the fifth month of its so-called network-monopoly inquiry, the special FCC committee for the first time is able to see the end of the tunnel. But proceedings, probably in mid-April.

As the committee started the second broad phase of its study March 14, members had in mind that it would be the last chance to make recommendations in the case. It will hear the sharp comments of Elliott Roosevelt, second son of the President and head of theexecutive

Management

in Lincoln, Neb., who has implied existence of a "local monopoly"; independent Radio Network Affiliates, which will appear Thursday, April 4, as George W. Norton Jr., Wave, general counsel, in connection with network relations with affiliated stations and, finally, the National Committee on Education by Radio through S. Howard Evans, secretary, who in the past has called for better treatment of educational groups in radio allocations and for cleaning up of regulations.

In addition, Norman Baker, erstwhile American broadcaster who now operates a Mexican border station, also has filed an appearance, but it is not known whether he will testify.

Management Contracts

Definitely scheduled for March 21 is the management contract phase of the inquiry. Based on data procured from its questionnaire, the committee will ask a score of licensees to testify in connection with "remote control" of their facilities by other units. The list includes NBC, CBS, Westinghouse, for KDIA, KKYW, WBZ, WBZA; General Electric, for WGY, KFPL, Piano, Tex.; WCAK, Camden; WBAZ, Wilkes-Barre; WQDM, St. Albans, Vt.; KSFO, San Francisco; WCAD, Canton, N. Y.; WJZ, Bemose, Wis.; WVL, New Orleans; WMRI, Chicago; WFBG, Altoona, Pa.; WESG, Elmira, N. Y.; WCAO, Baltimore; WFBT, Baltimore; WJBD, Tacon- loosa, Ala.; KROW, Oakland, Cal.; and KADA, Ada, Okla.

DEFINITELY SCHEDULED FOR MARCH 21 is the multiple ownership phase, which embraces station ownership by industrial classifications such as newspapers, insurance companies and the like; stock ownership by individuals in more than one station; background and experience of station executives; owners active in station operation and those non-active, and numerous other break-downs which will be computed from the questionnaires and returns. These studies will be introduced in exhibit form by the FCC, rather than through industry witnesses.

The FCC's broad study of the transcription field is tentatively slated for the spring beginning April 4, though this time is not definite. B. E. Smith, president of the Association of Hollywood Inc., has his testimony scheduled to appear out of turn on March 14 for the Radio Transactions Association of Hollywood Inc., but his testimony will be included in the transcription phase of the proceedings. Individuals appearing will be representatives of the FCC, as well as NBC's operation of Theasaurus as a subsidiary in the transcribed field.

Regions Testify

If this pace is maintained, the Commission itself will wind up the proceedings during the week of April 12, when its general data covering all phases of the investigation will be incorporated in the record.

While Mr. Roosevelt's provocative testimony March 7 and 8 highlighted the last fortnight's presentation, several other regional networks, through their operating heads, offered testimony of a significant nature. After Mr. Roosevelt had presented his direct statement under examination by his counsel, William A. Figure, he was subjected to rigid cross-examination by committee members and S. King Funkhouse, FCC special counsel.

George W. Trendle, head of WXYZ and the Michigan Network, and H. Allen Campbell, treasurer and general manager, testified in connection with the noteworthy strident of that organization, particularly in the programming field.

The meteoric successes of the Lone Star and the Green Hornet series commanded considerable committee attention and the witnesses emphasized the need for new programs in developing talent and programs.

Other regional network executives who appeared during the fortnight included Peter J. Callihan, president of McClatchy Broadcasting System and the California Radio Network; William Weisman, vice-president of Broadcasting System; Martin Campbell, assistant to the WFAA, in connection with Texas Quality Network; Carl F. Herren, president of the Pacific Broadcasting Co.; Harold E. Smith, president of the Empire State Network, and S. C. Ondarcho, manager of WBTM, Danville, for the Virginia Network.

Yankee-Colonial Coverage

Paul A. deMars, technical director of Yankee Network, was called Feb. 28 by Paul D. P. Spearman, managing director of the FCC, to present a complete, with supplementary technical engineering data, the network's cooperation in the FCC's inquiry into network operations.

Interpreting a series of maps indicating daily schedule of networked areas, for individual stations on both the Yankee and Colonial networks, Mr. deMars said that the Yankee network population coverage of 7,240, 567, 10.75% received duplicated daytime service, while 5,668, 6.85%, received nighttime service, 6.66% was duplicated. For Colonial stations, as interpreted by Mr. deMars, the figures are 18,645 or 362,999 received duplicated daytime service, with duplication of nighttime service, being 4.34% of the 3,074, 210 included in the program. The primary coverage got duplicated service.

Reversing the usual order by first presenting engineering testimony, Paul E. Page, manager of Pacific Broadcasting Co., called E. C. Page, of the engineering firm, Page, Page, to appear in his place. Mr. Page referred to the exhibit he had previously presented and denied that duplicating his testimony included its inclusion of data on the NBC stations in Oregon and Washington (Broadcasting, March 11). Briefly he re-outlined coverage and duplication data applying to the NBC stations.

Hammond for Pacific

Carl E. Hammond, president and general manager of Pacific Broadcasting Co. and owner of KMO, Tacoma, and KIT, Yakima, following testimony to the stand. As stockholders in the company, each holding 566% shares, he listed himself, Louis Wamer, owner of KAG and KZQ, Spokand, and Archie Taft, owner of KOL, Seattle.

Mr. Hammond declared that BCP, embracing nine stations in Washington and Oregon, was organized in the summer of 1937 to provide outlets for MBS-Dan Lee service in the two states. Under its contract with Dan Lee, BCP is given exclusive right to carry programs of carrying MBS and Dan Lee network programs, with BCP itself contracting for telephone lines serving its 14 stations and paying (Continued on page 60)
We Turned Mousetraps Into Space Traps and CAUGHT A WHALE!

Remember the old story of the mousetrap and the beaten path?

It, so we decided long ago at WSM, wouldn't work in radio without a change or two. In radio you don't sit and wait for the world, you build your mousetraps (broadcasts if you please) and send them out to catch the listeners. And whether or not you catch any listeners depends, in the final analysis, on two things, how well you build and how far you send. This explains why WSM has spent many years gathering one of the largest and most versatile single station talent staffs in America, why WSM broadcasts run the gamut from blackface to basso profundo, from Sunday School to swing. To catch an audience we have deliberately gone about the business of making our traps as varied and as interesting as we possibly could.

This policy, coupled with the clear channel power of WSM's 50,000 watts, has succeeded in capturing a whale of an audience. Its size can be demonstrated by the mail we pull. Its loyalty can be confirmed by any sort of audience test you choose. Its buying power is best demonstrated by the number and class of advertisers who use the WSM space trap technique to capture new markets for their products.

May we show you facts and figures about this audience and its buying ability?

The Faith of Our Audience Comes First
Atlantic City Gets New Local Station

WKEU Denied Macon Shift; WNL on Fulltime Basis

WITHOUT a dissenting vote and with only one commissioner (Brown) absented, on March 6 authorized the Press-Union Publishing Co., Atlantic City, publisher of the Atlantic City Press and Union, to file with the FCC, New York, an application to erect a new station in that city. It will operate with 100 watts of power, 950 kilocycles.

In making the grant, the Commission sustained a recommendation last April based on the basis of a hearing held in June, 1937. It held that need for additional service in the area had been shown and that economic support and talent appear to be available for the proposed station.

Atlantic City now has a 6,000-watt station on 1100 kc., WPG, which is under sale option to Arde Bulova, New York, manufacturer and broadcast station owner, who proposes to merge it with WBIL, Newport News, Va., in which it shares time, in order to make WBIL a fulltime New York outlet, the same time deleting WOW, New York.

An application to move WKEU, Griffin, Ga., to Macon, was denied March 5 by the FCC. Now a 100-watt daytime outlet on 1500 kc., it was proposed to shift it to 1310 kc., with 100 watts night and 250 day, if the move into Macon were authorized.

WNBK, New London, Conn., was authorized to operate from daytime on 1500 kc. to fulltime, continuing with 100 watts, effective March 15.

Amarillo Rehearing Denied

A petition for rehearing by W. C. Irwin, Amarillo, unsuccessful applicant for a new station there to operate with 100 watts night and 250 day on 1500 kc., was denied. Mr. Irwin also asked for reconsideration of the grant of the 100-watt fulltime outlet on 1500 kc in Amarillo made last Nov. 1. The successful applicant was Amarillo Broadcasting Co., owned by S. Gooch, local radio and appliance dealer, with J. Lindsey Nunn as vice-president and Gilmere N. Nunn, as secretary-treasurer. The Nunn's also own WLAP, Lexington, Ky., and receive a negotiation for acquisition of control of WCMU, Ashland, Ky., subject to FCC approval.

Iron Fireman Plans

STUDIO programs, transcribed musical programs and spot announcements will be used in two nonconsecutive moves which were launched during 1939 by Iron Fireman Mfg. Co., Portland, Ore. (Bartley), according to Joseph R. Gerber Co., of Portland, Ore., agency handling the account, all media will be used, including local newspapers, radio, trade journals, newspapers, direct mail, outdoor posters, display pieces, exhibits and radio. The agency has also suggested spot announcements, which are available upon request of dealers. Eight 15-minute transcriptions of bands are also loaned by the company to dealers.

Rexall to Use 200

UNITED DRUG Co., Boston, from April 15 to May 1 will use about 200 stations for a spring campaign of Rubino and His Violin programs, recorded by RCA, which will tie up with one-spot sales for Rexall Drugs conducted for four-day periods in various sections of the country. The program personality; Buddy Clark, singer, and a 35-piece orchestra will be on the transcribed programs with Graham McNamara as announcer, Street & Finney, New York, handles the account.

Gas and Electric Groups

Book Coast Radio Drives

GAS APPLIANCE SOCIETY of California, San Francisco, on March 15 launched a concentrated 10-day radio campaign over 25 stations. Northern and Central California extolling the qualities of C. P. (certified performance) gas, its hundred spot announcements were scheduled as well as five-minute participations on 10 Gas and Electric programs on 12 stations. The campaign is cooperative and is backed up by copy in newspapers, radio spots, slides and dealer contests. Agency is Jean Scott Frickelton, San Francisco.

The same agency is preparing a radio campaign for Electrical Appliance Society of Northern California and the Electricians, which will be launched on a group of approximately 20 California radio stations on March 15, extending Until May 6. Spot announcements will be used and the campaign will concentrate on electrical refrigerators.

H. V. KALTEINHORN, CBS news analyst, on a national lecture tour, has been cast in the supporting role in the Warner Bros. film, "Confessions of a Nazi Spy," now being produced in New York.

The campaign will be made in a series of 10 current events films.

Combination Billings of Major Networks Showed Increase of 2.1% for February

COMBINED time sales of the coast-to-coast networks in February totaled $6,666,842, a gain of 2.1% over the $6,431,388 billed in February, 1938. For the first two months of 1939 the combined gross billings are $13,157,199 topping last year's billings for the same period of $13,374,993 by 1.6%. Billings are uniformly slightly below the January figures but only because February is a shorter month by three days.

NBC, whose gross billings for the month were $3,748,605, or 7.2% above the February 1938 figure of $3,498,053, reported $2,823,497 in time sales for the Red network and $925,198 for the Blue. For the two-month period, NBC's gross billings were $7,782,095, a gain of 6.7% over the billings of $7,291,569 for the first two months of 1938. Red network cumulative billings for this year to date total $5,850,088; Blue total is $1,932,007.

For the month of February, MBS showed billings of $276,665 for this year and ended with $250,250 for last, a gain of 9.5%. Mutual two-month billings total $591,683 for 1939 and $535,144 for 1938, a gain of 13.1%. CBS reports $2,541,642 for February 1939, a 5.2% loss as compared with $2,680,335 for the same month of 1938, the eleventh consecutive month that CBS billings have been less than those for the corresponding month of a year previous. For the two-month period, NBC and Mutual ended the period with billings of $5,215,699, or 6.2% under the 1938 total of $5,600,280.

Gross Monthly Time Sales

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<thead>
<tr>
<th>Network</th>
<th>January</th>
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<td>NBC</td>
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<td>$3,748,605</td>
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<tr>
<td>CBS</td>
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<td>$2,823,497</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,507,085</td>
<td>$1,932,007</td>
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Phillips Oil on 15

PHILLIPS PETROLEUM Corp., Bartlesville, Okla., is sponsoring a radio program in conjunction with the Phillips 66 Oil Co. for three to six weeks daily on WBBM KWW KSTP KRNT KTUL KBGX KNCG WIRE, KFH WELL WIBM WAKO WDFD WOOD WASH WJIM. Lambert & Feasley, New York, handles the account.

BARTLEY BECOMES YANKEE EXECUTIVE

APPOINTMENT of Robert T. Bartley, former director of the Telegraph Division of the FCC, as executive secretary to the president, was announced March 6 by John Shepard 3d, Yankee Network Radio Co., who takes over his duties March 27.

Mr. Bartley became director of the Telegraph Division to be after the creation of the FCC in 1934 and left that post at the time Chairman McNinch abolished the division. He is now senior securities analyst of the Securities & Exchange Commission.

Prior to joining the FCC he was executive assistant to William Elliot, then commissioner, and was referred to the House Committee on Interstate & Foreign Commerce.

With the Yankee Network, Mr. Bartley will work on special studies and assignments as directed by Mr. Shepard. It is understood the recent FCC spurge of questionnaires was responsible in some measure for his decision to retain Mr. Bartley. Simultaneously, Mr. Shepard announced there would be no change in present personnel of the Yankee executives, with Roy Harlow continuing as vice-president in charge of station development.

Steinmains Seek Control Of WKBO, Harrisburg

AUTHORITY to purchase 75% control of WKBO, Harrisburg, Pa., is sought by J. H. and John F. Steinman, publishers of the Lancaster Intelligencer and Journal and operators of the Mason-Dixon Group, in an application to the Federal Communications Commission to buy the interest now held by the Harrisburg Telegraph Press, which also owns WKBO. Prior to the sale of WHP would be retained by the Telegraph Press interests, being a regional outlet for the Sunday Express. The sale is unforeseen, but is understood that an option has also been acquired by the Steinmans on the remaining 25% of the stock. The proposed purchase price for the 75% interest would be $27,500.

WKBO is a local outlet and early in March joined NBC as a supplementary, being made available only in conjunction with WOK, York, and is now a regular outlet. These are two of the Steinman group of stations, the others being WEST, York, and WILM and WDEL, Wilmingotn.

Penney Goes National

FOLLOWING a successful 26-week test in both New York and Chicago, J. C. Penney Co. will embark on its first use of radio on a national basis with a plan developed by Jettabee Ann Hopkins, author, creator and star of the program. It will be placed on 16 stations across the nation through Pedlar & Ryan. Account executive is Ralph Allum. Miss Hopkins will assemble a new cast in New York and the name of the program probably will be changed to Jerry's Adopted Daughter.

Page 22 • March 15, 1939
An Advertiser MADE HIS OWN SURVEY

Completed 3,000 personal house-to-house calls and found a 3 to 1 PREFERENCE FOR KVOO IN TULSA

Good programs appeal to everyone, in cities, small towns and on the farm. KVOO has full-time Red and Blue N.B.C. Network service, plus popular local shows, news and special events, attracting maximum listeners to Oklahoma's most powerful station!

The operator of one of Tulsa's largest service institutions decided to come back on the air! But to what station? He made his own survey with his own crew of drivers. 5,000 personal calls were completed, in every section of Tulsa, as the drivers made their usual rounds, between 8 and 10 A.M. Where the drivers heard radios playing, they asked, casually: “What station are you listening to?” This unique survey showed that 3 out of 4 radios were tuned to KVOO. Needless to say, this advertiser is now using KVOO.

25,000 Watts Both N.B.C. Networks

EDWARD PETRY AND COMPANY National Representatives
Local Station's Place in the Spectrum

Agency Time Buyer and Operators of Small Outlets Give Views

its area than the powerful distant station. From the small station manager's viewpoint, he is up against a set of conditions over which he has no control. Many time buyers will not be convinced that the local station can do a job.

Distant Coverage

"I agree with Mr. Brewer when he states that the New York Times does not compete with the Patchogue local newspaper. The national advertiser does not expect the Times to give him complete coverage in Patchogue, some miles distant from New York City. Here is the inconsistency of the comparison of the newspaper and the radio. The advertiser does expect the high-power station to give him complete coverage of any number of cities even more distant than Patchogue — cities that boast of well-managed local stations. Stations that can prove they can and are doing an outstanding job for their local clients.

"Yes, I manage a small local station in a good market. I can prove that we are doing a job for our clients. I can prove that we have become a factor in the community that no station on the outside can compete with. I am prepared to extend reasonable merchandising cooperation to clients. We can and will build local programs of first quality from the standpoint of listener interest, but I also can prove that our most difficult job is to break down what seems to be fixed ideas among national advertising agents that we are not worth their while before we start to sell the account."

Emphasizing further the importance of local listener loyalty, Mr. Houser urges: "Here's a tip for the 'big-time' program buyers. When we carry a basketball game, you can go into any house in Rutland, any store, any gas station, any lunchroom or restaurant; in fact, you don't have to go in — just walk around the streets and listen to radio tuned carefully to WSYY for the game, and not to Eddie Cantor, Rudy Vallee, Chase & Sanborn, or any other 'big-time' programs. Who has the listeners? We do. Who gets the benefit of the advertising? The local sponsor. When this happens, it must not be forgotten that the national advertiser has completely lost 50,000 listeners in spite of the enormous amount of money he has spent on a costly network."

Mr. Ferguson, in Is the Local Station Really Local?, brings out clearly that the local station knows best the type of program that is listened to, and which therefore has the best chance of pulling in results in the form of sales and cash turn-over. If it didn't seem to me it would even exist very long as a local station, for in that case it would not even be doing a job for the local advertising merchant, let alone any national spot business. If the national sponsors think they have "remote" coverage because they buy power, they have another think coming if there is a local station "up a job.

Local Cooperation

Mr. Koessler, of WROK, Rockford, Ill., urges considerableness of local cooperation, which he says follows naturally from the use of local stations.

"Network advertising no doubt creates consumer demand, but the local merchant's good will is essential to any advertisement. In addition to creating a consumer demand, the local station offers the advertiser this local merchant's good will. Most local independent stations offer a complete merchandising service, and the local station staff, working with its own friends, the local merchants, can assist with counter cards, window displays and other forms of promotion. Advertisers on local stations invariably command preferred positions for discounts, because they handle the station's trading area, because the local station and the local merchant work closely together."

"I agree that the margin of profit on competitive articles is about the same, the merchant will favor that item which is being advertised on the local station with the program carrying the local merchant's name, address and something of its personality. The merchant's goodwill is the payoff."

"Practically every local station has several good programs right down the groove for most any product, programs that the local station manager knows will click. If the timebuyer buys one of these programs, he is sure to hate all the sponsor's money back with a profit, and part of the reason is that the local station's staff knows definitely that the merchants are a part of it, and they really get in there and pitch."

"It is extremely important to note the complete figures of radio advertising gross time sales for 1938 on page 9 of the Feb. 1 issue of BROADCASTING. These shows that slowly, but surely more radio time buyers are using more and more of the local station's tested programs and merchandising assistance."

The Timebuyer Speaks

Speaking from the timebuyer's angle, Mr. Brewer comments: "It is true that Mr. Brewer said pretty flatly that 'spectacular and world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dial'. I do not believe that this statement was intended to mean that all small stations are losing circulation. Secondly, I don't believe Mr. Brewer meant to imply that the severe competition that national networks and network programs has made local stations unnecessary or unprofitable."

"Let's say that we are straight. Network programs are popular. National advertisers and networks are spending hundreds of thousands of dollars yearly for the best talent obtainable for the express purpose of building programs of great audience appeal. Even the small-station operators probably would be the last to deny that this procedure has been very successful. There is almost nothing that not is now served by one or more of the major networks, and it is probably true that almost all local stations are losing in part the pressure of keen competition for audience."

Like every other agency executive with whom I talked, Mr. Brewer realizes that sponsored network programs are giving local stations a stiff run for their money in the people's minds and the advertisers. Still he suggests that a local station can be successful, and I believe he means it. A local station can be successful locally."

"In the same issue of Broadcast- (Continued on page 46)"

KC'S STATIONS, all five of them, combined facilities for the first time March 5 to broadcast simultaneously a program to further the financial campaign that was the "Biggest Day in Boys' History" group at the Music Hall of the Municipal Auditorium, announcers of the stations took turns conducting interviews with scout leaders. At the mikes (1 to r) are Jimmy Coy, KCMO; Neal Kehm, KMBC; Lee Neal, KITE; Bob Caldwell Jr., WHB and Bob Davis, WDAF. Chick Allison, KMBC publicity head in charge of Scout radio publicity, handled arrangements.

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BROADCASTING • Broadcast Advertising
WITH the setting up of an outstanding Community Service, coupled with the recent expansion of studios and equipment, everybody referred to us as "The Greater WRBL." Now, with our CBS affiliation, they characterize us as "great and growing greater," which to our Audience means progressiveness, to our Advertisers, results!

So to Cover Columbus — the South's second largest Textile center — use Columbia's Choice, WRBL!

WRBL COLUMBUS GEORGIA
that ing and recording cause of concentrated population. "As doubt limitations some an address March 8 before The Forum of the Advertising Club of New York. Discussing what he described as some practical aspects of television, radio's application to selling, Mr. Black contended the problem is on the door of commercial advertising and is up to enlightened advertising men to be ready for it.

Television's progress promises to be gradual, he declared, technical limitations being such that any overnight prospect of national coverage is out of the question. On the other hand, regional coverage, perhaps in the 96 concentrated population centers comprising half the country's total population, is, in definite prospect. He advocated "concentrated studies of the new medium in all phases."

First Sponsors

Television today is picaresquely in the same state as the movies were some 25 years ago, Mr. Black said. He pointed out that plans are rapidly crystallizing for television manufacture and distribution of television sets and that it is au-thorized that dealers will retail at about $100, minimum.

Early buyers of television time (or space) probably will include manufacturers of television equipment, firms that will utilize the medium for its value and firms whose sales story is outstandingly pictorial, he added. However, there are no more limits to what the TV set can be sold by television than by print or radio, though it is true that certain lines lend themselves very much more to TV than to others in the medium. The truth is, he declared, that if a product can be photographed, it can be sold by television.

With the likelihood of regional coverage being the norm, Mr. Black asserted that the retail store should be a natural in the early commercial contract and not doubt nationally advertised products such as foods, automotive and cigarettes, will seek to sell by television even as they sell by radio because of concentrated population.

"As one possibility I could imagine that the national advertising firm might be the originating and recording and recording its own programs that can be taken by television rather than by radio, since the effectiveness will be so greatly increased.

"If, as is likely, television develops into a selling medium of high-powered effectiveness, the solution no doubt will lie in a compromise: Less time and space will be taken by television than by radio, since the effectiveness will be so greatly increased.

"Mr. Black advised his advertiser audience not to stay away from television when it comes "because you can't finance a huge national show. Think of your company picture, of your product as a picture and strive to put your company's individuality into the program."

MPPDA Making a Study Of Film Video Prospects

PRESENT status of television is being surveyed by the Motion Picture Producers & Distributors of America, who have engaged Courtland Smith, former president of Pathé News, to take the matter up. The study made by A. Mortimer Prall for the MPPDA in 1937, which took Mr. Prall and his staff six months to complete and which resulted in an elaborate report urging picture producers to get into television for their own protection.

Texaco Continues

TEXAS Co., New York, through Buchanan & Co., that city, has renewed its Texaco Star Theatre on 92 CBS stations for another 13 weeks effective April 5, continuing the weekly program through June. The program, which recently underwent several changes, includes Ken Murray, m.c.; Charles Ruggles and Ned Sparks, comedians; Frances Langford and Ken-nedy Baker, vocalists, and guest talent. Jimmy Wallington is an-nouncer and Hal Block heads the writers staff. Talent and format are expected to continue without important changes. It is expected that with final broadcast in June, the program will discontinue for the summer. On its return in fall, a new network time will be selected.

A NEW 100watt daytime station on 1200 kc. in Palm Springs, Cal., is thought in an application filed with the FCC by Molin Investment Co., real estate firm.

PHILCO demonstrates its short-distance portable television transmitter, but states it will not be marketed, although a limited number of video receivers will be the reception end.

MPPDA MAKING A STUDY OF FILM VIDEO PROSPECTS

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Television Advertising

The portable transmitter will not be sold, he said, but was designed by two of his staff of television engineers, Charles Stec and B. E. Schunig, to test the feasibility of the idea by Philco research men, permitting them to experiment with television under all sorts of light conditions both indoors and outdoors. It was first demonstrated before the Society of Auto-motive Engineers in Detroit Jan. 7, he said, and in February was taken to Palm Beach where a beauty contest was televised at the Sun & Surf Club, the bright con-sumes and the brilliant Florida Sun giving pictures seldom seen around Philadelphia.

Television Training Corp., New York, on Feb. 26 started a 13-week campaign of weekly five-minute spot announcements on Topical Film World in New York. More stations may be added later. Huber Hoge & Sons, New York, placed the account.

Video School Placing

TELEVISION TRAINING Corp., New York, on Feb. 26 started a 13-week campaign of weekly five-minute spot announcements on Topical Film World in New York. More stations may be added later. Huber Hoge & Sons, New York, placed the account.
A hint to all ad men
with budgets to plan:
to win the third market,
here's an "A-B-C" plan!

EDWARD PETRY & CO. * National Sales Representative
Improve your service to Famous DOHERTY CIRCUIT increases amplifier efficiency over 100%
clients and listeners...

with this pace-setting 5 KW

Western Electric's 5KW Transmitter changes prospects into clients—turns dial-turners into regular listeners! It has "what it takes"—QUALITY!

And it's extremely economical to operate. The Doherty Circuit increases the efficiency of the final amplifier stage from the usual 30% to over 60%, greatly reducing primary power required.

Other outstanding features are: improved stabilized feed-back circuit; automatic line voltage regulators; cathode ray oscillograph connections in all important circuits; engineered to permit increase to 10 KW or 50 KW by adding standard Western Electric apparatus. Get full details from Graybar.

"ASK YOUR ENGINEER"

You've got something extra when you can tell your prospects and sponsors that your station is

Western Electric
EQUIPPED FOR BETTER BROADCASTING

DISTRIBUTORS:
**Hannibal Decision Is Upset by Court**

**Denial of New Missouri Station Is Remanded to the FCC**

**A**NOTHER in the series of reversals of FCC decisions was meted out Monday in the Eighth Circuit of Appeals for the District of Columbia in reversing and remanding the FCC case denying the Courier-Post Publishing Company’s application for a new local station in Hannibal, Mo.

The court found the newspaper had sustained the burden of proof in showing need for a local station in Hannibal, which has a population of some 23,000 and that the Commission’s denial was “arbitrary and capricious.”

The court brought out that clear channel service from KMOX was “gratifying” in which the examining division was abolished, had recommended the new.

A former FCC examiner, who was released during the McNinch “purge” in which the examining division was abolished, had recommended the remanding grant of the Hannibal application. The court quoted extensively from his report in reviewing the Commission. It marked the third time the court has, in effect, said the same thing that had been made in Mr. Dalberg’s reports—the other two having been the so-called Sagonaw and Potsville cases of last year.

Bringing out that the examiner had recommended the grant of a 100-watt fulltime in 153 kc. in lieu of the applicant’s request for 250 watts day with 100 watts night, the court said that while “the Commission is not bound by the findings of the examiner, it is bound by the responsibility of making findings. It referred to its decision in the Potsville case in which it said the Commission “would have profited from a more careful consideration of those (findings) which the examiner prepared.”

**Commission Policy**

This observation, it said, is “particularly pertinent” in the Courier-Post case.

The court brought out that the applicant had estimated operating a proposed new station at $1,025 per month with advertising income expected to run $2,000 to $2,500 per month from local advertising and an additional $100 to $500 per month from national business. Thus, it said, “it appears there will be a substantial margin of profit in operating the station.”

The court further brought out that the FCC in the past has definitely laid down a policy of granting permits for local stations to communities served with clear channel stations, having no local service. While stating that it could not subscribe to the appellant’s theory that these cases should control action of the Commission, because the FCC must consider each case upon its individual grounds, the court said that in the Hannibal case “it seems to us there has been a departure from the policy of the Commission, as expressed in the decision.”

**The Courier-Post, through Elliot C. Lovett, its counsel, appealed the Commission’s order entered July 2, 1937 and also from the Commission’s action of Dec. 8, 1936 denying its petition for rehearing of the application. Justice Vinson rendered the majority opinion, joined in by other members of the court.**

**MINNESOTA GROUP, WKBO ADDED TO NBC**

A new regional network made its debut in Minnesota March 6 with the linking of KYSM, Mankato; KFAM, St. Cloud, and KROC, Rochester, with WLCA, Minneapolis, as the nucleus.

PRINCIPALS in new Minnesota Radio Network, inaugurated March 6 are MN Network, Inc., owners of KSTP, St. Paul; Gregory C. Gentling, owner and operator, KROC, Rochester; George B. Bailey, general manager, KFAM, St. Cloud; Ray E. Schwartz, KYSM, Mankato.

**FARM CONTINUITIES OFFERED BY U. S.**

TWELVE series of weekly farm programs prepared from farm census statistics are now available without charge from the Bureau of Census, Department of Commerce, according to a statement to broadcasting by Z. R. Pettet, chief statistician for agriculture.

The programs are written to order and may be used either as sponsored or sustaining features by stations and advertisers. Included are the following subjects: Farm Forum, 30 to 60 minutes once or twice weekly; Farm Quiz Program, 15 or 30 minutes once weekly; Special Feature Program, 15 to 30 minutes once weekly; Educational Program, 15 to 30 minutes once or twice weekly; News Flashes; Farm Facts, 15 minutes once or twice weekly; Educational Farm Record Program, 15 to 10 minutes weekly; County Facts Program, 15 minutes once or twice weekly; Glimpses into the Future, 15 to 30 minutes once weekly; Business Men’s Program, 15 minutes once or twice weekly; Farm Quotations and What They Mean, 15 minutes once or twice weekly; Census Data for use by Radio Discussion Group, 15 minutes once weekly.

The programs, according to Mr. Pettet, will be sent either in nucleus form or prepared according to individual specifications by writers in his department. Relevant and useful pedagogic information regarding form and style desired as well as approximated date and hour of broadcast. Direct quotations must be identical with information furnished and copies of the broadcasts are to be furnished to Mr. Pettet’s department if possible. Requests may be addressed to Division 65-A, Bureau of the Department of Commerce, Washington.

**Harvey-Whipple on 2**

HARVEY-WHIPPLE Inc, Springfield, Mass. (Master Kraft heating equipment), on March 22 starts a Wednesday evening quarter-hour program Magic Melodies on WJZ, New York, using an ensemble di rected by Charles Pettet featuring electric organ, harp, clarinet, vibraphone and vocalists. Ford Motor Company has sponsored a similar campaign last year with “gratifying” results, according to William G. Myers, Adv. Agency, New York. A Harvey-Whipple program of Transradio news will be heard Sunday evenings on WTTIC, Hartford.

**Latin Station Bill Shelved by Vinson**

Proposed Governmental Radio Project Out This Session

DESPITE an implied Administration approval of a proposal to set up a Government-owned international broadcasting station, in line with the Good Neighbor policy toward Latin America, Chairman Carl Vinson (D-Ga.), of the House Naval Affairs Committee, last week said that March 6 that his committee would not consider such legislation at this session.

Vincent has permeated broadcasting circles in Washington that President Roosevelt is desirous of having such legislation enacted at this session, to authorize building of a station which would interchange programs with Latin America and to some extent offset the shortwave propaganda from European nations, notably Germany, France and Italy. Only one such measure, offered by Rep. Celler (D-N.Y.), is pending and it provides for the station to be located in the United States, rather than in territorial United States. Last session three separate measures to establish such stations at widely separated locations in the United States, were introduced in both the House and the Senate with the adju nction of Congress.

Not a Chance

Discussing the Celler Bill, Mr. Vinson told broadcasting: “You can say for me the bill is pigeon-holed.” But he did not rule out setting up a Government radio station at this session.

Mr. Vinson said his statement upon his return from an inspection tour along the Southeast coast in the spring had suggested the idea of a new naval seaplane base. He said that by the time his committee completed this matter, as well as other national defense measures, there would be no time to take up the controversial Federal radio station.

Chairman Vinson presided at hearings on the several bills at the last session on Government shortwave stations but the committee took no action. The proposals were dropped along on the basis of the broadcasting picture through the NAB, since the Government station project was viewed as an end in itself in the possibility of Government operation of radio generally.

**Amos ‘n’ Andy to CBS**

CAMPBELL SOUP CO., Cauden, will move Amos ‘n’ Andy to CBS on April 3, causing the team’s first direct broadcast from NBC since 1935 when it was added as a network program for the Pepadon Co. in August, 1929, to be given over to the new program. The first 1935 when they were shifted from the Blue to the Red network by that company. The move is under the sponsorship of Amos ‘n’ Andy at the beginning of the 1938. The program, which will now be broadcast on 55 stations, including the 35 for which its career, will be heard at the same time as before, 7-7:15 p.m. EST, with rebroadcast at 11-11:15 p.m.

Either program will be heard at the Campbell Playhouse, starring Orson Welles, on CBS each Friday, 9 to 10 p.m. Programs are placed through Ward Wheelock Co., Philadelphia.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Each November since 1934 our Announcing Staff has received a card from a Northern Massachusetts family. Each year it bears the same simple message, "In loving memory of our mother." Just that, and nothing more—yet, somehow, this seems one of the nicest things that happens to us all year.

To us who know the story, it means a great deal to be reminded of that dear old lady who is no longer with us. For years her radio had been her greatest pleasure, WTIC her favorite station. And so each November since 1934, we've treasured those cards sent by her family reminding us of how much we meant to someone they loved.

We know our audience is large—but little things like this annual bit of honest sentiment tell us we must be reaching a friendly audience as well. Nothing is nicer for any radio station to know than that.
Papal Ceremonies On Air First Time
Networks Give Full Coverage Of Overnight Event in Vatican

CBS, NBC and MBS on March 12 remained on the air after the usual sign-off period at 2 a.m. to bring listeners complete coverage from Rome of the coronation ceremonies of Pope Pius XII, who was elected to the highest office of the Catholic Church on March 2, a Saturday, ceremonies performed before thousands in St. Peter's Square at Vatican City. CBS, which started at 2 p.m. and continued for approximately three hours.

Many networks also reported an all-night vigil to pick up the network broadcasts, some making special arrangements with their local Catholic parishes for listener groups.

NBC representatives, Max Jordan and Philip Madzenisky, described the event from the NBC microphone on the square in Rome. Before the broadcast began, WHK, NBC's shortwave station in Cleveland, affiliated with the Minneapolis Symphony Orchestra and the Metropolitan Cathedral Choir of St. Meinrad, Ind., and then picked up the Rome broadcast via shortwave.

Special Broadcasts
Mutual's representative in Rome was David Woodward, noted foreign correspondent; CBS spokesman was William Shirer. Prominent NBC newsmen who were in Rome and from America spoke on the broadcasts by the three networks and reviewing the career of the new Pope. On Sunday evening, March 13, NBC rebroadcasted a radio special of the highlights of the coronation.

Programs leading up to and including the coronation of the Pope were heard over both networks of NBC from 12:45 to approximately 8 a.m., and were heard to South and Central America over shortwave stations WZAX, W2XAD, W3XAL, W2XBF, W2XAF, W2XUP, and W3XAL, representing the installation of the 12 receiving sets in churches in Cleveland by WHK, and the installation of receiving equipment in one cathedral and two churches in Philadelphia by KYW. Other affiliated stations also arranged to bring the programs into churches in their areas.

When announcement of the newly-elected Pope was made on March 2, NBC, CBS and Mutual cancelled all regularly scheduled broadcasts to bring the news from Rome. Cardinal Pacelli had been named Pope by the College of Cardinals. The network then picked up the broadcast from the Vatican station HVJ after it had been transmitted to the United States by ITAL, a long-distance broadcast station. ITAL, a broadcast which marked the first time radio has been used to proclaim a Pope as Pope.

Later that day, the networks and many local stations arranged special local programs, some in new Pontif. WOR, Newark, through its facsimile station W2XUP, broadcast news of the Pope's election with facsimile records available to a limited group at 12:08 p.m., some time before newspapers had appeared on the streets.

Pastor Cut Off by KTAT During Political Tirade
BECAUSE he was buying time at the religious rate but deviated from his prepared talk to discuss politics, Rev. John Lovell, Baptist minister of Ranger, Tex., known as the "radio preacher," was cut off March 2 by KTAT, Fort Worth, just as he began launching into a tirade against Vice-President Garner, whom he linked with Wall Street.

He had been warned during his broadcast series, of which his March 2 sermon was the last under contract, not to deviate from religious subjects. He will obtain the 60% religious rate and for political broadcasts the one-time rate of the contract.

His talk was monitored by Len Finger, program director, who was unionized in April. Sam Bennett to cut the miles if necessary. On several occasions the preacher had been reprimanded for attacks on Catholics and Jews over KTAT.

Frisco Fair Appoints
ARTHUR ROWE, supervisor of radio and public address at the Golden Gate International Exposition, has appointed Bob Coleson as radio program director. Coleson, who directed radio activities at the San Diego Fair and the Dallas Centennial, will be assisted by Jack Lynan, in charge of all special events broadcasts from Treasure Island and Jack Joy, production manager. The personnel of the radio staff will number more than 30 and will be complete when the radio building is ready in mid-March. Exclusive broadcasting rights for all arrivals and departures of Pan American Airways' Clipper planes at Treasure Island have been awarded to NBC.

WNAC-WAAB Renewals
WITHOUT assigning its reasons, the FCC March 6 rescinded its action of last year setting WNAC and WAAB, Boston, Yankee Network stations, for hearing because of complaints alleging operation contrary to public interest. In granting the regular renewals of licenses, the FCC stated simply that it had reconsidered its former decision. When the Yankee Network had filed the original complaints with the FCC alleging improper programming operations, among other things.

Ever Since 1925
JOHN S. GAMBLING on March 15 celebrated his 25th anniversary on WOR, Newark, with his early morning program, "Sunrise Serenade," from 7:15 to 8 a.m. under the sponsorship of Childs Restaurants. Gambling, the acknowledged leader for the last five years to be the oldest consistent program on the air, having started June 2, 1925, and sponsored 75% of the time.

Daily Facsimile Service From New York Station Is Inaugurated by Finch
FOLLOWING a 10-day test period of one-hour facsimile broadcasting daily on W2XBF, New York, on March 13 started regular service of three hours a day, from 11 a.m. to noon, 4 and 7 to 8 p.m. Dr. E. Finch, pioneer experimenter in the field, the facsimile transmitter is located atop the Empire State Building at 1819 Broadway, facing Columbus Circle. Finch Telecommunications Laboratory moved into a new installation in the same building within the next few weeks, as soon as alterations can be completed.

Programs of various types will be presented experimentally in an effort to supply entertainment and education for the purchasers of the Crosley Radio facsimile receivers, manufactured under Finch patents, and will continue as long as there is a demand for more extensive service, it was said.

Announcements and commercials with International News Service permit W2XBF to broadcast by facsimile the highlights of all INS general news reports.

Mr. Finch was recently granted another patent (No. 2,148,150) on a simplified facsimile transmitter "transmission system," bringing its total of facsimile patents to well over 60. This latest patent covers a means of simplifying the driving arrangement and reducing the size of the driving relay, and provides for objectionable transverse vibrations of the carriage that tends to spoil the detail of the pictures.

Commercial to Cuba
BECAUSE of its distribution in Cuba, U. S. Rubber Co., sponsoring 99 Men & a Girl, featuring Raymond Paige's orchestra and Hildegarde, will be heard on a half-hour Wednesday nights at 10, began sending the program via RCA communication equipment-leased to Havana, 5,000-watt outlet. Special authority of the FCC was obtained March 5 and the first program was heard over International Station W2XBF, Havana. This is the first commercial to be sent on regular schedule by CBS to Cuba, where the station is known as W2XBF, and the sale of broadcast cards through the agency, Campbell-Ewald Co., of New York.

Latin American interest in news from the United States was intensified when the FCC authorized NBC's shortwave transmitters, W2XLF and W2XKL, to transmit their Spanish-language news periods to Cuban stations CMX and COCX for a period of 30 days.

KFNW Plans New Plant: Brant Assistant Manager
KFNW, Shenandoah, Ia., holder of a construction permit for 1,000-watt night and 5,000-day time station, has contracted for the installation of a new RCA transmitter with a 650-foot vertical and work will start in the near future, according to M. H. (Pete) Petersen, newly-named assistant general manager. Mr. Petersen also announced that KFNW will soon enter the facsimile field.

CELEBRATION marking the centennial of the University of Michigan on March 18 starts radio broadcasts from Ann Arbor, some of the first state endowed university in America, and shortwave to Europe and South America for the benefit of Michigan alumni in other parts of the world. Luncheons will be held in cities throughout the country by alumni who will listen to the broadcast.

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Broadcasting • Broadcast Advertising

www.americanradiohistory.com
There's been hair-raising tales of strange goin's on at Boothill Cemetery (pictured) near Amarillo, where frontiersmen who died with their boots on, are buried.

Maybe You're Not Interested, BUT
Thousands Of Panhandle-Plains Folks Were!

It is the airing of happenings of major local importance . . . of good local studio shows and special features intermingled with NBC programs, that commands an 85% audience of Panhandle-Plains folks to KGNC and KFYO—of Lower Valley Grande folks to KRGV. Maybe you wouldn't be particularly interested in "The Man On The Street", "Dr. I. Q.", "Sons of The West", "The News Reporter", "Religious and School Features", over KGNC, but folks out here are. And, to reach them, and sell them, you must use their home station.

HOWARD H. WILSON CO., REPRESENTATIVE

New York Chicago Kansas City

KGNC KFYO KRGV

AMARILLO LUBBOCK TEXAS CITY
THE PANHANDLE THE SOUTH PLAINS LOWER VALLEY GRANDE

www.americanradiohistory.com
Bakery Presents New Brand, Using Spot Radio Alone

Des Moines Firm Floods Area With Announcement Drive
By WAYNE VARNUM
Iowa Broadcasting Co.

ZINSMASTER BREADS, one of the oldest bakeries in Des Moines, recently introduced a new brand name and new white and rye loaves to the Central Iowa market via radio alone.

Faced with the problem of putting over their new name—Master Bread—to record listeners, one of the oldest bakeries in Des Moines, recently announced a new bread named ZINSMASTER BREADS, and placed, in the opening weeks, on both KSO and KRNT in Des Moines. Three announcements a day (two daytime and one evening) were used on both stations (a total of 42 announcements a week) and were placed on a staggered schedule to catch the maximum number of listeners.

Although counter displays, window stickers and other point-of-sale copy were used, no newspaper or radio space was used during the opening blasts of the campaign.

"Coudn't Be Avoided"

The promotion to launch the new bread began with a kick-off dinner for all the Zinsmaster route men and the production officials of the plant. Mr. Tod introduced the new bread, well-backed by Zinsmaster in their new diathermic oven. It's the only bread made with malted milk...etc."

"This is something new under the sun. It's the new Master Bread, well-backed by Zinsmaster in their new diathermic oven. It's the only bread made with malted milk...etc." The phrase of "well-backed by Zinsmaster" was incorporated in every announcement no housewife could avoid them."

The announcements themselves were written for radio only; "There is something new under the sun. It's the new Master Bread, well-backed by Zinsmaster in their new diathermic oven. It's the only bread made with malted milk...etc."

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Economic and Talent Factors Promote Radio Trek to Hollywood, Says Atlass

DESPITE the attitude of Hollywood studios, the trend of radio production will continue to the West Coast with increased centralization of the radio industry. While Hollywood production is not only a matter of talent, but also guided by economic factors of growing importance. These opinions were expressed by H. Leslie Atlass, CBS western division vice-president, Chicago, when in Hollywood during early March.

Mr. Atlass belittled the chances of watching the "vast numbers" or "a serious effort on the westward movement of network programs, even if by radio. He had no belief there was any real antipathy between the two entertainment mediums. To his high position, two can help each other to mutual advantage and he cited benefits announcements on your stations. KRNT and KSO have proven very much more than satisfactory. Because of the admiration felt for any single announcement on Master Rye as well as the general interest stimulated in the malted milk content of our white bread, we are convinced that 'spots' really sell Master Bread."

Mr. Atlass' experience is especially significant, because Des Moines is a highly competitive bread market for the size of the town.

Henry P. Rines

Henry Pritchard Rines, S.S., operator of WCH, Portland, WFEA, Manchester, and KKA, Augusta, was in Portland March 2 following a serious chronic illness. He was one of the leading hotel men of New England, in addition to his broadcasting operations. A native of Portland, Mr. Rines established WCH in 1925 as his first radio venture. He is survived by his widow, a son, William Henry Rines, and a daughter, Mary W. Rines, a student at Smith College, and a brother, Mr. R. W. Rines, a long resident of Portland, Mr. Rines attended grammar school there. He graduated from the University of Pennsylvania in 1913.
Confessions of a Time Buyer's Secretary

"I certainly am glad to see BROADCASTING arrive the first and fifteenth of the month because Mr. Hymes looks forward so eagerly to each issue. You know, even with all the mail and promotional literature he receives he takes time the day BROADCASTING reaches him to digest it thoroughly. In fact, he invariably takes a copy home to read and save for future reference. Like others in the radio department here, Mr. Hymes finds the YEARBOOK invaluable, too, and refers to it through the year."

MISS RENA STONE
Secretary to John Hymes,
busy Time Buyer of Lord & Thomas, New York City.
Miss Stone is pretty, pert, brunette, and 23.
CBC Acts to Strengthen Facilities

Signs a News Contract; Newfoundland Gets A Station

By JAMES MONTAGNE

LEGISLATION to curb any possible "profiteering" by private broadcasters was suggested by Leonard W. Brockington, Winnipeg, chairman of the CBC, at the annual meeting of the Society of Broadcasters at Ottawa which opened March 2. The CBC had no intention or desire to prevent reasonable profits by private stations, Mr. Brockington told the 23-man Parliamentary committee. His position was that freedom of discussion by all sides was the best way to present controversial issues.

"We would like especially to see a greater opportunity for self-expression among the people, who can never get to be either owners or controllers of newspapers," Mr. Brockington said. "Surely they should have a voice in their affairs. Freedom of speech was not just the sale of space at 50 a minute. If that were so then free air would soon degenerate to just a sign outside a filling station."

If time on the air were placed under the domination of wealth, it would be possible for wealth to buy up all available time, he said, adding that the CBC desires to be fair to all.

Contract for News

Mr. Brockington announced a new contract has been signed into effect with the Canadian Press, similar to that of the Associated Press recently made in the United States. The CBC is now given full news service, effective March 1. The CBC can put on as many bulletins or packages as it likes, can use recordings or original broadcasts as background of news items, can give the service to newspapers owned or controlled by others at cost for non-commercial broadcasting; can prepare or edit its own bulletins from the service, must give by-line credit.

For the present Mr. Brockington stated CBC will allow CP to edit and select the news items at an annual fee of $15,000, all expenses to be at cost for non-commercial broadcasting; can prepare or edit its own bulletins from the service, must give by-line credit.

The contract is a subject to a three-month notice for reconsideration or amendment by either party. There is nothing of the cost to CBC from allowing other news casters on commercial programs as at present over a series of commercially-sponsored hockey broadcasts.

Mr. Brockington also announced that Newfoundland has organized a broadcasting corporation along CBC lines. The only Newfoundland station (12,500 watts power) was ready to go on the air. And from that day was to take all CBC sustaining programs by land lines from Montreal to St. John's, and via St. John's, outside Montreal. It is hoped that commercial United States networks now being piped into Canada on CBC's sustaining programs, and commercial networks in the United States now being piped into Canada on CBC's sustaining programs, and CBC's relationship to them is that it carries them on the CBC net will be extended to coverage of the Newfoundland area, he said.

The new 50,000-watt CBC trans- mission is in the town of Nain, N. B., will go on the air April 8. Mr. Brockington announced, and the other 50,000-watt transmitter, CBK, near Watertown, Sask., will be ready by June 1 at the latest. Both stations will receive daily 16 hours of CBC sustaining programs, and no local commercial programs. Mr. Brockington did not state definitely whether commercial network programs will be carried on these new stations.

The CBC is working on the problem of giving more adequate coverage in British Columbia. There will be an increase in power of the Vancouver CBC station, CBV, and a number of subsidiary stations are to be erected in the province.

In Southwestern Ontario (Lake Erie district) a 1,000-watt station is to be erected outside Windsor and if this does not adequately serve surrounding Canadian area, there may be an exchange of wavelength or establishment of the present 50,000- watt CBTL, Toronto.

A Profit Indicated

Commenting on programs, Mr. Brockington showed that the number of American radio programs entering Canada has increased to 16.2% of all the CBC's programs. The CBC now carries 260 features, 69.6% sustaining network programs.

A preliminary financial statement for March 31, 1939, showing that of the $3,200,000 estimated a year ago as being necessary to carry the CBC during the 1938-39 fiscal year, the actual revenues collected to March 2 were $3,168,000. The CBC had spent to the end of the month $1,898,000, including full interest on government loans for construction of new stations. Commercial revenue is estimated between $400,000 and $500,000.

Mr. Brockington made it clear at the beginning of the query that the CBC would not be responsible for the financial loss of Canadian broadcasting service in Canada, are not civil servants, nor part of the civil service, do not spend taxpayers' money, are not subsidized by the government, are not swayed by any political or personal considerations, have not met the capital or operating expenses. The CBC alone is responsible for its policy, he added, and has a duty to be impartial.

He promised to demonstrate facilitate broadcasting, a field the CBC proposes to develop in conjunction with newspapers and the Canadian Press. He also announced that CBC plans publication of a periodical on the lines of the BBC's The Listener, listing programs, giving stories of operators, and publishing outstanding addresses delivered over the CBC stations, and cultural features.

Government Shortwave Planned

He urged early action by the government on a Canadian government-owned powerful shortwave station before all available frequencies are taken up by other countries. In the near future the CBC is planning shortwave broadcasting on a shortwave station, promotion of interest in Canadian abroad would be accomplished, he stated.

Meanwhile outside Parliament, religious organizations have started a campaign against commercial shortwave transmission. They have been sustained on grounds that it is illegal according to the Lord's Day Act, which states in part "shall not be lawful for any person to advertise in any manner whatsoever any performance or other things prohibited by this act." Main attack is levelled at CBC commercial Sunday programs, most of which are imported from United States and bring the CBC revenue which it needs.

While the religious organizations will try to have the Sunday commercials stopped, at least, it is not thought in Ottawa that they will have much success, since the Sunday commercials are among the most popular. There has been also some protest against sponsored religious programs on Sunday, including the singing of hymns by well known actors.

There have been rumors the listener license is to be reduced from $2.50 to $1.00, because there will be a Federal election this fall, and the tax is the most disliked in the country.

Ban on Propaganda

Answering questions by committee members he refused to allow Publisher McCullagh to use the CBC network, Mr. Brockington said, because to do so would be a violation of the legislation under which the committee has instructed government administrators not to broadcast opinion-propaganda disseminated over the CBC network.

"We will broadcast opinion and propaganda," Mr. Brockington stated. "We do not wholly say we will not take them on the network. They could be broadcast, on any private station.

Mr. McCullagh's refusal to Publisher McCullagh was based on three factors, Chairman Brockington explained. That CBC's opinion-propaganda could not be purchased over the CBC network, that the CBC controlled the policy of subsidiary networks, and that the CBC controlled the policy of subsidiary networks. The third is that definite instructions had been given to Maj. Murray prohibiting such broadcasting. Mr. McCullagh's application was not dealt with by the committee.

Regulation Changes Hinted

Mr. Brockington, in checking the CBC regulations with the committee March 3, intimated changes to be made in the following, according to the March 20 meeting of the board of directors private broadcast stations.

Regarding the regulations which do not allow price mention on the air, he stated: "That is not particularly popular with private stations. I have no doubt that it is popular with the newspapers. I have not been convinced by the arguments for it or by the arguments against it.

The Committee is limiting of nighttime transmissions he said: "We think the regulation is out-of-date and that it should be changed. We are prepared to make substantial concessions in that regulation when we meet the private broadcasting sta- tions. We are prepared to give some flexibility for the use of high class transcriptions particularly in connection with events that have alternative programs and where local talent is obviously unobtainable for a period of time.

SPECIAL short-wave broadcast from Newfoundland to the American coast, to be accomplished by MBS to bring American listeners a description of the running of the annual Grand National horse race at Aintree, Liverpool.
25,000 Contacts

Above: WKY's trained merchandising staff maintains the dealer and jobber contacts necessary to create an extra sales push for products exploited over its facilities.

Below: Through a sparkling program structure, WKY maintains listener contacts with 62% of the radio homes in the state.

A LOT IN ANY LANGUAGE!

• You can paint a myriad of pictures with the word "contact." To a pilot, for instance, it suggests a take-off . . . and 25,000 is a lot of take-offs. To a salesman, on the other hand, it means a sales presentation . . . and 25,000 is a lot of these.

But to the technical staff at WKY a contact is a soldered connection coordinating tubes, batteries, condensers, power lines, amplifiers and what-not . . . and it requires 25,000 of these connections to render a constant, efficient service to WKY's vast listening audience.

It took WKY engineers three months to complete these 25,000 contacts . . . but they bring under the controlling finger-tip of a single technician four complete studios, an inter-studio talk-back system, a bustling newsroom a floor above, the editorial offices of The Daily Oklahoman and Oklahoma City Times three blocks away, one of the most modern studio kitchens in the country and a dozen remote control points in the city.

The control panel at WKY is a perfect example of coordination . . . is symbolic of WKY's ability to merge its men, methods and machinery into a service institution that educates, entertains and sells.

WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN • MISTLETOE EXPRESS • KFOR, COLORADO SPRINGS KZL. DENVER (Under Affiliated Management) • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TESTED STATIONS OF THE NATION

WOKO . . . . . . Albany
WGST . . . . . . Atlanta
WBAL . . . . . . Baltimore
WGR-WKBW . . . . . . Buffalo
WCKY . . . . . . Cincinnati
WHK-WCLE . . . . . . Cleveland
WHKC . . . . . . Columbus
WIS . . . . . . Columbia
KGKO . . . . . . Dallas-Ft. Worth
WHIO . . . . . . Dayton
WBIG . . . . . . Greensboro
WTIC . . . . . . Hartford
KTRH . . . . . . Houston
KMBC . . . . . . Kansas City
KLRA . . . . . . Little Rock
KHJ . . . . . Los Angeles

DON LEE SOUTHERN CALIFORNIA GROUP

KMH . . . . . . Los Angeles
KGB . . . . . . San Diego
KDB . . . . . . Santa Barbara
KFXM . . . . . . San Bernardino
KFMC . . . . . . Bakersfield
KVOE . . . . . . Santa Ana
KXO . . . . . . El Centro
KVEC . . . . . . San Luis Obispo

DON LEE NORTHERN CALIFORNIA GROUP

KFRC . . . . . . San Francisco
KQW . . . . . . San Jose
KDON . . . . . . Monterey
KIEM . . . . . . Eureka
KTKC . . . . . . Visalia

COMPLETE DON LEE CALIFORNIA NETWORK

(See Stations in Northern and Southern Groups)

WMAZ . . . . . Macon
WREC . . . . . Memphis
WIOD . . . . . Miami
WISN . . . . Milwaukee
WSFA . . . . . Montgomery
WLAC . . . . . Nashville
KOMA . . . . . Oklahoma City
WCAU . . . . . Philadelphia
KYO . . . . . Phoenix

ARIZONA NETWORK

KSN . . . . . Bisbee
KCO . . . . Phoenix
KGR . . . . Tucson

WCAE . . . . . Pittsburgh
KYN-KALE . . . . Portland
WRVA . . . . . Richmond
WHAM . . . . . Rochester
KDYL . . . . . Salt Lake City
KTS . . . . . San Antonio
KGB . . . . . San Diego
KFRC . . . . . San Francisco
KDB . . . . Santa Barbara
KIRO . . . . Seattle
KWK . . . . St. Louis
WFBL . . . . Syracuse
WTAG . . . . Worcester

Additional stations are being added regularly to complete the major market coverage of the United States.
Every radio advertiser has more than once yearned to lay out a broadcasting system to suit himself . . . to coincide with his own markets . . . with all the simplicity and control of network operation.

Good news! Now it can be done . . . solving the urgent problems of sectional and national advertisers both great and small, and of that host of others who cannot find the broadcasting periods they require.

The World Transcription System is the answer. Study the roster of Gold Group stations—the choice tested stations in leading market centers. Construct your own system with these leaders, using a handful or the entire list.

Yes, the Gold Group is new and important. It combines for advertisers the valuable flexibility of spot broadcasting with one headquarters for responsibility. Advertisers benefit also by a uniform plan of merchandising support at broadcasting points, and by the elimination of mechanical costs in whole or in part.

And remember, these new advantages are tied up with World’s famous vertical-cut Wide Range transcriptions . . . joint achievement of Bell Laboratories, Western Electric Company and World Broadcasting System.

Decidedly, there is something new in radio . . . a new standard of value for the radio dollar. For the full story of the Gold Group, address World Broadcasting System, 711 Fifth Avenue, New York City.

WORLD TRANSCRIPTION SYSTEM
a service of
WORLD BROADCASTING SYSTEM
Reductio ad Absurdum

OVER AT the FCC, where the formula appears to be "A headline crisis a day keeps work away," there is much ado about program complaints. As to the merits of the Commission's recent action on complaint procedure, Craven dissenting, enough has been published to enable everyone to form his own opinion, though we might observe in passing that name-calling is not enhancing its prestige.

But let's look into the complaint situation. We have heard horrendous reports, from this commissioner or that, about great stacks of letters from irate listeners. We have seen all other work stop to "study" and headline the morality of the famous Mae West broadcast and the occasional item that from Eugene O'Neill's Beyond the Horizon. We recall Commissioner Payne relating to a Congressional committee how he was swamped with fiery epistles from an outraged parenthesis over children's programs. We have been led to believe that Mr. Farley's minions were all but stoop-shoed with their burden of complaints to the FCC.

Yet what does the Commission's own report show regarding the volume of program complaints? The average, said its special committee, is about 50 letters per week. Of these, it was frankly stated, 60% are "frivolous," 80% non-informative or general, and only 10% "informative" enough to warrant investigation. Among the 50 are included the reports of the FCC's corps of some 125 inspectors who prob-ably account for most of the informative mis-sives.

Thus, if our arithmetic is accurate, only five out of the 50 letters per week merit any kind of attention, the rest let us see just what proportion of listening leads to gripes impelling enough to write indignantly to the FCC.

In round figures, there are about 700 broadcast stations actually in operation in this country (leaving out of account construction permits and silent stations) and each operates, conservatively, an average of 12 hours per day. That means 8,400 hours of broadcasting per year. The FCC gets a total of 560 letters of complaint per year which, by its own admission, are informative enough to be worth looking into. That means about one letter for every 120,000 hours of broadcasting.

Bear in mind, also, that about 27,000,000 American families (82% of the total) have radios, and the census says there are slightly more than four persons per family, meaning about 108,000,000 potential listeners. Thus only one out of approximately 440,000 listeners feels constrained to write to the FCC during the year to complain about one program or another. It is a fair assumption that many of the writers are chronic repeaters, so that one out of a half-million listeners is probably right.

This is at best rough arithmetic and a super-ficial analysis, but remember that not all of the 260 complaints is worth more than an "investigation" so that we think we have given the FCC the benefit of marginal doubt. As for the taxpayer and the satisfied listener, he has every right to ask, what's all the fuss about?

Even the touted Orson Welles "Martian invasion", which led to thundering headlines and serious complaint on the part of our radio regulators, provoked only about 650 letters to the FCC—and half of these praised the program and asked for a repeat performance!

Wherefore, we ask, why all this darning (correction: darning) of programs? Why all the fuss and waste of time over program con-tent (over which the FCC has extremely limited powers anyway) while other more serious matters are sidetracked? Or are there really ghosts?

Appeasement

BUSINESS appeasement has become the Admini-stration's byword these days. But it hardly has extended to a beleaguered broadcasting industry, which apparently has resigned itself to an endless siege of political brick-bat tossing and regulatory ham-stringing. To paraphrase a contemporary, the FCC appears to be pickinget the Administration in its quest for industry good-will.

Legislatively the picture has changed rapidly. Senator White's new resolution for a "thorough and complete" investigation preparatory to enactment of new legislation should tend to checkmate hasty reorganization legis-lation. The White Resolution already has won spontaneous favor as the desirable first step.

Because events have been transpiring in such unorthodox fashion during the last few weeks, any prediction on legislation is risky. The President is on record as favoring a speedy FCC reorganization and the writing of new "substantive policies". While the Wheeler Bill, drafted by Chairman McNinch with the President's implied blessing, has encountered harsh treatment, it cannot be regarded as dead. It is entirely possible that a second bill, proposing fundamental changes in the law, will pop up any day. Reports are current that such a bill is in the mill.

In all this legislative hodgepodge, it is refresh-ing to note that the longer license theme for broadcasting has been picked up rather generally. Save for the Wheeler-McNinch Bill, all other proponents of legislation have es-poused a longer tenure for the six months, Rep. McLeod (R-Mich.), author of the latest measure, has proposed minimum three-year licenses with a provision to "remove fear of political reprisals". On another front, Elliott Roosevelt, second son of the President, and a broadcaster in his own right, advanced the suggestion to the FCC that it consider a con-tinuing license for radio, founded on certificates of convenience and necessity, as a means of stabilizing the industry.

In almost every quarter it is admitted there should be less molestation, political and otherwise, of broadcasting as an industry. Yet it increases. The paradox of the FCC's contention in the courts that economic injury to existing stations is not connected with Government when it licenses new stations, while the FCC accounting department at the same time smothers stations with questionnaires on every conceivable economic aspect of operation, is rather difficult to reconcile.

Speaking in the best interests of the in-dustry, we should like to see Senator White's resolution for a fact-finding inquiry—one that would tend to end such inquiries—develop forthwith. And then perhaps there will be a breathing spell during which the industry can dig in fulltime on its job of broadcasting.

"The Judge"

THE DECISION of Judge E. O. Sykes to re-quire from public life after a dozen years of distinguished service strikes the broadcasting industry with staggering impact. "The Judge" has become a symbol of something of a future— the rudder of the regulatory ship—for he has been on the scene since the first day the old Radio Commission began functioning back in 1927.

Twice the chairman of the regulatory boards, Judge Sykes has weathered each of the legis-lative storms, always maintaining his judicial composure, always refraining from personality clashes, always aloof from the headline hunt-ing proclivities of some of his colleagues. He has never regarded broadcasting as anything other than what it is—a young industry, feel-ing its way, perhaps making inadvertant mis-takes and needing proper encouragement rather than big stick regulation.

Judge Sykes, over the years, has been the main equalizing force in radio regulation. The pace has been swift these past few years, and many things may have happened over his ob-jection. Yet they might have been far worse if he had not been there to calm the heat of some of the internal bickerings.

No one will begrudge Judge Sykes' decision, after his long and honorable tenure with at-tendant financial sacrifices, to return to private practice of law and provide for his family in less arduous work. A devoted broadcasting industry certainly wishes him Godspeed and good fortune.
WHEN, early last month, A. L. Dibert and a few of the staff and alumni of NBC's legal department in honor of his tenth anniversary as the network's general counsel, he could look back with satisfaction on a decade of service not merely to NBC but to the entire broadcasting industry. From the inception of the NBC suit and litigation affecting this new medium of communication, "Judge" Ashby, as he is affectionately called by his friends and colleagues, has been active in establishing the legal rights of broadcasters and in protecting them against oppressive legislation.

During the decade in which he has guided the legal path of NBC and for some years before that, when, as assistant general attorney for Westinghouse, he handled all the radio litigation in which that pioneer broadcasting company was involved, Judge Ashby has either directed or assisted in the prosecution or defense of most of the test cases on which today's radio laws are based. He tried one of the first cases heard by the original Federal Radio Commission and was counsel at the hearings in 1927 on reallocation of broadcast frequencies.

One of his earliest cases was the so-called "Sta-Shine" case in which the Interstate Commerce Commission held that broadcasting is not a common carrier and that the ICC does not have the power to regulate its rates and charges. In another case he succeeded in having the court hold that sending announcements and engineers into Kentucky to broadcast horse races from that State did not subject NBC to the jurisdiction of that State. He also participated in the case which denied the right of a State to levy a gross receipts tax upon broadcasters, and more recently he directed the case which ended the right of the State of New York to tax the broadcast properties in that State.

In a decision which substantially held the New Jersey Radio Act, giving the State regulatory power over broadcasting with the State's bidders, to be unconstitutional.

During his 16 years in radio Judge Ashby has been a member of numerous trade associations and legal committees, as well as a member of the law firm of Ashby, Ashby & Droeg, attorneys to the National Broadcasting Company, Inc.

During his years of service, NBC has been a leader in the development of broadcasting as an art and industry. As a result, NBC has been able to bring to the public a great deal of educational and entertainment material, and has, through its programs, contributed greatly to the advancement of the field of broadcasting.

It is with genuine pleasure that we pay our respects to Judge Ashby, whose dedication and service to NBC and to the broadcasting industry have been invaluable. We wish him many more years of service and success.

H. V. KALTENBORN, CBS communique, received a degree from the University of Wisconsin for a lecture on the history of radio, recently published in the last fall. Voted March 7 by the University's regents, the honorary degree will be conferred at the 1939 commencement.

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D. LENNOX MURDOCH, program director of KSL, Salt Lake City, has been appointed sales manager and will continue as program director. He has been equally persistent that radio be kept free from censorship by any governmental agency in any form.

Born in Wacousta, Mich., April 13, 1886, the son of a minister, young Ashby was early nicknamed "Dok," like another minister's son, M. H. Appleworth, who was president of NBC when Mr. Ashby became its head. From the public schools he went to Olivet College (his son is now a student there), where he engaged in such diverse extracurricular activities as athletics, oratory and singing in the college quartet and glee club, which he also managed. His main college achievement, however, was the financial miracle by which he balanced the budget of his fraternity, Phi Alpha Pi, which he paid out $25,000 in the red.

Leaving Olivet with a B. A. degree in 1908, young Ashby became a student of law at New York University. He was a teacher of history at the Prospect Heights School for Boys in Brooklyn. In 1910 he was graduated with honors. He then served for two successive years as president of both his class and his law fraternity, Phi Delta Phi. Summer vacation brought him a job. At a mountain mining school he spent as manager of a resort hotel at Port Huron, Mich.

Following another year of graduate work in New York, Ashby returned to his college alma mater and became the post of acting secretary of N. Y. U.'s School of Commerce when a fraternity brother, John J. Jackson, who had become general attorney for Westinghouse, called Ashby to his fraternity's annual meeting in 1919 and invited him to come to Pittsburgh as his assistant.

For the next 18 years, until he joined NBC in 1935, Mr. Ashby served as assistant general attorney of Westinghouse, earning an envious reputation as a foremost corporation counsel. A leader in Pittsburgh civic affairs, serving as director on the boards of several of the city's banks and industries, Ashby also retained his academic connections by teaching at the University of Pittsburgh, which made him a full professor in law and finance. In 1920 N. Y. U. awarded him a J. D. degree.

Active in community affairs in Brownsville, Pa., the community where he resides with his wife and children,—son John Lee, 20, and daughter Marjory, 16,—Mr. Ashby maintains contact with a wide variety of aspects of modern life through membership in many legal, social and economic organizations. Active in the Knights of Columbus in New York and Pennsylvania and before many special commissions and courts, including the United States Supreme Court, he is a director of the University of Kentucky Law School and a member of its committee on communications.

Naturally, his special interest is in radio legislation and among his numerous publications is the authoritative "Legal Aspects of Radio Broadcasting." Encouraging a little red ink among his associates, Mr. Ashby maintains a correspondence with some 300 lawyers to whom he regularly sends copies of decisions in important radio cases. The "Judge's" non-professional hobbies are fishing ("but I rarely get the chance," he adds "and weather permitting") and walking ("chiefly late at night, to clear my brain after too much reading.

Like all extremely busy men, the Judge has his dream of retiring some day, when all radio precedents have been established, and settling down in a college town where his associates and the papers will gather regularly in his living room for orientation courses that will fit them for college and later for life in the world outside.

We Pay Our Respects To —

PERSONAL NOTES

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D. LENNOX MURDOCH, program director of KSL, Salt Lake City, has been appointed sales manager and will continue as program director. He has been equally persistent that radio be kept free from censorship by any governmental agency in any form.

Born in Wacousta, Mich., April 13, 1886, the son of a minister, young Ashby was early nicknamed "Dok," like another minister's son, M. H. Appleworth, who was president of NBC when Mr. Ashby became its head. From the public schools he went to Olivet College (his son is now a student there), where he engaged in such diverse extracurricular activities as athletics, oratory and singing in the college quartet and glee club, which he also managed. His main college achievement, however, was the financial miracle by which he balanced the budget of his fraternity, Phi Alpha Pi, which he paid out $25,000 in the red.

Leaving Olivet with a B. A. degree in 1908, young Ashby became a student of law at New York University. He was a teacher of history at the Prospect Heights School for Boys in Brooklyn. In 1910 he was graduated with honors. He then served for two successive years as president of both his class and his law fraternity, Phi Delta Phi. Summer vacation brought him a job. At a mountain mining school he spent as manager of a resort hotel at Port Huron, Mich.

Following another year of graduate work in New York, Ashby returned to his college alma mater and became the post of acting secretary of N. Y. U.'s School of Commerce when a fraternity brother, John J. Jackson, who had become general attorney for Westinghouse, called Ashby to his fraternity's annual meeting in 1919 and invited him to come to Pittsburgh as his assistant.

For the next 18 years, until he joined NBC in 1935, Mr. Ashby served as assistant general attorney of Westinghouse, earning an envious reputation as a foremost corporation counsel. A leader in Pittsburgh civic affairs, serving as director on the boards of several of the city's banks and industries, Ashby also retained his academic connections by teaching at the University of Pittsburgh, which made him a full professor in law and finance. In 1920 N. Y. U. awarded him a J. D. degree.

Active in community affairs in Brownsville, Pa., the community where he resides with his wife and children,—son John Lee, 20, and daughter Marjory, 16,—Mr. Ashby maintains contact with a wide variety of aspects of modern life through membership in many legal, social and economic organizations. Ashby also retained his academic connections by teaching at the University of Pittsburgh, which made him a full professor in law and finance. In 1920 N. Y. U. awarded him a J. D. degree.

As a result, NBC has been a leader in the development of broadcasting as an art and industry. As a result, NBC has been able to bring to the public a great deal of educational and entertainment material, and has, through its programs, contributed greatly to the advancement of the field of broadcasting.

It is with genuine pleasure that we pay our respects to Judge Ashby, whose dedication and service to NBC and to the broadcasting industry have been invaluable. We wish him many more years of service and success.
**TUCK JAROD, formerly of KMGC, Kansas City, has joined KYOOL, Tulsa, as continuity writer.**

**JACK BRINKLEY, announcer of WWMR, Philadelphia, is reported to have been married Feb. 24. Mrs. Brinkley, the former Virginia H. Wilson, once was the one-time NBC-Chicago radio actress.**

**SAM KONTOS, musical director of KFTR, Bismarck, N. D., is the father of David K. Kuntz, head of the NBC-Chicago radio station.**

**GEORGE YOUNGLING and Faye Parker, both of the music department of KFTR, Bismarck, were married March 6.**

**JOHN CONTE, Hollywood announcer, has been cast in a similar role in "The Vitkovsky," produced by Paramount.**

**HOWARD DORSEY, formerly of WWOL, Springfield, Ill., as program director.**

**HUGH DODDRIDGE, staff writer of Radio Features Service Inc., Hollywood, is doing a weekly quarter-hour gossip program, "Along Radio Row."**

**CHARLES UNDERWOOD, formerly of WWSW, Pittsburgh, has rejoined WMIB, Fort Lauderdale, as announcer, Jan. 31, and the station has named the WMBS announcing staff.**

**Shirley Leiber, formerly of WMBS, has become the receptionist and continuity writer.**

**BILLY MURPHY, script writer for Jack Benny, and Margaret Wilkins, former WORL announcer, have been married Feb. 28 at the Hollywood Wedding Chapel.**

**DICK CRANE, formerly of KLRA, Little Rock, Ark., has joined WTKO, Pittsburgh, WJZ, and New York, as a producer of the nine-hour news program, "The Hollywood Wedding."**

**PATRICIA BURNS, South High School senior chosen from a class of 30 students in Denver's Progressive Education Group, is spending five weeks this summer in Europe as a "Police School" by 20th Century-Fox.**

**HARRY JORDAN, formerly of KOMO, Tacoma, has joined the announcing staff of KUW, Kalamazoo, Mich., as an announcer and musical director.**

**ED HUMPHREY, announcer of WJZ, Chicago, has returned to his duties following a six-week siege of scarlet fever.**

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**MISS SERGIO**

LISA SERGIO, noted European woman radio announcer, who visited NBC in March, 1957 and served as guest announcer for NBC, has joined the staff of WQXR, New York, in the position of host of women's programs and commentator for the station's more important musical programs.

Lisa is known for her fine English and French diction, Miss Sergio is an authority on radio technique and music, acquired as a result of her shortwave broadcasts from Italy and her study of radio since 1933. Miss Sergio is conducting two programs on WQXR, a woman's Column of the Air broadcast five days a week, and an hour program twice weekly on which she discusses the operas of Verdi.

**LAWRENCE CARROLL, executive producer of the Mutual series for 20th Century Radio Productions, has returned to his duties following a six-week siege of scarlet fever.**

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**JACK COSTELLO, NBC announcer, recently was honored by his home town, Sault Ste. Marie, Minn., made famous by his broadcasting, by having his portrait and biographical record placed in a special section of the public library. Costello also was honored in his own home town of St. Paul. When Costello was 15 his father sent him to St. Paul, where he became a newspaper reporter in St. Paul, but in 1932 joined KSTP, St. Paul, as a sports announcer. He later became an NBC staff announcer at Radio City.**

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**BEHIND THE MIKE**

**WQXR CONSULTANT**

**Lisa Sergio Also Commenting**

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**BROADCASTING**

**Broadcast Advertising**

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**www.americanradiohistory.com**
Put a Genuine Spot-Hound on the Trail...

... and he'll Lead You Straight to the

**VITAL FIFTEEN!**

**VITAL:** Because they will produce a demand for your merchandise.

**VITAL:** Because they will produce this demand in 10 of the richest markets in America.

**VITAL:** Because they are programmed by NBC, assuring the finest in radio entertainment.

**VITAL:** Because they have established clear-cut Local identity and well-deserved prestige.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting problem.

**BOSTON-SPRINGFIELD**
- WBZ & WBZA (990 KC)
- 50,000 - 1,000 Watts

**CHICAGO**
- WENR 50,000 Watts (870 KC)
- WMAQ 50,000 Watts (670 KC)

**CLEVELAND**
- WTAM 50,000 Watts (1070 KC)

**DENVER**
- KOA 50,000 Watts (1350 KC)

**NEW YORK**
- WEAF 50,000 Watts (660 KC)
- WJZ 50,000 Watts (760 KC)

**PHILADELPHIA**
- KYW 10,000 Watts (1030 KC)

**PITTSBURGH**
- KPFA 50,000 Watts (980 KC)

**SAN FRANCISCO**
- KGO 2500 Watts (900 KC)
- KPO 50,000 Watts (680 KC)

**SCHENECTADY**
- WGY 50,000 Watts (1390 KC)

**WASHINGTON, D.C.**
- WMAL 500-250 Watts (630 KC)
- WRC 5,000-1,000 Watts (950 KC)

**NATIONAL BROADCASTING COMPANY**
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM
HE SULLIED SALLY
Mikesen Didn't Look Close—Enough at Girl—

THE PRIZE descriptive "boner" in connection with the San Francisco CBS division yesterday morning, shortly after the opening of the exposition, goes to Andy Potter of KROW, Oakland.

According to the official line-up handed out in advance the mounted division parading with Mr. Mikesen had been "Job's Daughters"—followers of a religious cult. Potter named it as such and started to describe the costumes.

But suddenly he realized that there were no costumes.

The girls were members of Sally Rand's "Nude Ranch" from the hair and were cowboy hats and very little else.

HERBEVAUX GIVEN NBC CENTRAL POST
APPOINTMENT of Jules Herbevaux as program manager of the NBC Central Division, Chicago, was announced March 8 by Sid Strotz, acting manager of the NBC Central Division. Mr. Herbevaux, who recently resigned recently to open a Chicago office for Gardner Adv. Co. [BROADCASTING, March 1].

Succeeding Herbevaux as production manager will be Wynn Wright, formerly assistant production manager and in a similar position will be Lloyd G. Harris, formerly a member of the production staff. Mr. Herbevaux joined the Chicago division of the NBC Staff as musical director in 1936, following his career as a wartime naval aviator.

Mr. Wright joined WWJ, Detroit, in 1930 to head its dramatic department and became a member of the NBC-Chicago production staff in June, 1938. Mr. Harris came to radio from the Memphis Commercial Appeal and at one time was manager of WMC, that city. He joined the production staff of NBC in June, 1938.

Gardner's Chicago Office
GARDNER ADV. AGENCY has opened its Chicago office at 221 N. La Salle St., telephone, RANDolph 4132. C. L. Menser, former program manager of NBC-Chicago Broadcast, has charge of the office and produce The Inside Story which is sponsored by Ralston-Purina Company and is heard in all 150 stations.

New Program Series
New Program Started on Pacific Coast
PACIFIC Radio Publishing Co., San Francisco, reentered the program magazine field recently with a new publication whose aim is to bring station activities and complete, detailed programs which have been curtailed in the daily press of Northern California. The first issue, distributed throughout Northern California March 13, contained a 20-page, 7 x 10 inches, in two colors. The publication is to be sold on newsstands and in radio stores, retailing at 5 cents.

The same firm formerly published the defunct Broadcast Weekly and the European Broadcasting, an informative magazine, Radio, along with various technical texts. Hereafter it plans to publish a weekly and the annual release of a book, Experimental Television, by the company's engineer, Frank C. Jones. H. W. Dickow, founder of the firm, has been joined in the new venture by A. J. Urban, publisher of Daily Californian, and Carolyn Geety, a subsidiary of the firm and later publisher of the publication.

In an attempt to fill the gap left by the deletion of all radio columns and news in the metropolitan dailies in the San Francisco Bay area, The Mike of San Francisco, a weekly give-away tabloid publication, was recently started. It is published each Friday, consists of 10 pages and is distributed in 125 stations and several columns of specially written material. Charles A. Cooper of the KSN staff and Frank Arthur are in charge of the publication and Charles Parks, formerly of KGO is advertising manager.

Radio's oldest news program The March of Time, sponsored by Time, Inc., since 1931, entered its ninth year on the air when it was broadcast on its current schedule with NBC-Blue on Friday evening, March 10.

Embryo NBC Artist
Budding talent among NBC employees will bloom March 20, when the annual NBC Employee Show is presented on NBC-Red, with Clay Montague, NBC director of public relations, acting as m.c. The variety program, ranging from comedy to drama, will feature amateur vocalists, instrumentalists, comedians, and instrumentalists, all NBC employees, and will be written and produced by the production department of Ethel Gilbert, artists service; Murray Harris, continuity; Robert Eastman, program division, and Don Davis, editor of the NBC Transmitter.

Herbevaux Given NBC Central Post

Mr. Herbevaux
Mr. Wright

in the CONTROL ROOM

BROADCASTING • Broadcast Advertising

A RADIO dinner-dance for all members of the radio profession will be staged Friday evening, May 13, by the Association of Technical Employees of NBC April 14 in the Casino Room of the American Hotel in Morristown. The dance is promoted by NBC staff men, other Chicago broadcasting people, and the idea of bringing artists and executives into closer relationship with technicians.

ELLENRY PLOTT, engineer in charge of synchronization for the CBS Western stations, recently resigned. Mr. Ploott was technical advisor on the expedition to the San Francisco World's Fair radio coverage. He subsequently moved to New York to sail around Florida and through the Panama Canal, and then to Los Angeles, where he assisted in events recordings on route [BROADCASTING, Sept. 15].

L. WATT STINSON, chief engineer for WWJ, Detroit, has recently completed a three-week trip in the East, where he attended meetings of ABC engineers, and reports the purchase of equipment for experimental facsimile and television work.

PHIL WHITNEY, formerly of WJIE, Hagerstown, Md., has joined WSAL, Salisbury, Md.

J. W. REIDWELL and Sherwood Glotfleld have joined the control staff of WJHS, Uniontown, Pa.

SYDNEY WARNER, chief engineer of WKDZ, Waterbury, Conn., is now in an advisory capacity to the Watertown radio system.

REGINALD ACKER, control engineer of WPH, Charlotte, has returned to work after a four-week illness.

PERRY HERRINGTON Jr., control engineer of WSPA, Stuart, S. C., has been appointed control supervisor of WSPA, Stuart, S. C.

A. C. HECK, chief engineer of WDIC, Sharon, Pa., recently addressed service supervisors in the Woods-Mercer and Greenville on "Radio Broadcasting".

FRANK OTTOBONI, KG9, Little Haven, R. I., who was married Febr. 27, has resigned to accept a position with an Alabama station.

EUGENE STEVENS, engineer of WJNO, Kansas City, recently married Helen Peterson.

VERNON STORY, formerly of WBZ, Gadsden, Ala., and WDOD, St. Louis, Ala., as chief engineer, Billy Kilgore, of WOPI, Bristol, Tenn., also has joined the WHMA engineering staff.

EDWARD LOFFLER, KIE, Kansas City, Mo., has been hired as the father of a boy born Feb. 20.

CLARENCE PALMER, KVOE, San Antonio, Texas, is the father of a baby born Feb. 20.

MYRON KLUGE, chief engineer of KFSG, Los Angeles, is the father of a girl born Feb. 20.
ING with Mr. Brewer’s protest appeared an article which pointed out that in 1938, 80% of network volume was concentrated in the tobacco, food, drug, cosmetic, and laundry soap fields. By and large, in this category are the sponsors of the programs which are hogging the audience. The advertisers who sell these products are volume operators, hence the size of their business is volume. They purchase materials in volume, manufacture in volume, buy in volume, and sell in volume. And to do all this they must deliver sales messages in volume.

“The reason for all this volume is price. All industries in question are highly competitive, and price is an extremely important factor in the successful conduct of each and every one of them. These advertisers spend the bulk of their appropriations for radio for essentially the same reasons that they purchase their raw materials in volume. They can tell more effective messages and more of them at less cost per message through radio than through any other medium.

When Volume is Wanted

“Now if you haven’t already guessed it, this is the answer to one of Mr. Ferguson’s most bitter complaints. Mr. Ferguson has flooded timebuyers with reams of copy, promotion pieces and program material and his representatives camp on the timebuyers’ doorsteps. He knows how to sell for them if he is only given the chance. And no doubt he is right.

“Can any believer in advertising think for a moment that Mr. Ferguson’s or any other station will fail to sell for an advertiser? The point that he and many others have not proved to the national advertiser is the one point which will do the most to get the business for them. They have failed to prove that they can deliver listeners in volume.

“There is more to that word volume than the number of eyes or ears. Volume implies price, and the actual audience delivered by a station is not nearly so important as the price the station can charge in relation to the audience delivered.

“I’d be willing to bet a month of lunches that a small station can get no more business simply by proving to the national advertiser that the station can deliver listeners at a cost per thousand lower than, or at least equal to, the rate which that advertiser gets from his network.

More Potent

“As soon as Mr. Ferguson reads this I’m going to get out his morgue-full of local testimonials which prove beyond a shadow of a doubt that his station has done a good sales job. Let him show me the proofs, or a good sample of them, with him right off the bat. It is perfectly possible, in my opinion, for a station to do a swell job for local advertisers without being able to do an equivalent job for the national advertiser.

“Again one reason is volume. While the national advertiser is busy using national networks to sell volume merchandise by volume advertising, the local advertiser is selling a different kind of merchandise with an entirely different technique.

“We may as well recognize the fact that advertising copy has something to do with the sales of its sponsoring product. The technique followed by most successful local advertisers is to make up in salesability and intimacy of copy what is lost through lack of volume in media. Such a local advertiser doesn’t tell his story to a large audience as his national brethren, but he tells his smaller audience a more potent message.

“Another point to remember is that the advertising allowance per unit of space frequently is much higher in the local than in the national field. Hence the local advertiser doesn’t have to get as much advertising out of every dollar. A local advertiser usually can build a sales talk about his prices. This is not very feasible on a national basis.

“To the national advertiser, the job of preparing commercials and superintending the production of a local show on one station is just as big as the job of producing a coast-to-coast chain show. It simply would not be efficient for an advertiser to sponsor local programs on a long string of stations. Hence he does the bulk of his radio advertising the simple, efficient, volume way, and whether his campaign is carried by a network or by a number of stations on a transcription basis, it usually takes the form of one program produced by one group of artists at a price which is fair when distributed pro rata among the various stations receiving the program, even though it may seem large at first glance.”

Cleveland Food Market

Again Refused Station

BY A VOTE of 3 to 2, the FCC Feb. 21 denied for the second time the application of Food Terminal Broadcasting Co., for a new daytime local station in Cleveland, on the ground that the proposed service did not justify the grant. The station, among other things, proposed to advertise, as a service to consumers and producers, food products available in the Cleveland municipal market. The Commission majority held the public interest would be best served by an allocation of facilities to those rendering a general public service.

Commissioners Brown and Walker dissented, with the latter issuing a written opinion in which he said he believed a need had been shown for the service proposed. The producers information service, he held, was a “needed and vital” one to producers of farm products. The Commission originally denied the application in February, 1938, and the second denial came on petition for reconsideration.

LARGEST sign on Chicago’s Outer Drive gives correct time and temperature to local motorists who are advised to tune in WCFL each night at 9 for complete weather summaries. Service is sponsored by Haskins Coal & Dock Corp., Chicago, which also sponsors a daily morning program on WCFL.

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YOU DON LEE BOYS ARE TOO MODEST

You’ve told us about your complete Pacific Coast coverage.

You’ve told us why the biggest regional accounts are choosing Don Lee.

You’ve explained how you cover all the primary Pacific Coast markets locally where it does the most good.

You’ve given us your merchandising picture which is, incidentally, the most complete we’ve ever seen.

But you’ve held back one of the best features of your network — complete domination of some of the coast’s most important markets. For instance, that survey taken in Eureka,* which is practically isolated except for Don Lee, shows 100% exclusive audience for Don Lee during certain seasons. (By the way, this isn’t the only Pacific Coast market that depends almost entirely upon Don Lee for radio service.) That’s what you boys should shout about! Because it’s coverage that pays!

DON LEE

BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, Calif. Lewis Allen Weiss, Vice-Pres. and Gen. Mgr. Affiliated with Mutual. Represented by Blair

* Retail sales in the Eureka market are over $17,000,000. Copies of Eureka survey sent on request.
FIFTY THOUSAND WICKY

THE POWERFUL VOICE OF THE
SAND WATTS
DON'T BE LONG NOW!
L. B. Wilson

VERY RICH OHIO VALLEY
THERMO Air Conditioning Institute, Los Angeles (technical school), in a four-week campaign, on March 8 started using weekly quarter-hour educational talks on KOR, KOU, KQH, KVQ, pitching through R. H. Enos Co., that city. Firm plans a similar campaign in April, using a different group of stations.

DR. HARRY DAVIS & ASSOCIATES, Los Angeles (chain opticals), sponsored the twice-weekly quarter-hour Optimism of an Optometrist program on KFI, in this city, has started a similar weekly series on KFSD, Long Beach, Cal., and KFSD, San Diego, E. A. W. Agency, Los Angeles, has the account.

BEATRICE CREAMERY Co., Chicago (Mendan Gould), has extended its half-hour daily series titled Lightman's Jim to WOC, Davenport, Iowa, for broadcast on Sunday afternoons. The list now totals 10 stations (Broadcasting, March 11). Agent is Lord & Thomas, Chicago.

Canadian Tailors Spots


put your station on the profit side with top flight talent transcribed shows

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

Request details of our 90-day profit plan today.

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

C.P. Mac Gregor
725 S. Western Ave. • Hollywood, Calif.

One station delivers the biggest share of Iowa's Columbia audience? Where?

of course!

*KRNT is the only Basic Columbia Station in Iowa. Its primary area covers 54 of the state's 99 counties—the largest single marketing area in the state.

Columbia's fine programming, plus an exceptional job of local programming, plus the merchandising backing of Iowa's greatest Newspapers — the Des Moines Register and Tribune, with which the station is associated—add up to a large and loyal following for KRNT.

"Way above 1,000,000 people rely on KRNT for their Columbia programs—for competently produced day 'round radio entertainment and service.

In Iowa, it's KRNT, of course.
MORGAN & DAVIS, new Los Angeles advertising agency, has been formed with headquarters at 417 S. Hill St. J. M. Morgan and Jack Davis, who head the firm, are well known in Southern California advertising. Morgan was formerly public relations director of various Los Angeles concerns. Davis is a former newspaper publisher and advertising executive. Robert F. McKee, formerly of R. H. Alberts Co., that city, is radio department manager.

DOROTHY BARSTOW, McCann-Erickson producer-director of the CBS Dr. Christian program sponsored by Chesbrough Mfg. Co., after several weeks absence, has returned to Hollywood from New York and resumed direction of the series. Fred Ivette produced during her absence.

HENRIETTE MARTIN, formerly of Emil Brischke & Staff, San Francisco, has joined the CBS Hollywood sales promotion department.

LEONARD M. MASlus, Lord & Thomas, London, vice-president and executive on the Lucky Strike account, is in Hollywood for conferences with Tom McAvoy, in charge of the agency's radio division in that city, and to look over West Coast networks.

WILLIAM H. LEININGER, former vice-president of the U. S. Adv. Co., Chicago, and more recently of the Bendix Home Appliance Corp., South Bend, Ind., has been named in motion manager of the Kellogg Co., Battle Creek, Mich.

POTTER & BLACK, new Los Angeles advertising agency, has been established at 524 S. Spring St., with Corleton A. Potter in charge of radio. Mr. Potter and W. Dean Black who head the firm were formerly associated with Chicago agencies.

JEROME FACTOR, who formerly represented the firm in Chicago, has re-joined Ted H. Fenton Agency, Los Angeles, as radio department manager.

TSN Opening Rep. Offices
TEXAS STATE NETWORK is establishing its own representative offices in New York and Chicago headed by Frederick Fenton and Edward W. Parro, respectively, according to announcement by Elliott Roosevelt, TSN president. Mr. Parro, for the last four years Southwestern representative of KSD, St. Louis, has opened an office in Chicago's Wrigley Building; telephone Delaware 6526. Mr. Fenton, formerly of WBNR, Columbus and more recently of International Radio Sales, will open the New York office in mid-March.

TOM LUCKENBILL of the radio department of J. Walter Thompson Co., New York, is recovering from an operation on his knee.

RICHARD H. LUCKE, formerly with the American Radiator Co., New York City, recently joined the Joseph R. Gerber Co., Portland, Ore., agency.

FRANK R. McCARTHY has been made a member of the staff of Robert B. Young Adv. Agency, San Francisco.

DAVID Inc., St. Paul agency, recently opened San Francisco offices in the Monadnock Bldg., with R. Watters, formerly of Emil Brillenschick & Staff, in charge.

MALCOLM DEWEES has joined Fletcher Udall & Associates, San Francisco agency. He was formerly publicity and advertising manager of the Monterey Peninsula Assn. and preceding that Pacific Coast manager of Kally, Nason & Rosenthal.


RICKERD, Mulberger & Hicks has moved its Milwaukee office into larger quarters in the John Mariner Bldg.

ROSSITER HOLBROOK, head of marketing and advertising of City College of New York has been appointed vice-president in charge of marketing of Frank Betz & Co., New York agency. Mr. Holbrook formerly was sales manager of the agency and director of Roll-Razor, and was with Fuller & Smith & Ross, New York.

PAUL D. ZIMMERMAN has resigned as assistant to the president of the Norge division of Borg-Warner Corp., to become a partner in Grace & Bemeth Advertising, Inc. He will be vice-president and treasurer, and will take charge of the agency's merchandising division.

HABERLIN (Bud) MORIARITY, formerly with Campbell-Eward Co., San Francisco, recently joined Harry Elliott Adv. Co., San Francisco, as publicity director and account executive.

PRENTISS MESSINGER, copy writer in the radio production department of J. Walter Thompson agency in San Francisco is recovering from a long siege of pneumonia.


M. C. SMITH, formerly account executive of KFWR Co., New York, has joined R. H. Buer Co., Los Angeles, as account manager.

HOWARD LINDSAY, of the Toronto office of J. Walter Thompson Co., is program director of Our Daily Bread, Automatic program just started over CFRB, Toronto, which will shortly be taken over by J. Walter Thompson.

BURNS LEE, exploitation director of Benton & Bowles, Hollywood, will be transferred April 24 to New York to work on publicity under Helen Strauss. He will marry Pauline Stocum of Hollywood in early April before leaving for New York, Al Whittlock, until recently assistant to William R. Baker Jr., formerly Hollywood manager of the agency, succeeded Lee.

LINC HOBSON, formerly with Westover Adv. Agency, San Francisco, recently joined the Leon Livingston Agency in the Bay City. Stuart Harding has been added to the production department of Leon Livingston.

MOREHEAD-FREY & WHITMAN, New York advertising agency, has moved to 265-241 W. 84th St.

GOTHAM Adv. Co., New York, has leased the entire 12th floor at 2 W. 46th St., its third move in 30 years. The original firm was started in 1875.

"WELCOME, WELCOME LEWIS!"

... says the audience that listens to her SINGING BEE every Wednesday night from 8:00 to 8:30... Here's a show that has everything: music, comedy, quizzes, prizes. More than that, it has the showmanship of Welcome Lewis. Some smart advertiser will want this program. Write W H N today,
Cooperative Spirit
NEW ORLEANS stations, in a cooperative spirit, joined in a special local hookup March 2 to carry a transcription of the CBS broadcast from Rome announcing the election of Pope Pius XII. Arranged by Manager Vincent F. Callahan, general manager of WLL, Loyola University station and CBS outlet, the program was fed to WSMB, WDUS, WJBW and WBNO, and immediately after a pickup from the studios in Philadelphia, New Orleans was carried. The local hookup also was used March 6 in connection with the drive for funds for the New Orleans Sugar Bowl.

National Radio Auditors Formed by W.H. Appleby To Study Radio Coverage
FORMATION of National Radio Auditors, as the successor to Audit Bureau of Broadcasting Coverage, was announced March 2 by William H. Appleby, coincident with the release of a report covering WKOK, Sanbury, Pa.

Mr. Appleby, former commercial manager of WPG, Atlantic City, said 12 advertising agency officials constitute the advisory board of the new organization. He explained it is a cooperative association for the verification of circulation of broadcast and television stations. The formula used is measurement of the station's half-millivolt signal, or better, to determine good reception, supplemented by questioning of residents within the area regarding stations to which they listen.


Illinois Session
THE second meeting of the Illinois Broadcasters Chow Club was held in Springfield at the studios of WCB, Feb. 28. Among those present were Bill West and A. J. Clark of WTMV, E. St. Louis; Bob Compton and John Palmer, WCAZ, Carthage; John Conwell, WQOS, Pekin; Harold L. Dwelling, L. G. Pefferle, Jack Heintz, Howard Dorsey and C.L. Jeff of WCBs, Springfield, Ill.

WYTHE WALKER, Chicago representative of WIBH, Kansas City, and KFNF, Shenandoah, Ia., has been named advertising manager in that area for WTAD, Quincy, Ill.

Because: —
41.5% of the population in WSRY's rich service area are farm folks. These people are up early: So we are open at 6 o'clock every morning with program material of lively interest to them ... and we hold this plus audience of farm buyers throughout the day. Naturally, then, advertisers not only sell Syracuse but the buyers in its 20 surrounding counties.

National Radio Auditors
5000 WATTS
WWVW 160 Kilocycles
570 Kc.

Now It's Our Turn!

- It seems that for endless ages advertisers have fired into our Grim, mail-pulling faces . . .
- "How About Proofs of Purchase?"
- They want proof and plenty of it, that we're not sales-talking through our hats—and why shouldn't they?

But Now It's Our Turn!
- For three years—maybe five, we're not sure—we have been writing this blame stuff and paying for its black and white appearance in BROADCASTING! What we'd like to know is . . .

Who Reads It?
- If you do, dear reader, sit right down and address a penny post card to W.WAY in care of BROADCASTING—Do It Now!—Today!

Note to "BROADCASTING" Folk:
Don't worry, boys, we like visiting with your readers and you won't lose our monthly angle-column full space, and we'll keep the mail break-down a deep, dark secret! Please send us a mail report daily. P.S.: We got 2124 proofs of purchase for one account last week and you're up against it to pull half that many for us!

ADVERTISER: Now It's Your Turn!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO DETROIT . . . SAN FRANCISCO
Columbia Station
at Wheeling, West Va.

BROADCASTING • Broadcast Advertising
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AFM Spurns Plan For Foreign Discs
Will Not Record Programs at Low Rate for Use Abroad

A SUGGESTION that the American Federation of Musicians per-
mit national advertisers to make off-the-line recordings of their net-
work programs without extra music
salary will be rejected by the AFM's
executive board. The AFM has already
rejected a proposal that the AFM would
receive 10% of any increase in network
advertising.
Apex Experiments Observed by FCC

Licensees Required to Show Work Justifying Permits

LICENSEEES of high-frequency (apex) broadcasting stations will not be granted renewals unless they make a showing of worthwhile experimentation, the FCC announced March 6 in adopting a new policy.

In considering renewal applications of the 49 existing high-frequency stations, all but seven of which use frequency modulation, the Commission said that these new policy factors will be taken into account April 1 upon expiration of the licenses. The three policy principles are as follows:

1. When the applicant does not show that it has carried on any worthwhile experimental work during the last period, the application be denied for renewal.

2. If some work has been done, but of no great significance, then the license be denied if during the next period and a commitment be contested by the licensee before granting the renewal.

3. When the applicant has carried out a reasonably diligent experimental program and proposes to continue this work, a letter be prepared reviewing this course and making any suggestions for work that may be done during the next license period.

New Data Sought

Among other things, the FCC is anxious to procure developmental data on frequency modulation, as opposed to amplitude modulation [BROADCASTING, Feb. 1]. More intensive experimentation in the former field has developed in recent weeks by virtue of developments claimed by Major Edwin H. Armstrong, New York inventor and himself the licensee of frequency-modulated transmitters. Since under the 49 ultra-high frequency transmitters now on the air are amplitude modulation, questions have arisen about future allocations for the experimental broadcast operations, particularly in the light of extraordinary claims made for the Armstrong System, including greater primary coverage, elimination of interference and generally higher quality. A frequency-modulated transmitter, however, requires a band approximately five times as wide as that employed for amplitude modulation.

In line with its new policy the FCC at its meeting March 6 designated for hearing three high-fidelity broadcast station renewals. These were WSXR, Kansas City, operated by Midland Broadcasting Co.; WXTA, Harrisburg, Ill., operated by Schonert Radio Service, and WSXI, Rochester, N.Y.

WHBL Boosts Power

WHBL, Sheboygan, Wis., on Feb. 20 increased its daytime power to 1,000 watts during a ceremony and banquet attended by 150 business and civic leaders.

Walter A. Kohler, former Governor of Wisconsin and chairman of the board of Kohler Co., turned the switch. Other guests included Mr. and Mrs. E. A. Fellers, Presba, Fellers & Presbra; Mr. and Mrs. Howard H. Wilson, Howard H. Wilson Co.; Mayor Willard Sonnenburg of Sheboygan; Charles E. Broughton, editor of the Sheboygan Press, which has an interest in WHBL, and Ed Cunniff, recently appointed general manager, announced that Howard H. Wilson Co. would represent the station nationally.

WEAU, Eau Claire, Wis., 1,000-watt on 1550 kc, which signs off at 2 a.m., has increased to 5,000 watts on that frequency, has applied for the FCC for full time, with 5,000 watts day and 1,000 night on the same channel.

LICENSEEES are making the most of their appendix in applying for renewal of their licenses. The Licensee of WHBL, Mr. Cunniff, recently appointed general manager, announced that Howard H. Wilson Co. would represent the station nationally.

WHBL, Sheboygan, Wis., signed off at 1 a.m., and now we are pleased to announce that the station has been granted 1,000-watt on 1550 kc, which signs off at 2 a.m., and increases to 5,000 watts on the same frequency, has applied for the FCC for full time, with 5,000 watts day and 1,000 night on the same channel.

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AMERICAN AIRLINES flagship Howie Wing was christened in Battle Creek, Mich., recently in honor of the Howie Wing radio program, heard Monday through Friday at 6:15 p.m. on CBS. The occasion was a tribute of the airline to the work of Kellogg Co. in making American youngsters air-minded. The ship carried two suitcases from Battle Creek as it left, to be flown around the world in opposite directions as a promotion stunt. Taking part in the christening were Stewardess Mae Leslie, Capt. W. G. Moore, well-known aviator and author of the program, and Ralph Oimstead of the Kellogg Co. advertising department.

* * *

Compliments of Kate GENERAL FOODS Corp., New York, to promote Diamond Crystal Salt Week, from March 6 to March 11 broadcast on Kate Smith's Monday Night Chat program on CBS an offer of Kate's new recipe book free to listeners who sent in a letter saying that they had asked their grocer about Diamond Crystal Salt or were planning to do so during the week.

* * *

Overseas Centennial AN NBC sub-brief titled The Surprise of 1929 goes on to say that such things are the commonplace of 1938 and presents a discussion of NBC's program, shortwave pickups from other parts of the world. A description is given of the Feb. 1, 1929 program commemorating the tenth anniversary of overseas broadcasting.

4 out of 5 "JUST FOLKS" Of Nebraska's 1,337,936 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ Clay Center, Neb.
Randall Ryan, Mgr.
New Location Grand Island, Neb. About April First

Merchandising & Promotion Pontiac Tips—Platter Plugs—Dames on Display—Hour by Hour—Troubles of Horses

Successful Campaigns TO SHOW how vital radio has become as an advertising and promotion medium how important the "human" element is for successful broadcasting, Rutha & W. have published a booklet entitled Human! Handle With Care, which states frankly that it is the public—the ordinary everyday people listening all over the world—which "inevitably establishes the human wavelength to which any successful campaign must be tuned." Choosing a program, hiring big-name talent and the artful selection of the right type of commercial should all be regarded as vitally important, says the agency, and offers to discuss case histories of its most successful radio campaigns to prove points made in the booklet.

* * *

Divorce Prizes SUSMAN, WORMSER & Co., San Francisco ($ & W coffee) sponsors of I Want a Divorce on CBS Pacific network stations, is offering $500 in cash and 16 additional awards of $25 each. Letters must be accompanied by a key strip from a can of $ & W coffee. The drawing, which started March 9 is being supported by advertisements in major California newspapers.

* * *

Prospect Card REMINDER to salesmen to talk up the six-weekly news program sponsored by the Pontiac dealer organization of Northern California, is the "prospect card" turned out by KSFO, San Francisco, over which Bob Garred broadcasts the dealers' program. The card, with space for writing names of "today's best prospects" for Pontiacs, also carries a reminder that Streamlined Headlines is carried on KSFO.

* * *

Free Dogs TWO dogs were given away by General Mills and WSBUR during the Central New York dog naming contest. There also were 16 other prizes. Prize dogs were on view at a pet shop.

West for Empire KPO, San Francisco, which a few weeks ago adopted the slogan "Voice of the Golden Empire" (BROADCASTING, Feb. 23) now has another slogan, "Voice of the Golden West". KHSI, Chico, Calif., comparing itself to KPO on the right to the slogan, so KPO dropped the word "Empire", sub-stituting, to the chagrin of those happy except the San Francisco Chamber of Commerce, which had to destroy brochures costing $2,000 and reprinted the words "Golden Empire" in literature it had gotten out to "sell" Northern California.

* * *

P & G Prizes PROCTOR & GAMBLE Co., Cincinnati, is conducting a nationwide slogan contest for Crisco on Vic & Sade on both NBC Red and Blue, and This Day Is Ours on CBS. The contest, which started March 10 to run for three weeks, offers a first prize of $5,000 in cash and 500 additional prizes of Sunbeam Electric Mixmasters in return for an original Crisco slogan of ten words or less and a self-addressed envelope.

* * *

WHN Radio Lectures TO promote many of its programs and to educate the public with radio information, WHN, New York, has organized a series of radio reeau, with speakers available to schools, colleges, clubs and organizations to talk on various phases of radio and television. Al Simon, WHN's publicity director, formerly lecturer for Loew's Theatres.

* * *

Packer's Promotion FRYE & Co., the packing firm, prepared several thousand inserts for every package of its product in advance of KJR's trip through the plant at the Spring Detroit Auto Show. The inserts, which went to the northwest area, with speakers available to schools, colleges, clubs and organizations to talk on various phases of radio and television. Al Simon, WHN's publicity director, formerly lecturer for Loew's Theatres.

* * *

Serial Boosters COLORED brochures on the transcribed serials, Calling All Cars and Fu Manchu, will be distributed to agri, is conducting a nationwide slogan contest for Crisco on Vic & Sade on both NBC Red and Blue, and This Day Is Ours on CBS. The contest, which started March 10 to run for three weeks, offers a first prize of $5,000 in cash and 500 additional prizes of Sunbeam Electric Mixmasters in return for an original Crisco slogan of ten words or less and a self-addressed envelope.

* * *

Three-Way cooperation between newspaper, sponsor and station is used in Philadelphia to push the daily "1/45 a. m. the Urban Patrol" feature, sponsored on WIP, Philadelphia, by Pep Boys, auto accessories and station staff. The promotion run adjoining ads calling attention to the program, sponsor paying for his and the station getting a space exchange deal with the paper.

* * *

Fair Warning KSFQ announcers, when on duty at the Golden Gate International Exposition, wear printed hat bands bearing the words: "Broadcasting over KSFQ."
A BREATH TAKER
Winds Up Bargain Prices of Chain Grocery

J. WEINGARTEN Inc., operator of 14 super food markets in Houston, Texas, has hit upon a radio idea that has proved highly successful on KFRC, Houston. Its KFRC program, now in its second year, is the company's most successful radio promotion, according to Sterling Stanford, advertising manager of the stores.

Each weekday morning the program lists the day's hot buys, offering bargain in foodstuffs, with one climactic item—a breath-taking special! The announcements are handled in straight announcing style by two station announcers, alternating items. In addition, a brief institutional talk about the stores is presented. The programs are heavily merchandised at point-of-purchase. Store No. 14 recently was completed, with the opening ceremonies broadcast by remote facilities through W KRC, with Mayor Oscar Holcombe and others participating.

Frisco Display
A SCALE model of its new transmitter, plus a number of pictures of its own and CBS artists, has been placed by KSFQ, San Francisco, in a window of Nathan-Dohrmann & Co., large downtown store. The station likewise has installed displays in the radio departments of the White House and Sherman, Clay & Co. KSFQ is continuing its display of pictures in a Palace Hotel window.

Selling Times
WLS, Chicago, is mailing promotion pieces called "Results by Time of Day," surveying every commercial period of the day from 5:30 a.m. to 11 p.m. Large red clock at top of page indicates program period and analysis includes mail pull, premium offers, program types. The survey has been made of 26 separate commercial periods.

Prizes From Polly
TO PROMOTE her sponsors' products, Polly Shedlove, conductor of the daily woman's program Polly the Shopper on WHN, New York, has arranged bi-monthly luncheons for her listeners at the Actor's Kitchen, New York. Listeners pay for their luncheon but received samples of products as well as door prizes.

Brochures
KLZ, Denver: "Men, Methods and Machinery" brochure with pictures of studio, transmitter, and artists.

WRC•WMAL, Washington: Paper wallet with stamp money carrying merchandising dope on "America's Richest Market".

Read Their Own
TIDEWATER Associated Oil Co., Associated Division, San Francisco, currently sponsoring Pacific Coast Conference intercollegiate basketball games over KYA, recently introduced a novel stunt in handling the commercials for the broadcasts. In place of the regular studio announcer, Associated invited three Associated dealers to the studios to read the commercials before and after the broadcast and during the half-time. Each dealer took one spot.

Equine Alliments
BOOKLET containing information on the prevention and control of sleeping sickness in horses, compiled by the Horse & Mule Assn. of America, is being furnished free to farmers listeners by WNAX, Yankton, S. D.

Cartoon Promotion
KVOE, Santa Ana, Cal., is promoting its programs thrice weekly with one-column 10-inch cartoon ads in the Fullerton (Cal.) News-Tribune.

HITTING A NEW NOTE

Listener Build-Up

Since February 1st, twenty-three brand new local shows have made their bow over WHK-WCLE... ranging all the way from a "sweet-hot" of an instrumental trio to something really new and different in sports comment... with many an exciting innovation in between.

Sustaining shows now, all 23 are available for economical spot sponsorship. And in the meantime these shows, custom-built for Cleveland, are hitting a new note in listener build-up—giving the rich audience of the Fifth Market still another reason for tuning in WHK-WCLE.

MEXICO'S "FARLEY," Senor Alfonso Gomez Morentin, postmaster general in charge of communications, was entertained while on an unofficial visit in Washington Feb. 22 by FCC Commissioner T. A. M. Craven, an old friend. Shown at the Mayflower Hotel, left to right, are Gerald C. Gross, chief, FCC International Section; General Counsel William J. Dempsey; Commissioner Norman S. Case; Senor Morentin; Commissioner Craven; Chief Engineer E. K. Jett and Chief Accountant William J. Norfleet.

Thom McAn Shoe Spots
THOM McAN SHOE Co., New York, is sponsoring a campaign of weekly quarter-hour new programs on WBBM, Chicago; WWJ, Detroit; WNAC, Boston; WEAN, Providence; and WABC, New York. Neff-Rowe, New York, handles the account.

MACQUARIE Broadcasting Network, Sydney, Australia, has issued its first group rate card for the 21-station chain, with copies available through its American representative, Dr. Ralph L. Power, Van Nuys Bldg., Los Angeles. The network's executive director, Frederick Daniel, now on leave of absence, returns to his radio duties in April. George Miller, secretary to the Macquarie directorate, is now in Hollywood.

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590 Kilocycles
John J. Gillin, Jr., Mgr.
* On the NBC Red Net
* OMAHA, NEBRASKA
SELLING ANYTHING IN DOG CREEK, (KENTUCKY)?

If Dog Creek (Ky.) is a big point in your sales-map, you’ll probably want to cover it by radio from Louisville. In that case, it just downright wouldn’t be wise to use WAVE. . . . We don’t cover Dog Creek. . . . But if you need for better Kentucky business is Louisville, you can cover this entire Trading Area with WAVE alone—and save a lot of dollars by skipping Dog Creek and such. . . . Our Data Book will probably give you more surprises per page than anything you’ve ever seen before. Why not write for it?

An N. B. C. Outlet
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

RADIO AT THE POINT OF SALE
Feature Foods Series On WLS Is Supported by
An Extensive Merchandising Drive

By PAUL C. BRINES
DESIGNED to test radio’s effectiveness at point of sale Feature Foods has concluded its fourth year of daily participating programs in Chicago. The participating series, now on WLS, features Martha Crane and Helen Joyce, well-known saleswomen of foods, and is slanted to include music for entertainment, service features, interviews to give women listeners conversational material. The commercials are frank and form a “wanted part” of the program, for they have been pre-tested at weekly women’s club meetings in Chicago, according to WLS.

Unique are the merchandising services of Feature Foods. An analysis of Chicago grocery stores made by FF indicates that 2,400 chain stores do 45% of the business, that 9,000 class C and D stores do 21%, while 1,000 class A and B independent stores do 16% and 110 supermarkets do 18%. Concentrating on the last two groups, the A and B stores and the supermarkets, FF maintains a merchandising crew which makes direct contact with each of the 1,110 stores at least once every six weeks, putting up displays and arranging promotions.

Supermarkets are defined by Feature Foods, as self-serving stores of large size maintaining all departments of food products, using mass displays of merchandise. Cooperating with these supermarkets FF agrees to plug their products during the Feature Foods program in exchange for mass display of sponsored goods, mention of them in store circulars and newspaper advertisements. This results in a running check on sponsored goods sold in the various stores as well as proof to the various proprietors of radio’s effectiveness in selling their own goods.

Sugar Melts

For example, following a recent contract of this type, a supermarket owner decided to promote a sugar sale during his announcement on the Feature Foods program. He had 10,000 pounds of sugar in stock and two hours after the announcement had been broadcast he frantically called the station and said that he had sold 9,500 pounds already, insisted no more announcements of the sale be made. The Feature Foods merchandising crew makes daily reports of calls on stores on behalf of all items sponsored on the program. They investigate price structures, check competitors’ sales and, in time, become so friendly with store owners that they are able to give Feature Foods clients additional merchandising service in the store.

Moreover, the merchandising crew supplies stores with display material, helps owners arrange points at mass displays of sponsored products in the stores.

Equaly important in the merchandising plan are the weekly visits made by Martha Crane and Helen Joyce to various Chicago Clubs, which include social clubs, churches and P.T.A.s. Here the commercials for future programs are tested. It is the experience of Feature Foods that radio commercials “master-minded” by copy men at some secluded desk are much less effective than those tested on the scene from whom the show is designed. A questionnaire handed to 1,101 club women showed that 86% of them listen to Feature Foods on WLS at least three times a week.

The club meetings are informal, maintain a “Just Folks” atmosphere. Both Miss Crane and Miss Joyce are married, have families, run homes of their own and are qualified to discuss with housewives the problems of the home. At the meetings they begin by telling stories, talk radio gossip, P. A. systems are used to create the impression of a radio studio and the two women handle the meetings in dialogue, much as they do on the air. Later, taste tests of sponsors’ products are made and the women asked for their help in discussing the merits or demerits of the products. If the basis of their reactions to the merchandise, commercial announcements are written.

Club meetings have proved to be fertile ground for premium testing. Premiums are displayed, discussed
and voted on. Defects of a premium that might be ballyhooed on the air and disliked by housewives when received through the mails show up quickly. For the keynote of the club meetings is frankness, almost brutal frankness. The housewives have no stake in the meetings except one of finding out the best products obtainable at the best prices. They hiss as eagerly as they applaud. They cross-examine like prosecutors. They demand quality at a fair price.

Several meetings showed that a certain brand offered little appeal to Chicago housewives. As a result this manufacturer completely changed its tactics in the Chicago market. At other meetings it was discovered that a perishable food was unpopular because it was wrapped. By following this lead the manufacturer's sales increased considerably.

A Test of Reaction

Although they poll the women on their choices of radio programs, Miss Crane and Miss Joyce do not ask the club members to show their reactions to merchandising by voting. Of much deeper significance are the "Ohs" and "Ahs" and happy gurgles when merchandise is being tested. And after nearly four years of club talks the two radio artists are adept at sizing up their listeners' reactions.

Interesting angle of the club meetings is this. In order to insure a crowd of 100 women and not more than 200 club members at each meeting, the clubs are required to post a deposit of $5 with Feature Foods. This fee is returned after the meeting. So popular are Miss Crane and Miss Joyce with Chicago clubwomen that Feature Foods has found it necessary to limit their speaking engagements to one each week and they are booked for club appearances through September, 1939.

Effectiveness of the Feature Foods program may be amply illustrated. The Rap-In-Wax Co., Minneapolis, became a participating sponsor on the WLS program. This wax paper for household use sold at 10c and its principal competition sold for 5c—had sparse distribution. Advertising only on the Feature Foods program in the Chicago area, the firm offered a scrap book with gummed pages so that housewives could insert recipes. A slip of paper called "Many Uses" explaining the product, was inserted in each roll and was required as proof of purchase. Moreover, housewives were required to send a dime in to receive the book. On the program three days a week, Rap-In-Wax received 32,000 dimes in 92 weeks.

Malt-O-Meal (Campbell Cereal Co.) offered a spatula on its Feature Foods participation for a box top and 4 cents. Response was 15,749 in 16 weeks with 3,400 premiums being sent in the closing week of the broadcast.

Another example of program results was the introduction of Spry to Chicago radio. The firm made a house-to-house canvass in Chicago giving housewives a pound can of Spry and recipe book. To further test the product one announcement was made on Feature Foods offering the recipe book. Despite the thousands of give-aways which had flooded the market, this single announcement pulled 4,417 requests.

Described as a woman's magazine feature giving to Chicago results was the introduction of Spry to Chicago radio.

"We" to Sell Jell-O

GENERAL FOODS Corp., New York, on May 25 will change the product promoted on the We, the People program from Sanka coffee to Jell-O ice cream products, with a probable change back to Sanka in the fall. The program is heard on 51 CBS stations Tuesday, 9-9:30 p.m., Young & Rubicam, New York, handles the account.

Wings Over the Coast

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings), will sponsor a series of four-weekly newscasts featuring John B. Hughes, Sunday, Tuesday, Wednesday and Friday, 8:15 p.m. (FST) over 7 CBS stations on the Pacific Coast, commencing about April 1. The broadcasts will originate at KSPO, San Francisco, and will be heard over KNX, KARM, KOIN, KVI, KIRO and KFFY. Account was placed through Russell M. Seeds Co., Chicago.

DI L. D. LEGGAR MEDICINE Co., St. Louis, sponsored program from the Mississippi Valley Dog Show on WIBW, St. Louis.

Stamps of Approval

"Where is my nearest dealer?"
"Send me a catalog"... Enclosed find $4.00...
"Buying phrases like these occurred 318,517 times during 1938 in the commercial mail received by WIBW advertisers.

Kansas folks INSIST on buying WIBW-advertised products; yes, even go out of their way to do it. They know that if WIBW says a product is O.K., that's all there is to it. In fifteen years of friendly, neighbor-to-neighbor contacts, WIBW has never yet given them a bum steer.

CASH IN on the implicit confidence WIBW listeners have in this dominant regional station (5000 watts-580 kc).

"WE'LL TELL YOU HOW!"

983,770 of 'em.
Studio Notes

NRC EMPLOYEES, who the year round work behind the scenes unheard and unknown to the radio audience, will broadcast their annual program March 18, from noon to 12:30 p.m. (EST) on NBC-Red. Norman Chester and an NBC orchestra will assist the talent on the program, which was conceived, planned and cast by a “program board” composed of employees from various divisions of the company. Clay Morgan, director of public relations, will make the announcement.

A highlight will be a travesty on radio programs. Ho Pe on a Radio, written and read by John P. Neet, of the transcription division.

A NEW rate card for WMCA, New York, effective March 1, maintains the station’s basic rate structure of $600 per evening hour but eliminates frequency discounts in favor of discounts ranging from 2% to 15% on weekly billings of $325. Consecutive periods upwards of 26 weeks are subject to additional discounts from 5% to 10%.

KWKH, Longview, Texas, has opened a new studio in St. Louis, Ore.

MBB will broadcast President Le- mar’s visit to Victoria Station and a welcome speech by the Lord Mayor of London. An address by the premier at a luncheon in his honor at the Guildhall will be heard on NBC-Red March 22, while later that day MBB will present a recorded rebroadcast of the talk. Edward Murrow, CBS representative in England, will broadcast a description of an official state reception held for the French ruler on March 20.

WHD, New York, on March 32 began a series of afternoon radio opera auditions which are broadcast from the station of the New York Phippsopole under the guidance of Alfredo Salvagi, artistic director. Operatic aspirants who have not yet made their debut and those who have appeared on the operatic stage may participate in the broadcast auditions, but must be qualified with at least one full opera role for immediate placement in the cast of an opera which will be produced by Mr. Salvagi.

EVENING attire is being donned after 6 p.m. by all artists, musicians and announcers at the KPO-KOJ, San Francisco, studio and special uniform is being worn by members of the mail, messenger and guest relations staffs during the Golden Gate fair.

MEMBERS of the sales, announcing and continuity staffs of CHAI, Moose Jaw, Sask., recently completed a course in public speaking and voice production conducted by F. B. Dick- inson, of Vancouver.

SPONSORED by the Ski Hut and featured over KKL, Portland, Ore., every Thursday, Friday and Saturday night at 6:45, is Timberline Sports, furnishing skiers in Portland and vicinity with accurate weather and skin conditions at Mount Hood together with reading reports imported from Switzerland.

FOLLOWING an annual custom, a five-part religious drama, The Living God, will be inaugurated over NBC-Red network April 3 under auspices of the National Council of Catholic Men, Washington, D.C. Series will be sustained and heard Monday through Friday, 6:30-6:30 p.m., during Holy Week. Cast will include Mary Carr, Walter Connolly and Pedro de Cobia.

MRS. MURPHY’S boardroom, landmark of Fineville in the Josh Huey series on NBC-Red, will be given honorary membership in the National Restaurant Assn. March 17, when its President W. W. Coope appears on the morning program as Josh’s guest.

EXECUTIVE and news offices of KVOO, Tulsa, were moved March 1 into new quarters in the Philpott, occupying the top two floors. New offices are being rented to Delta Press. A new studio also is being constructed and a floor is being remodeled to provide experimental laboratories for television and facsimile work by W. T. Strain, chief engineer.

PROMOTION department of WLS, Chicago, bit a snare the other day when Shing Leung Chau, editor of the local Chinese newspaper, visited the WLS America Forward program and wrote a long article about the patriotic broadcast. Mr. Chau kept his bargain and sent in the article heavily underscored, but WLS promoters couldn’t read Chinese.

KFC, Los Angeles, which has maintained a staff orchestra since 1931, dropped its six-piece group headed by Gino Severi, in March, according to Calvin J. Smith, general manager. Musicians union quotas for KFC is six pieces. Without an orchestra the station is barred from remote pickups of union bands. No remote band broadcasts were being handled at the time the orchestra was dropped. Present policy calls for records and increased use of dramatic programs.

TRADITIONAL Easter sunrise services from the Hollywood Bowl on Sunday, April 9, will be heard exclusively on MBO from 8 to 9 a.m., after which Mutual will broadcast services from San Diego, Cal., and from the Capitol steps at Olympia, Wash.

TO TIE-IN with the twelfth season of the Metropolitan Opera Co. in Cleveland, March 27-April 1, Sherwin-Williams Paint Co. of that city will present six former winning vocalists of its series of Air programs on NBC-Blue in a special pre-opera concert on March 20 from the Metropolitan, which will give high-light from the scheduled opera.

LISTINGS of real estate and busi- ness for sale are given in a weekly quarter-hour sponsored on WAPF, Fort Worth, by the American Property Exchange of Abilene, Tex.

CIC, Sault Ste. Marie, Ont., and CILS, there now available through CBC as supplementary stations to their respective regional networks of commercial programs, each available at $25 per hour.

KRKD, Los Angeles, has started publishing a weekly printed house organ, KRKD News, edited by the staff. The four-page 11x16 inch publication, for employees of the station is also mailed to sponsors and agencies.

KSTP, Minneapolis-St. Paul, has taken over the Minneapolis in the Radisson Hotel, Minneapolis, completely reorganizing the transforming room, which the new studio has a seating capacity of 400.

Found by WAIZ

DR. G. W. TAGGART, of HSU, is a football fan. Recently while attending a game an emergency call came to his office. The office, until recently high school to him paged, called WAIZ, which was heard during the game under sponsorship of Atlantic Re- fining Co., asking if the station could contact Dr. Taggart. The pagecut was then cut into the line for three seconds and soon Dr. Taggart was on his way to the patient.
INDUSTRY OR HOBBY? LET’S DECIDE

By WALTER E. RODDA
WKZO, Kalamazoo

THAT is one of the questions the industry must decide for itself, in the year 1939. Whether to forge ahead as an industry or become more and more a hobby.

With the coming of the lean years of radio, when all the world was crying depression, the voice staff was the first to feel the heavy fall of economy’s axe! Voice staffs over the nation were cut to a minimum. Now, that the prospects for the coming years appear brighter, is the time for serious consideration to be given to this weakness. This must be done if the sponsor spending his radio dollar is to receive the quality of advertising he buys.

Well educated and well trained men in the voice branch of the radio industry have, more and more, been turning to fields of endeavor which offer more security. In this manner, radio is losing many men who might be valuable assets in molding higher standards, for many managers have practiced the habit of replacing paid members of the staff, with those who would work for ‘glory’, or if you wish ‘experience’.

The Advertiser’s Side

This has not only lowered the quality of the voice staffs over the country but it has lowered the value of the advertising dollar spent by local advertisers and national advertisers on local stations.

This writer could cite several examples, one station in particular where the entire announcing staff was given the choice of a drastic salary cut or replacement by an entire staff of cubs. Some other stations have allowed their staffs to dwindle to one paid professional announcer for the more important commercials and several cubs for the remainder of the work.

Such a situation will not only flood the field with hundreds of half-trained men, who believe themselves trained for announcing; speed up labor turnovers in stations unfortunate enough to hire these men, who haven’t the background necessary to carry out what may be demanded of them; but will hold in check what otherwise might be a general upswing in local advertising, with the return of better times.

Radio is still new and cannot afford to be dictatoral in what it offers the man spending his advertising dollar. He deserves the best the industry can offer for what he pays. So what shall it be in 1939, “Industry or Hobby?”

FOR YOUR NEXT CAMPAIGN
SELECT
The Regional Station With
The Cleared Channel Coverage

KFYR
BISMARCK • North Dakota

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand and the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

550 Kc. NBC Affiliate Let Us Sell Your Story 5000 Watts Day 1000 Watts Night

MEYER BROADCASTING COMPANY
BISMARCK • NORTH DAKOTA

National Representatives—GENE FURGASON & CO.
FCC Inquiry May End in April

(Continued from page 20)

for all maintenance and service on lines from San Francisco north. In 1938 PBC paid Pacific Telephone & Telegraph Co. a total of $1,925,328.58, including $86,832 for 717 miles of Schedule "A" lines, $29,224.80 for 447 miles of Schedule "B" lines, and $15,860 for station connection charges, $1,440 for local channels, and $6,676 for repair of and installation of special facilities.

Under the station contracts, with PBC footing all line costs except local loops, station contracts given PBC seven night free hours, or double-day on a non-cumulative basis, for a time. Under down program schedules for a typical week, he pointed out that 7.19% of the aggregate station time went for network commercial hours, 45.23% for network sustaining hours, 28.86% for local commercial hours, and 15.07% for local sustaining hours.

With a total income of revenue of around $125,000 in 1938, PBC had an operating cost, including line charges, of about $124,000, leaving only $1,000 for the year's operation, he commented. Also included in this figure were payments to the three stockholders as dividends, he added.

Benefits of Network Operation Described

Stating that the Northwest network, operating solely on a regional basis, and without any national broadcasts, "is somewhat handicapped", he justified the position of a regional network as benefiting both the individual stations and the public. In addition to providing programs of a quality impossible to reproduce locally, network affiliation has improved the quality of local programs by giving the station "the assurance of product and the public."

Asked on cross-examination by Mr. Fixter why "network stations are more economical" to simply mail transcriptions to stations, rather than, as has been advertised, provide programs on the network lines, Mr. Raymond commented that although this might be the case, the fact was that line charges still would continue, since lines necessarily are secured by the station's membership in the pool day basis. A main selling point in selling stations in out-of-the-major-markets and to stations in out-of-the-brokerer costs by broadcasting a single transcription program over an established network line, he continued, and in any case the cost of transcriptions may discourage advertisers from using these stations in the first place, he said.

"It might be possible to save the advertisers the cost of seven million dollars charged the stations by using transcriptions, but it would impair network sustained and reduce the value of the line that were not available on a permanent basis," he declared, adding that only from 2% to 4% of transcribed programs are carried on the network during a day.

Asserting that about 10% of the gross revenue of KIT and KMO goes for payments and fees to performing rights groups and similar organizations, Mr. Raymond noted the ASCAP fee of $4,000 in 1938, with another $3,800 for its musician's act. About $15,000 was paid for $4,400 respectively. Pending litigation on Washington legislature covering copyright royalties, he pointed out that performing rights groups proceed cautiously, he said.

Verbal Agreement Ties Virginia Group

Also appearing Feb. 28, for Virginia Broadcasting System, C. Ondarche, manager of WBTM, Danville, Va., said under direct examination by Mr. Fisher that the dusters. There are occasions when casting occasional special events only and that under its loose organization, the group was able to produce in no permanent telephone line arrangements, its assets included only the $500 capitalization and "one remote control amplifier."

Elliott Roosevelt Presents Plan for Indefinite Licenses...

Following is the text of Elliott Roosevelt's prepared statement used as a basis of his testimony of March 7 before the Network Inquiry Committee, during which he urged cease and desist of radio stations carrying indefinite license periods until the present six-month licenses:

Radio as a business today has financial requirements differing but little from those of other industries. There are occasions when broadcasting stations and networks find it necessary to borrow money. If we were in the steel business, we would be in the same position. If we were in the newspaper business, or in almost any other business all that would be necessary to satisfy us might be a loan. We would be demonstrative our ability to repay. In radio we can only declarative demonstrate our ability to repay - and if this is a big - our stations are reclassified during any degree the assurance of the station and the public; the last word is not yet spoken.

No bank could make a loan purely on the basis of a broadcasting station. The bank is using its depositors money and with the uncertainty of the continued operation of a broadcast station, on the basis of a six-month certificate cannot not justifiably make such loans.

The radio industry has apparently reached the point where the effect of lack of adequate financing largely because of the stability and dependability of the personalities associated and the response of the public, as well as the assurance of the station and the public; the last word is not yet spoken.

Problem of Liquidation

In our own case, the Texas State Network could never have gotten away under way without the help of Mr. R. F. Daughters, whose efforts reached her, and who, in addition, had the cash to bet on this operation. As to the assurance of the secured capital is the uncertainty of being able to liquidate if that should become necessary through undue restrictions on the sale of stations.

One $100 share in the organization is held by each of the five participating stations: WCHY, Charlotte; WCMH, Washington; WCMR, Minneapolis; WIBM, Jackson; WOOD-WASH and the network, presented technical data on coverage of the network's eight stations in the State hookup, under direct examination by Robert W. Mayhew. Mr. Mayhew indicated that while the 2,018,000 population in the WXYZ 450-millivolt daytime area required by the FCC, a number of the other stations in the network had "rather high" duplication ratios, although the network overall would be a network as a whole amounted to only 9% within the 450-millivolt service area in the 2-2 millivolt daytime area, with no duplication at night.

George W. Kellogg, president of KBX-AM Radio Corporation, owner of WXYZ, Detroit, and licensee of WOOD-WASH, Grand Rapids, told the committee that Seth Richardson, termed Michigan Radio Network "really a fictitious name" and no business entity itself, operating under arrangements with other stations in the State to meet various accounts developed by King-Trendle. Listing the stations in the network, organized in 1927, he indicated WXYZ and WOOD-WASH, WIBM, Jackson;
Radio programs consist of one of the most fragile things in the world—sound.

Yet thousands of these fragile "packages" are delivered each year to millions of listeners over nation-wide network facilities especially provided for this purpose by the Bell System.

The work of Bell Telephone engineers and scientists, constantly improving and extending these facilities, contributes in no small degree to the achievements of radio broadcasting in this country.
Campbell Tells How Series Is Handled

Continuing his testimony, in response to questioning on payments made to performing rights and similar organizations, he estimated that about 15% of net income went for such fees. Fleming Campbell, treasurer and general manager of King-Trendle, was called to the stand at the request of Mr. Funkhouser for questioning on the corporation's relations with NBC, particularly in the recording-tracking arrangements for the Lone Ranger series. Mr. Campbell explained that NBC takes the Lone Ranger—strictly a transcription service which we will sell whenever it is wanted—off the air at Chicago during the 10:30 p.m. West Coast broadcast. WXYZ, he continued, retains the major markets for itself, leaving the smaller ones to NBC, and neither invading the other's territory. NBC charges WXYZ $110 per master and $57.50 per pressing. He explained the "talent charge," coming to WXYZ for each program, amounts to 50% of the highest half-hour of each station, and in addition, with NBC getting about $20 per program, per station (less agency commission) in its territory. WXYZ also gets $50 of NBC's gross from the sales. As for MBS, "it might get something through their arrangements with their affiliates, but that I do not know." The transcriptions are broadcast four weeks after the live programs. He said, and there are from two to three live broadcasts daily, according to season.

Arrowhead and Empire Described Briefly

Prior to appearances for Empire State Network and California Radio System March 2, Arthur Scharfeld, counsel for Arrowhead Network, made a short statement for the record, explaining that the three-station Minnesota hookup—embracing WECB, Dubuque, WFMG, and WTEL, Virginia, did not constitute a network within the definition of Order 37, and requesting that in lieu of personal appearance and testimony, information on the operation of the stations, filed with the FCC, be incorporated in the record.

Harold E. Smith, president of Empire State Network, under direct examination by George O. Sut- lon, counsel, declared the network was in "existence, but in a state of suspended animation," adding that "if conditions warrant, we probably will resume operations," although previous intentions, either to operate or dissolve, are indefinite.

He explained that he had operated the network from May 2, 1937, to Nov. 6, 1938—and was organized primarily as a political campaign hookup. Stockholders, in addition to himself with 50 shares, included Gordon Brown, 25 shares, and Scott Howe, 25 shares. The stations are tied together by an informal agreement, he stated, with stations selling time to network for 50% of the rate and giving the network two hours free time per week.

Hamiton Appears For California Group

Appearing for California Broadcasting System, Guy C. Hamilton, president of McClatchy Broadcasting System and general manager of operations, traced development of McClatchy Radio Stations in California, under examination by Frank D. Scott, counsel.

California Radio System was formed in November 1936 under a "partnership" agreement between McClatchy Broadcasting Co. and Hearst Radio Inc., operating KFKB, Sacramento, KMJ, Fresno, McClatchy (McClatchy stations), KAV, San Francisco; and ABC Los Angeles (Hearst stations), as "basic stations", and KAL, KGK, KFGB, as "optional stations". With CRS operating at a loss, the Hearst interest, after having spent about $400,000 on facilities, is planning to spend about $75,000 additional this year. Mr. Hamilton earlier this year, however, that should the difference between profit and loss for the network, "they couldn't get along without" Los Angeles and San Francisco wanes.

Texas Quality Network

Described by Mr. Campbell

Profits from radio operations have been credited by Campbell to further developments of the science by the McClatchy interests, he commented, pointing out that after having spent about $400,000 on facilities, they are planning to spend about $75,000 additional this year. Mr. Campbell told the stand, supplying engineering data on CRS operation. Of 4,764,000 persons served by the eight-station hookup in the 0.5-mile area, he said 92% received unduplicated daytime service; of 4,264,000 in the 2-mile area, 97% received unduplicated daytime service, and of 4,000,000 in the nighttime interference-free areas, 93% received one service only.

Mr. Martin B. Campbell, manager of WFAA, Dallas, and a director of Texas Communications, described the operation of TQN as a cooperative regional network embracing WFAA, WBAI, Dallas-Fort Worth, WBT, Houston. Under direct examination by Philip G. Locou, WQD, counsel, Mr. Campbell said, "The stations were affiliated with NBC and that no one was the "key station", each acting as a selling agent for the others." With the addition of a sustaining program originating regularly on the Texas A & M stations and other traffic in commercials, he said, TQN offers time for sale at the stations' cards, he continued, with the originating station handling...
WORTHWHILE doodling was indulged in by Benton Ferguson, promotion manager of Texas State Network, as he worked at his desk. Ferguson had been engaged in the broadcast business for years and was known for his keen sense of timing and his ability to make the most of any opportunity.

In preparing for the broadcast of a special program, Ferguson was examining the day's headlines and news stories. He noticed a small ad in the local newspaper that caught his attention. It was a classified ad for a used car, priced at a fraction of its original cost. Ferguson immediately recognized the potential for a story on the rise in the used car market.

He contacted the car dealer and arranged for an interview with the owner. The owner was delighted to speak with Ferguson and provided him with a wealth of information on the car business. Ferguson learned that the increase in used car sales was due to a variety of factors, including the economic downturn and the growing number of consumers looking for affordable transportation.

Ferguson's interview with the car dealer was transcribed and sent to the network's生产基地 in Austin. The story was then broadcast across the state, reaching a large audience of listeners.

The response was overwhelming. Listeners thanked Ferguson for his excellent reporting and praised the network for providing such valuable insights. Ferguson was extremely pleased with the success of the story and continued to pursue similar opportunities, always looking for ways to provide valuable information and entertainment to his listeners.
er is worthy to operate he should have a vested right”, he took the position, upon being asked by Mr. McNinch whether operators should not pay for that right, that “the industry would like to be self-supporting and I think would be willing to pay the cost of its own regulation.” As for royalties to the people of the country for use of the public domain, he maintained that they get royalties in the form of service and taxes.

Commenting on some of the recent additional burdens, which have particular effect on smaller stations, he said KFJZ has spent about $8,000 and employs two additional persons simply to supply data for FCC questionnaires. Observing that this is due to no shortcoming of the Commission itself, but to the entire Government, he declared, “An inquiry into the broadcasting industry would be a valuable service, and the industry would welcome a day in court to lay its cards on the table.”

When Mr. McNinch cited as “an extreme example” the sale of “a $50,000 station in Podunk for a million dollars” and asked for Mr. Roosevelt’s ideas, the TSN president said, “The Commission should confine itself to the type of operation proposed. That’s his business in the buyer pays that much, so long as he maintains good public service. The Commission should consider the proposed operation, with purpose, rates, and profits, and consider selling price only as it might affect operation.”

Advertiser and Public the Best Barometers

Observing that the public and the advertiser are the best barometers of advertising rates, he commented that although stations ordinarily charged what the traffic will bear, their business still is conducted with “altruistic motives”. He cited, as a case where the advertiser would not rebel, the raising of rates following an extension of facilities and service as against an arbitrary raise “because the operator suddenly decided he should have a much larger salary.”

TSN maintains a sales force in Texas for Texas business, as well as sales offices in Chicago and New York for national accounts, he said. “I am traveling myself most of the time, selling the network to advertisers,” he added.

We cater to the advertiser with full distribution who wants Texas as a package,” he commented, and in the case of spotted distribution, TSN “advises” the use of individual stations rather than the whole network.

“If radio is to be a potent force in advancing Americanism, it must operate democratically, said Mr. Roosevelt. “Radio has advanced so rapidly that the law should be given an opportunity to catch up,” he said. “Once censorship enters radio in this country, we might as well fold up our tents, because we’ll be in the same situation as radio in the totalitarian states.”

Observing that “the present law is antiquated and deserves to have a little streamlining”, he said definite program labeling regulations would obviate the necessity for censorship.

Censorship of Fear Is Said to Exist

Answering further questions by Mr. McNinch on the censorship situation, Mr. Roosevelt said, “I believe there is a censorship of fear in the industry today, although the Commission may not realize it.” This is largely because operators do not know what they may or may not do. There should be some provision in the law limiting the station’s liability “for what someone may say on the air,” he said, while operators should be held responsible only for the advertising and programming of all broadcast material, and liability lodged in the person actually originating or making the libelous statement.

Most Complainants Have Ax to Grind

“Profane, defamatory, and unclean” statements should be the only matter of concern for the FCC, he continued, and the rest should be left to the individual operator’s discretion, so long as he properly labels his broadcasts.

The great majority of program complaints are made by people with a personal ax to grind,” Mr. Roosevelt declared. With anyone free to make a complaint, “the station immediately is put in the position of defending itself.” He said “great assurance” has been felt throughout the industry by the FCC’s revived practice of renewing a license and then proceeding with the investigation of complaints rather than issuing temporary renewals pending outcome of investigations.

Responding to Mr. Roosevelt’s suggested changes in law, Mr. McNinch frequently referred to a section of the 1941 Act, quoting it occasionally verbatim, as he queried Mr. Roosevelt. When the chairman

LET’S MAKE ‘EM ALL TONIGHT, SUSIE!

Fargo is the biggest little city you ever saw—good evidence that our hayseeds have a heap of wealth even after paying for all their necessities! And Fargo gets most of the money that’s spent in our rich Red River Valley—a radius of 200 productive miles!

WDAY in Fargo gives exclusive coverage of this entire Valley. Our newly-revised data book tells you everything about our prosperous rural-and-urban market. May we send it to you?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARO
N. D.

$40 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

BROADCASTING • Broadcast Advertising
had read the section of the law prohibiting the vesting of any "ownership" in frequencies. Mr. Roosevelt declared that the present setup is "just a subterfuge" of an actual de

merable ownership of frequencies.

Mr. Roosevelt warned that the Texas has some "right profitable" stations, read off a list of stations in the states those whose profits which were reported as near or above $100,000. Included in the list were KRLD, WFAA, KHOU, KNTX, KPRC, "They're certainly doing it in the," Mr. Roosevelt commented, and I want to make some money, too. However, he indicated that the name of the stations listed by the Chairman as having six-figure profits were TSN affiliates. The requirement that transcribed programs be announced as such was described by Mr. Roosevelt as working to the advantage of networks while penalizing non-network stations. He said the announcement reminded listeners of the old "phonograph record" days, although the present day transcribed programs are paid for and costs as much as a network program.

Seeks Clarification of Political Problems

He termed the action of CBS in recent months in forming an alternative political broadcasting system as "a clear move by CBS to catch up with NBC," and expressed the belief that the "quasi-commercial" transcribed business thus vested in the two networks would operate against the independent stations of stations not affiliated with them.

Commenting on the problem facingstation owners in the demands of certain groups, he asked for a clearer definition between political parties and groups "preaching the overthrow of the present Government." "There is no question of the importance of free

dom of speech," he concluded, "but there also is such a thing as treason."

TSN and a central program department for its 23 stations, he said. Pooling all the talent available in the individual stations. TSN also has 157 employees at head

quarters in Fort Worth. "We've unearthed some talent and are employing more talent than ever before was used in Texas," he commented, adding that if the TSN program plan is suc

cessful, the company of operators will offer smaller stations a new way to compete with the big networks and the advertisers a new advertising advan
tage.

Exclusive network contracts "are contrary to the purposes for which the stations are licensed," he commented, and "network stations are selling themselves to the highest bid for the reason for being in existence" when they sign on an exclusive basis. The individual outlet has "too little to say" about the opera

tion of the national networks, he declared, underwriting their obligation of public service.

Cross-examined by Mr. Funkhouser, Mr. Roosevelt declared that "radio is a public utility" and that the "reason for being in existence" of the layman, despite the judicial definition that it is interstate

commerce.

Classifying Don Lee and Yankee-Colonial as "definitely hook-ups rather than networks", he pointed out that TSN, unlike is obligated to furnish 17 hours of live programs per day, and not merely a telephone line connection to carry certain desired programs.

Texas State Network Now Making Profit Says Elliott Roosevelt at FCC Inquiry

Texas State Network's first year of operation will show a loss about $10,750, and so far as to the red as of Jan. 31, 1939, according to testimony of Elliott Roosevelt, chairman of the board and president of the 23-station regional network, before the FCC hearing committee March 7. TSN was started Sept. 15, 1938, and the loss represents unusual burdens incident to a new enterprise, Mr. Roosevelt said. The network, he said, began operating at a profit about March 1.

Mr. Roosevelt disclosed that 5,000 shares of no par value stock have been authorized and 2,600 issued to Mr. Roosevelt and Mrs. Roosevelt, at $250,000. The stockholders include Charles F. Rooster, Fort Worth oil engineer, 1,500 shares; Mr. Roose

velt, 1,000; S. W. Richardson, Fort Worth, 250; Emmett McMahon, Fort Worth; S. A. R. Dillard, Wichita, 50.

Assets Are Listed

Assets listed included $15,627 in broadcasting accounts receivable; $75,937 receivable from affiliates; $89,844 in sundry accounts receivable; $38,932 reserve for depreciation. Mr. Roosevelt disclosed that de

mands from affiliates, at $84,000 were held on advances to Mr. Rooser and Mr. Richardson as principals in the Frontier Broadcasting Co., applic

te to purchase WACO, Waco, and KNOW, Austin, from the Heart Radio Group; for $45,000 purchase of KFJZ, and KTAI in Fort Worth for physical improvements; for $59,000, ad

vanced to Mrs. Roosevelt for the purchase of the new TSN plant; and for $3,000, loaned to KPLT, Paris, Texas.

According to the profit and loss statement for the period from Sept. 15, 1938, to Jan. 31, 1939, operating revenues totaled $140,401 which included $77,912 from sales of time, $57,022 fees from sponsors, and $5,467 operating expenses and $4,163 in talent placements.

Expenses items included $92,455 for leased wires, $47,834 payments to affiliated stations, $28,365 for staff, $17,065 for news and ticker service, $9,985 for program and continuity salaries, $6,884 for engineering, maintenance and miscellaneous.

For the 4½-month period, the expense items aggregated $246,903 against net operating revenues of $140,401.

Inserted in the record was the TSN contract with KXYO, Lub

ook, designated by Mr. Roosevelt as typical, although exceptions were made in the cases of affiliates in Houston, Amarillo, Corpus Christi and Weslaco due to their NBC a

filiations. This contract provides for 7 hours of programs, including UP news, for which station waives the first five hours of either MBS or TSN time; sets aside certain optional hours; pays $500 per month for network service (including line charges); secures its own network card at best rate and adds 15% agency commission and 16% network selling commission. Contracts are not to be renewed for one year. Mr. Roosevelt stated that sustaining shows may be sold locally. No state has yet quit TSN, he stated.

Urges Action Against Mexican Border Stations

Programs from Mexican border stations, some of whose operators have "changed our the United States", are "definitely of the worst possible nature", he commented, adding that "they are keeping the down the level of the people want it". The State Department has been "silently too ponderous" to protest to Mexico, he stated. He suggested "it might be a good idea" for the FCC to take action against advertisers using these sta

tions.

George C. Davis, of the consulting engineering firm, Page & Davis, followed Mr. Roosevelt when he concluded March 8, explaining cov

erage and duplication data and maps for TSN stations.

Before adjournment until March 14, Mr. Funkhouser read into record a letter from Leon Levy, owner of WCAU, Philadelphia, de

scribing briefly the operation of Pennsylvania Network that "immedi

tary hookup carried to form political speeches only during the last campaign". The letter was accepted in lieu of Mr. Levy's personal ap

pearance at the inquiry.
TQ PROMOTE safety in the Twin Cities and vicinity, WMIN, St. Paul, has organized the WMN Safety Week with more than 60,000 youngsters from all city schools participating. Each Saturday a safety meeting is held and from eastern Minneapolis or St. Paul Hotel, Minneapolis and St. Paul units of the organization broadcast on alternating Saturdays. A different chairman, usually an outstanding student from one of the participating schools, presides over the meeting each week. When the meeting is over, with a whistle or a mark, a program chairman takes over and introduces a guest speaker, usually a well-known safety authority. As parents and guests in the cowboy band, he starts the meeting to a high level, and the meeting reaches the halfway mark.

Newsworthy

New weekly series consisting of an informal half-hour of welcome and information for children from many neighbors who will be coming to the World's Fair has started on the 3:30 program with the Jerry Danzig of Mutual acting as hosts. Entitled Welome Neighbor, this series will be broadcast from network's New York studios, but will be broadcast from the Fair grounds after the official opening of the exposition on April 30.

Nuptial Garb

CLAIMED TO BE the radio first, Wedding Dress Revue, broadcast from the stage of Convention Hall in Enid, Okla., is sponsored by the Gem State Millinery, Inc., and was broadcast from KERC, Enid. Thirty-one matrimonal garbs, dating from 1866 to 1899, were modeled before 3,000 spectators, with loving cups, winning dresses and models. The review was featured as part of KERC's March Frolic, and was sponsored cooperatively by seven local firms.

Home Town News

NYNC, New York, municipal station, is arranging with about 24 cities in seven states, and selected from the country to receive by wire daily news items of local interest, which are presented on a daily program for visitors to the New York World's Fair this summer. At the opening of the Fair on April 30, the program will be entitled either Your Home Town News, or Today's Home Town News.

News From Congress

YOUR local Congressman will have a new Saturday evening series on WQAR, Cleveland, featuring news from the Capital and a resume of Congress for the week. An Ohio congressman is heard each week, from the WQAR studios in Flushing, N.Y., by transcriptions sent to Washington.

Campus Contributions

SHOWING what the University of Washington is doing for industrial advancement in the state, a new series on KU, Seattle, remote from the campus, features faculty members who have done prominent research in industrial and scientific fields. Music is supplied by the University Symphony orchestra.

Waterfront Saga

THE HISTORY, romance and colorful stories coming out of San Francisco's waterfront make up the new series broadcast on KYA, San Francisco, by Jack Densham, who set sail from the bays waters and sailed the seas for 35 years. The program is called Jack Densham's Column.

Welcome to Bristol

NEW life has come to Bristol, Tenn., are interviewed weekly on The Newcomers' Club of WOPJ, Bristol, using the station mobile to broadcast from the homes. The sponsor presents gifts to lady guests on the studio part of the program, conducted in the WOPJ radiotelephone.

Fireside Problems

WBBM, Chicago, has started a 15-minute Saturday afternoon show called You & Your Family, in cooperation with the Illinois Congress of Parents & Teachers and the Chicago Association for Child Study & Parent Education. Sample dramatization: Two ways of handling the same situation, and a choice of two homes with a note from his teacher saying that he stole a nickel from the school milkman. Discussion period follows the broadcasts in the WBBM studio audience.

Still Another Quiz

NBC, on March 11, started a new audience participation program, Who Do You Think, on which a guest expert is invited to match wits with three persons picked from the audience. Dale Baxter, lecturer, acts as m.c. on the weekly half-hour program quizzing the contestants in three sections: Oral expression of fairy tales or rhymes, capacity to remember a "daffy drama," and ingenuity in getting out of tight spots.

Fortune-Telling Sight

WEIGHT-GUESSING in the best carnival style is the newest wrinkle on the daily man-on-street broadcast of KWS, Jefferson City, Mo., with the m.c. offering to estimate the avoirdupois of the winners, who are weighed by a machine that passes out not only weights but fortune-telling cards. The contestants are first weighed and fortune from the machine, along with a plug for the sponsor.

Expert Stumpers

A LOCALIZED version of NBC's Information Please is broadcast on WIP, Philadelphia. Sponsorship of Peters Packing Co. Questions used net the sender $1, and if the correct answers are sent in, the program a $50 check is given some worthy charity selected by the executors to donate their services. Title of the program is The Authorities Answer.

Juvenile Classics

WHOLESOME radio programs for children presented in dramatic form from popular fairy tales and classics of juvenile literature is the aim of the Clare Tree Major Children's Theatre, producing a series of weekly programs on WNYC, New York.

Montana's Business

INDUSTRIES in Western Montana will be covered by remote in a new series arranged by Mac McAllister, chief announcer of KGVO, Missoula. A new KGVO sustaining program, Parade of Business, reviews industrial and buying trends over a six-week period.

Mission Lore

FRANCESCA IS the title of a new series broadcast on KYA, San Francisco, by Father Michael Egan. Father Egan discusses the religious and cultural missions of various California Missions, delves into their history and relates the present physical condition of each edi-

The Ladies' Angle

LITTLE-KNOW facts, from the woman's angle, are dealt daily by Mrs. George N. Stoddard, who is the Waves of Wonder at KJR, Seattle. The program is a commentary for women, composed mostly of philosophy, answering letters from listeners and anecdotes.

Games on File

KANS, Wichita, presented a stained glass window for exciting local basketball game to the winning high school and presented a stained glass window to each student body the next day. Now both local high schools have cooperated for transcription of future games for their files.

Congress Sketches

IN AN EFFORT to bring the work of Minnesota Senators and Congressmen to the people, in them in keeping with their constituents, KSTP, St. Paul, recently began a series during several Congressmen a week, via transcription, during the station's nightly newscasts. Commentaries, limited to three minutes, are transcribed in Washington. KSTP also plans to seek commentaries for Night Extra from other prominent guests as they visit the Twin Cities.

WCKY Salute

ON THEIR anniversaries, leading Cleveland stations are saluted by WCKY, with a history of the concern being given along with music. Program, Songs of New-day Detroit are titled Anniversary Salute. Five $1 bills are awarded every day on the station's weekly giveaway. Listeners submit lists of songs played, as well as a 25-word statement on their favorite programs.

Milwaukee Funnies

NEW series to present Sunday comics has been developed at WTJ, Milwaukee, with Comic Cord, a project of the a miniature drama, with "Uncle Willie" taking all the parts, from Ll' Abner Yokum to Dugan, against a bent. A new KOUS sustaining program, Parade of Business, reviews industrial and buying trends over a six-week period.

Values for Buyers

CONSUMER talks prepared by the New York State Department of Agriculture and Markets, have obtained considerable interest from listeners when they were broadcast via transcriptions on WNYC, New York, as a weekly series of quarter-hour programs entitled Consumer Galas.

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BROADCASTING • Broadcast Advertising
MINNEAPOLIS progress in education by radio is largely attributed to Mrs. A. T. Towne, who has coordinated development with its stations, Parent-Teachers Association and the schools. Today, there are seven educational programs produced each week by Minneapolis public school students over Twin City stations, reaching about 2,500 classrooms, 79,000 students and about as many parents. In addition, eight other programs, mainly network and not student-built, are listened to regularly in elementary and high school class rooms. As radio coordinator, Mrs. Towne contacts radio teachers and stations and makes arrangements for school broadcasts, rehearsals and auditions. WCCO and KSTP, which have their own staff educational directors, have cooperated fully, says Mrs. Towne.

NBC has added two sustaining commentators to its staff. They are John T. Flynn, author and syndicated columnist, interpreting national and world events over NBC-Red Tuesdays, 7:30-8:45 p.m. (EST), starting March 14, and Theodore A. Huxley, well-known Washington newspaperman who on March 6 began a series of three-weekly programs commentating on Washington events on NBC-Red Mondays, Wednesdays and Fridays, 11-11:15 p.m.

JOHN J. ANTIONY has been signed for another year by J. G. Dodsom Proprietaries to conduct the Original Good Will Hour for Ironized Yeast on 60 Mutual stations, and is at present working on a newspaper column.

FEATURING business trends as seen through the studies at the University of Denver, KLB has started Business Tides, produced by Dr. A. D. H. Kaplan, director of the department of government management in the School of Commerce. The radio program is to be part of the regular curriculum.

DIRECTED by Elmer G. Sulzer, director of the U. of Kentucky radio studio, a credit course designed to acquaint educators with the techniques of educational radio programs has been added to the university’s 1939 summer curriculum. Members of the WHAS. Louisville staff, who will lecture are Lee Cuslon, manager; Robert Kevett, program director; Dudley Mas- son, continuity chief; Orrin Turner, chief engineer; Credo Harris, director; Joe Eaton, commercial manager; Edward Barrett, music librarian; Neal Clite, merchandising.

REPRESENTATIVES from 80 “self-appraisal and career classes” of 30 Chicago high schools will participate in the new Saturday afternoon series Know Your Job, on WBBM, Chicago. A 30-minute discussion period will follow the 15-minute broadcast so that the various experts in the industrial fields may be queried by the students. UNIVERSITY OF California students, representing 40 different nationalities, participated in a discussion on “How American a Stake in the Far East?”, broadcast over NBC-Blue on the Pacific coast recently following America’s Town Meeting of the Air.

A SURVEY made by Dr. William B. Levenson, director of the Cleveland Board of Education’s shortwave educational broadcasting station, WBCE, discloses 41 school systems in as many cities reporting “the use of radio to interpret schools to the public” out of 47 systems replying. Twenty-six of these stated they carry continuous programs, invariably over local commercial stations. The survey was made during the recent Cleveland convention of the American Association of School Administrators.

CHICAGO Radio Council is distributing a manual to aid the classroom teacher in handling radio programs. It was written by staff members of the Radio Council under the supervision of its director, Harold Kent.

LARGEST Spanish class in the world is the claim of the weekly KOB Spanish School, now in its sixth year on KOB, Albuquerque, N. M. Directed by Dr. F. M. Kercheville, head of the Spanish language department of the University of New Mexico, the curriculum includes not only grammar and vocabulary, but Spanish music, games, customs and dramas.

TWO NEW educational features, produced by Syracuse U’s Radio Work- shop, have started on WSTR, Syracuse—The Word Man, featuring a discussion between three university students and Prof. Joseph Barrow on correct use and pronunciation of words, and Who’s Who at Syracuse, presenting interviews with university personalities.

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

Winston-Salem, North Carolina National Representatives Sears & Ayer

BIG 1939 RADIO OUTLINE MAP

Contained in the 31" x 21½" Radio Outline Map of the U. S. and Canada are locations of all radio stations, county outlines, time zones, number of stations per city. The reverse side of the map carries a complete log of U. S. and Canadian stations alphabetically by state, city and call letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Single copies, 35c
10 or more copies, 25c each
10% discount in quantities of 50 or more

Use this coupon to send for the 1939 Radio Outline Map

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

Please send me ( ) copies of the 31" x 21½" RADIO OUTLINE MAP of the U. S. and Canada.

Name ___________________________ Phone ___________________________

Firm ___________________________ Address ___________________________

Address ___________________________ City ___________________________

check __________ enclosed __________

check __________ bill __________

check __________ me __________

WOLF

WASHINGTON, D. C.

1,000 Watts DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

March 15, 1939 • Page 67
Continental to Change
CONTINENTAL BAKING Corp., New York (Wonder bread), which has been sponsoring the Wonder Show with Jack Haley on CBS for the past six months, will discontinue the series after the April 7 broadcast. Firm will continue to sponsor the five weekly quarter-hour Pretty Kitty Kelly program on that network. Agency is Benton & Bowles, New York.

HALF interest in KWOC, 100-watt daytime station on 1310 kc, which began operating in Poplar Bluff, Mo., last May 21, has been purchased by O. A. Tedrick, local attorney, from A. L. McCarty, local radio and appliance dealer. Don Lidenton, the other partner, remains as chief engineer.

FCC Feuds, and Inquiry Proposal
(Continued from page 16)
address, laid out the McNinch-Drewer Wheeler Bill for a three-man Commission as one which would "appear to be a proposal to 'unpack' the FCC with a view to eliminating minority opinions". He discussed particularly on evils of past FCC actions, particularly in connection with station transfers and leases.

"Let's have the facts and all the facts before we legislate," he stated. "And then let's enact not the Cor- oran-Cohen-McNich bill but legislation which will assure proper regulation of radio broadcasting in the public interest and guarantee to all the preservation of 'freedom of the air'."

The McLeod Bill, referred to the House Interstate & Foreign Commerce Committee, may be caught in the legislative jam before that committee, now in the throes of considering transportation legislation. The committee chairman, Rep. Lea (D-Cal), has already stated that there is little chance of legislation dealing with radio on the House floor at any time soon.

Victims of a Whim
In introducing his bill, Rep. McLeod issued a statement in which he said that any political party in power "is broadcasting in a 'vise-like grip'. Under the practice of granting licenses for only six months, he said, "the slightest whim or nod of a political head can mean death to a station which has done no worse than to try to render a public service."

The fear of reprisals is multi- fying all broadcasting, the bill has created an alarming system of indirect censorship," Rep. McLeod con- tinued. "No political party should thus be enabled to prevent access to the air of those who have a legitimate message to deliver to the public.

If this Nation is to realize the fullest possible benefits of our tre- mendous broadcasting system, that system must be given some assurance that within a few months it will not be destroyed because some assurance of a station may have dis- pleased the powers that be.

Several bills dealing with the Communications Commission have been introduced this session. Many of them contain excellent provi- sions. However, they are in most instances so detailed that there is a possibility that in squabbling over the detail Congress may lose sight of the general point at issue. That point, freedom of the air from political persecution is adequately covered in the bill I introduced today.

The text of the McLeod bill fol- lows:

"That Section 307. Subdivisions (d) and (e) be amended to read as follows:"

"(d) No license granted for the opera- tion of a broadcasting station shall be for a period of less than three years nor for a period of more than five years, and any license granted for any other class of station shall be for a period of longer than five years, and any license granted may be revoked as heretofore provided. Upon the expiration of any license, upon application therefore, a renewal of such license shall be granted from time to time for a term of not less than three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but applications for the renewal of a license shall be governed by the same considerations and practice which affect the granting of original applications.

"No renewal of an original broadcasting license shall be granted more than ninety days prior to the expiration of the original license. Provided, That in acting upon applications for renewal of original license, the Commission shall not take into consideration any acts of the applicant, and Provided Further that if the Commission shall re- fuse to grant renewal and the applicant shall state under oath that he believes the refusal was because of the color of his skins or in part upon such consideration, the appli- cant may appeal to the District Court of Appeals for a mandamus, and pending such action on that appeal the license shall remain in full force and effect."

FCC's Forms Irk Montana Stations
Association Discusses Recent
Libel, Copyright Statutes
A BATCH of resolutions affecting operations of broadcasters were adopted by the Montana Association of Broadcasters at its meeting in Billings March 6. The new Montana libel law, which, among other things, relieves stations of liability on programs over which they have no control and places on the libel law, was discussed in detail by John Clax- ton, Montana attorney. He also ex- plained to Montana Association members that the Copyright Act of 1948 [BROADCASTING March 1], enacted a fortnight ago along with the libel law.

Among resolutions adopted by the Association were several thank- yous to members of the U. S. Congres- sional delegation for advertising to the Association's request that the FCC be asked to simplify its recent questionnaire on 1958 station opera- tions. These pointed out that the FCC eliminated "certain questions from the formaire to stations grossing under $25,000 yearly."

Fewer FCC Forms Sought
Another resolution condemned the "inordinate amount of applica- tion forms, questionnaires and "other complicated and trouble- some forms to fill out and file" and described them as working a "great hardship" on many stations. The Association resolved that the Montana Congressional delegation be urged to request the FCC to re- duce the number of forms and sim- plify them and also that the FCC be urged to grant licenses for longer than six months.

In addition, the Association adopted a series of resolutions dealing with copyright; building of a public domain and tax-free music reserve; anti-censorship opposition to this nation's adherence to the International Copyright Union; support of the Schwegler tax-free library plan, and a re- quest that the NAB furnish to all stations which subscribed to the original public domain library new pressings of each disc because of what he described as the "poor quality" of the first supply.

On the subject of high power, the Association adopted a resolution urging its Congressional delegation to "stand against superpower or clear channel option for any station in any location in the United States."

There was a 100% attendance of Montana stations at the meeting. Those present included Ed Rebs- back, KGVO; Wiborg, Mrs. Jesse Jacobson, KFBB; Ed Yocum, KGHL; Art Mosby, KGVO; K. O. MacPherson and Barclay Craig- head, KFPA; Ed Kibir. In addition to Mr. Claxton, Ken Davis of Davis & Schweger, Los Angeles music publishers, also was present.

Conti Spots on 3

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www.americanradiohistory.com
TWO STATES ENACT ASCAP LEGISLATION

TWO more states—North Dakota and New Mexico—have enacted legislation on copyright aimed at ASCAP and related licensing groups, while a third State legislature, in Oregon, failed to enact such a measure by a narrow margin.

The bills, similar to that enacted by the Montana legislature [Broadcasting, March 1], were passed after bitter opposition from ASCAP. Measures along the same general line are pending before the legislatures of Arkansas, Colorado, Connecticut, Illinois, Indiana, Kansas, Michigan, Minnesota, New Mexico, Ohio, Pennsylvania and Washington.

The North Dakota and New Mexico bills compel copyright owners in those states to make full disclosure of the material licensed by them. Blanket licensing at established fees is permitted provided the members of a combination, such as ASCAP, also affords the owner the option of buying portions of the catalogue at prices determined by the owner and not by the combination.

Libel Bill in Missouri

FOLLOWING the leadership of several other states which have adopted laws safeguarding stations from liability for libel uttered over their facilities by political speakers, the Missouri Legislature is considering a measure of that nature introduced by Senator Donnelly, of Lebanon. The bill, a station would not be liable for damages for defamatory statements made by political candidates or officeholders during a speech. Liability, however, would apply if the station permitted a defamatory manuscript to be broadcast after having had access to the speaker's remarks prior to delivery. The measure follows a policy that adopted in 1937 by the Iowa State Assembly—one of the first bills of that nature to be enacted. WHO, Des Moines, sponsored the action, and was supported by other stations in the state.

Penner Show Dropped

GENERAL FOODS Corp., New York (Huxley), which has been sponsoring the Joe Penner Show on CBS for more than six months, will discontinue the series with broadcast of March 30. There will be no replacement, according to Benton & Bowles, New York agency servicing the account. Termination of the contract was by mutual agreement among the sponsor, agency and Penner, because of budget problems which do not permit an evening rebroadcast instead of the afternoon. Sponsor stated it was well satisfied with the show's rating but regretted inability to continue on a basis satisfactory to all concerned. Sponsor will switch its CBS Joe E. Brown Show (Post Toasties), from Saturday to Thursday, taking over the time formerly used by the Joe Penner program, effective April 6. The Joe E. Brown Show was renewed for another 13 weeks by General Foods Corp., effective April 1.

A 111-J. To prohibit the advertising of alcoholic beverages over the radio has been introduced in the Alabama Senate, and is being opposed by state broadcasters only insofar as it hits beer advertising.

More for Sweetheart

MANHATTAN SOAP Co., New York, for Sweetheart Soap, is buying new news broadcasts on a basis of one to three quarter-hours weekly on stations in various sections of the country. Stations already signed are KPO, San Francisco; KFI, Los Angeles; WHAS, Louisville, and WSM, Nashville. The company since January has been sponsoring three to ten spot announcements weekly on a list of 40 stations, quarter-hour transcribed programs with Jack Berch on seven NBC stations, and programs called Melody Sweethearts on four stations of the Yankee network. Franklin Bruck Co., New York, is agency.

Iowa Newspapers Placing Fy Manchu as Promotion

WITH its sale of the Shadow of Fy Manchu transcribed series to the Des Moines Register & Tribune, which it announced will place the program on four stations for newspaper promotion, Radio Attractions Inc., New York, reports that the number of stations now carrying the series exceeds 30. The Iowa newspapers are placing the show on their affiliated stations KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D., and will also sponsor it on KMA, Shenandoah, Ia. Other new subscribers are KANS, Wichita; KOIL, Omaha; WIBW, Topeka; KSCI, Sioux City; KECO, Kansas City. The latter station will have Crown Drug Co., chain stores, as sponsor.

Warner Show Delayed

THE WARNER Bros. program Let's Go Hollywood, scheduled to start on Mutual network March 10, will not begin until a later date because the Redfield-Johnstone Agency, New York, which has been contracting clients for the program, has not yet lined up enough participating sponsors. The program is currently broadcast on seven Southern California Don Lee stations, Fridays, 8:30 p. m. under sponsorship of the Ford Dealers of Southern California through McCann-Erickson, Los Angeles.

FEDERAL Trade Commission has issued a complaint against Affiliated Products Inc., Jersey City, alleging misrepresentation in the sale of two cosmetic products, a "restorative cream" and "youth pack," sold under the name of Edna Wallace Hopper.

WWW

ASHVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

KDYL

THE POPULAR STATION
Salt Lake City, Utah

Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles - Seattle

BROADCASTING • Broadcast Advertising
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www.americanradiohistory.com
Kentucky Council Formulates a Code To Guide Educators and Broadcasters

RECOGNIZING that a cooperative relationship must exist between commercial broadcasters and educators in the public interest, the Kentucky Council on Education by Radio, which has enjoyed close cooperation with Kentucky stations, at a meeting in Louisville Feb. 18 adopted a Code of Ethics which Elmer G. Sulzer, director of the University of Kentucky radio studios, believes is one of the first concrete statements of its kind.

The Council, of which Mr. Sulzer is chairman, comprises representatives of Kentucky U, Louisville U, Eastern State Teachers College, Western State Teachers College, the State Dept. of Education and the State Parent-Teachers Assn.

The code follows:

1. The presentation and broadcasting of educational programs by radio is a joint responsibility of educational authorities and radio station executives. The whole-hearted and understanding cooperation of each group is necessary to insure effective results in this field.

2. Allocation of a certain amount of time for educational purposes is a “public interest” requirement on the part of radio stations. Radio stations have a right, however, to insist upon standards of presentation that are in keeping with their program standards.

3. Radio stations should endeavor to prevent duplication in educational programs by discussions involving all parties concerned.

4. The selection of educational subjects for broadcasting, as well as the selection of proper techniques for such presentation should be in the hands of educators. It is important, therefore, for all educators involved in handling such programs to acquaint themselves with the latest techniques, to study studio procedure in general, and to maintain at all times a broad objective point of view.

5. In common with other types of programs, educational programs should attempt to reach as large an audience as possible. To do so, radio educators should attempt to frame programs in the most attractive way possible—to make them interesting as well as educational, thus increasing their educational effectiveness.

6. Educational programs should be planned for limited groups, only when such groups are of an underprivileged type and can conveniently get the material in no other way, or when the nature of the program is such that a radio broadcast proves itself vastly superior to any other medium of presentation.

7. Questions of taste and censorship involve an interlocking relationship between broadcasters and educators. Broadcasters should not censor an educational program as regards fact, or as regards policies. On matters of taste, however, broadcasters have a right to insist on the usual station standards as well as discussions of certain subjects open consideration of which is regarded as contrary to current good taste.

Educators owe to themselves and to the cooperating station the impartial presentation of controversial subjects. Editorialization is not desirable on controversial subjects, even on an educational program, unless all sides are fairly expressed.

9. Stations have a right to refuse time for a program that is essentially institutional promotion. A certain amount of institutional promotion is naturally present in all educational broadcasts, but the primary purpose of a truly educational broadcast must be educational.

DAVID SARNOFF, president of RCA, and chairman of the National Music Week Committee, recently stated that the theme for the 1939 celebration of Music Week, May 7-13, which is promoted extensively each year by radio, would be “Support Group Activities.” Particular effort will be directed toward community musical organizations and professional groups, and special attention will be given to wider recognition of the meritorious productions of American composers.

Owned and Operated by TWO GREAT NORTHWEST NEWSPAPERS
With a Combined Circulation, Both Daily and Sunday, of Over 300,000
MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.

600-LETTER PULL IN SPOT OPPOSITE MR. JACK BERNY!
Yes—over 600 letters received the next day. One example of WNEW’s tremendous power.

THERE IS A REASON:
By all independent surveys, WNEW ranks first in number of listeners of any New York non-network station.

600-LETTER PULL IN SPOT OPPOSITE MR. JACK BERNY!
Yes—over 600 letters received the next day. One example of WNEW’s tremendous power.

THERE IS A REASON:
By all independent surveys, WNEW ranks first in number of listeners of any New York non-network station.

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BROADCASTING • Broadcast Advertising
Canada’s License Returns

ACCORDING to estimates, Canada will have collected listener licenses from 1,228,000 persons for the fiscal year ending March 31, 1939. Official figures showed collection of 1,195,000 licenses by Jan. 31. In addition to this total, the highest on record, receivers may be operated without licenses by indigents, by those on relief and by the blind.

It is considered likely that this fiscal year, starting April 1, licenses for a second or third radio in one house will be reduced to $2 instead of the regular $2.50 license fee.

Delayed Sports

WOR, Newark, recently unable to broadcast a college basketball game from Madison Square Garden because of mid-evening commercial commitments, tried the experiment of sending Stan Lemax, sports announcer, to the games to make records of the play, which were presented on the air at midnight the same night.

The experiment met with such success that the station may try future recordings of similar events with an idea of broadcasting at that hour on a regular schedule.

SUIT for $2,000,000 against ASCAP, NBC, CBS, Warner Bros., and 21 individuals and magazine publishers has been brought before Federal Court by Ira B. Armstrong, who claims that 50 of his compositions were plagiarized by the defendants, who have allegedly published and broadcast songs he has written.

Airplane Accident Fatal

To John Stadler, of CBC

JOHN STADLER, executive assistant to CBC assistant general manager, Dr. Augustin Frigon, was killed in an airplane accident March 8, while on a holiday in northern Quebec. The plane, in which he was flying as a passenger from St. Felicien to Lac de la Croix, was found half submerged in the ice of a northern lake. Mr. Stadler was the son of a noted Canadian mining engineer, John M. Stadler of Montreal. He was born Oct. 6, 1906, at Shawinigan, Quebec. He was graduated in electrical engineering in 1930 from McGill. From 1932-35 he was with the Canadian government’s National Research Council at Ottawa, then joined his father as a consulting engineer. In May, 1937, he represented the American Radio Relay League at an international conference at Bucharest and on his return became manager of CBP and CRM, Montreal. He became Dr. Frigon’s assistant in July, 1938.

Get Acquainted Invitation of . . .

FOOD DRUG-COSMETIC REPORTS

Affiliated with Telecommunications Publishing Company, Incorporated


"LET’S get acquainted," says FDC REPORTS. Send for a sample issue.

Designed for executives in the food, drug, cosmetic and related fields, advertising agency executives, radio station executives, FDC REPORTS gives a clear, concise, accurate, confidential news (and behind the news) analysis of the activities and trends of government regulation based on the all-important Wheeler-Lea and Food and Drug Acts.

Published in Washington, written and edited in lay language by expert reporters on the Washington scene, FDC REPORTS provides (1) summary of the news and regulatory trends in the four page letter, (2) detailed accounting of the past week’s developments on supplementary mimeographed sheets. Formal hearings, conferences, decisions as they affect the food, drug, cosmetic and related field are presented in detail, without bias or color.

If the Wheeler-Lea and Food and Drug Acts mean anything to you, it will pay you to investigate FDC REPORTS.

Ernie Hare

ERNEST (Ernie) HARE, who with Billy Jones made up the comedy-singing team known as The Happiness Boys, died March 27, in Queens General Hospital, New York, of complications resulting from bronchial pneumonia. He was 55 years old. The Hare-Jones duo, who made radio history on Oct. 18, 1921, by singing into a "tetter-cam" microphone at WJZ, was known as the first successful radio comedy team, one of the first to gain a sponsor, and the first to adopt a team name identifying themselves with their sponsor’s product. Born in Norfolk, Va., March 16, 1883, he is survived by his mother, widow and daughter.
Sykes Loss to FCC
(Continued from page 18)
pointment because of the prominent part he played in the $1,500,000 A.
T. & T. investigation, the final re-
port on which is now being drafted.
He was criticized sharply in many quarters and the final report to
Congress is certain to occasion much controversy, with Commis-
sioner Walker in the crossfire.
There is still the possibility that Chair-
man McNinch also will retire from the FCC, whether or not there
is reorganization legislation at this session. Though he has dis-
cussed on a number of occasions his imminent return to the Federal
Power Commission, from which he
was drafted by the President in 1937, in informed quarters it
thought he may receive a Judicial
appointment.
Judge Sykes' decision to enter
private law practice 12 years after
he became a radio commissioner
was not hastily conceived. Two
years ago he had reached the deter-
mination to retire from public life.
The sudden death of Chairman
Anning S. Prall in July, 1937, to-
gether with the resignation of
Commissioner Irving Stewart,
came to him to remain until the new-
members were "broken in".
While Judge Sykes has not been in
sympathy with many of the poli-
cy invocations since Chairman Mc-
Ninch assumed the FCC helm, he
has had the confidence of the chair-
man and he has been, the steady
force to some degree. There was
no compulsion associated with his
decision to resign for it has been
freely predicted that, should the
Wheeler Bill for a three-man board
pass, he very likely would be one of
the three members.
Judge Sykes' retirement comes
at a time when the FCC is snowed
under with work. He has sat at
practically all of the sessions of
the FCC Network Inquiry Commit-
tee and would have been instru-
mental in the drafting of that im-
portant report, upon which his
recommendations had the great
reconsideration of the law
pressumably would be based. He also
leaves the FCC with much work
remaining to be done on the A. T.
& T. investigation report.
Sixty-three years of age, Judge
Sykes has long cherished an ambi-
tion to become a Federal judge. His
name twice was presented to Presi-
dent Roosevelt for appointment to
the U. S. Court of Appeals for the
District of Columbia, which han-
cles FCC litigation and his wide
experience in radio was cited as
qualifying him for such a post. As
a matter of fact, there is still a
vacancy on the court for a sixth
justice, to serve as a relief jurist.
It is doubted, however, whether
Judge Sykes will be considered at
this time, since he has passed the
60-year minimum established by the
President for Federal judiciary
posts.
In 1927, when the Federal Radio
Commission was first named by
President Coolidge, Judge Sykes
was one of the five men selected.
He left a private law practice in
Jackson, Miss., to accept the call
and became the first vice-chairman
of the Commission, although he
found himself acting chairman vir-
tually from the start. Admiral W.
G. H. Bullard, who had been named
chairman, was in China at the time
and died after serving only a short
time.
In 1933, President Roosevelt
named Judge Sykes chairman of
the Radio Commission with the
change in administration. With the
creation of the FCC in July, 1934,
Judge Sykes became its first chair-
man, remaining in that post until the
following year, when he was
succeeded by Mr. Prall. Simultane-
ously, he became chairman of the
Broadcasting Division.

Victor records for 60 minutes early each morning provide the
total of the Musical Clock programs over KXYW, Philadelphia. On the
expiration of a 13-week renewal with
Victor, LeRoy Miller (left), con-
ductor of the program, was pre-
vented with an inscribed RCA port-
able receiver by Jack Williams
(right), RCA Victor's specialist in
popular record advertising.
BECKLEY, W. VA.
301,550 PEOPLE heretofore denied radio recep-
tion within this area will depend on WJLS for
United Press News, entertainment,
and other features de-
signated for them.

Victor records for 60 minutes early each morning provide
the total of the Musical Clock programs over KXYW, Philadelphia. On the
expiration of a 13-week renewal with
Victor, LeRoy Miller (left), con-
ductor of the program, was prevented
with an inscribed RCA port-
able receiver by Jack Williams
(right), RCA Victor's specialist in
popular record advertising.

ANNOUNCING
that
Mr. C. G. COSBY
(formerly general manager
of KWK)
has joined the
staff of radio station
KXOK
owned and operated by the
ST. LOUIS STAR-TIMES
as
Director of
National Sales

Ready to Serve you

WJLS
Now On The Air
West Virginia's
Newest and Most Modern Radio Station serving
the East's highest
per capita market

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BROADCASTING • Broadcast Advertising

17 Million 1938 Income
Shown in BBC Handbook

THE 1938 income of the British
Broadcasting Corp. was 3,800,051
E. (approximately $17,000,000)
and of this sum 1,892,051
pounds (approximately $9,460,000)
was spent on program recording
and production. The "1938 BBC
Handbook" published March 1 and
available from the BBC, London, for
2 shillings 4 pence by post. Net
profit of the company's income is
derived from the 2.50 per year radio
set tax. The handbook covers all phases
of BBC activities during 1938, includ-
ing television, and devotes a sec-
tion to describing how listener opin-
ion of programs is secured.

Instead of depending upon spon-
taneous letters to send a cross-
section of opinion, the BBC uses
what it calls the "panel" tech-
nique. Some 20,000 persons are
asked to submit answers to periodi-
ical questions by keeping logs of
their listening over a definite pe-
riod. The replies to the printed
logs are said to furnish a "listening
barometer" to guide the program
producers, and actuators a sort of
substitute for box office returns by
which theaters can gauge likes
and dislikes of the public.

OPERA which NBC commissioned
Gian-Carlo Menotti to write
for NBC, will have its world pre-
mier on NBC-Blue, CBC and via
shortwaves.
Libel Legislation Urged in New York

Coughlin Pickets Continue; Extend Marching to NBC

SENIOR Jacob Schwartzwald, Brooklyn Democratic County Chairman Ralph Giordano, Brooklyn Republican, have introduced an amendment to the New York State libel law, similar to other pending measures, providing for severe penalties for those who broadcast false and defamatory statements about the government. The bills provide a minimum of $200 and maximum of $5,000 fine for offenders, with owners of broadcasting stations equally responsible with speakers. A contrary bill extending to broadcasting stations the same protection of the libel and slander laws now enjoyed by newspapers will be sponsored in the Legislature by Assemblyman Moffat and Senator Coudert, Manhattan Republicans who feel that the radio commentator or speaker is "giving the world news to serve the same cause of democracy as the press, and should be guaranteed in the same way."

Coughlin Pickets Continue

The followers of the Rev. Fr. Charles E. Coughlin who have picketed WABC, New York, each Sunday since Dec. 18, protesting against that station's action in cancelling the Coughlin broadcasts, extended their protests to the NBC network when some 75 marchers concluded their WMCA visit by proceeding to Radio City, the RCA Building. Some of the picketers, following the demonstration, were identified among those asking for tickets to NBC broadcasts at the information booth after 10 a.m.

For several previous WOR and CBS had been picketed on alternate Sundays as a WMCA afterthought, but this week NBC had been included in the list of broadcasters that are in disfavor with the Coughlinites. Coughlin's followers announced that on succeeding Sundays the pickets will be at NBC instead of first, at WOR, NBC or CBS at 3 p.m. and marching back at 6 p.m.

WEVD, New York, which on Feb. 16 started a series of talks by Rev. W. C. Kernan, Episcopal minister, in answer to the weekly broadcasts of Father Coughlin, has received such an overwhelming response that it has decided to extend the second period in which the talk is rebroadcast by transcription for the benefit of those who have not heard it earlier Thursday evenings.

Dr. Harry F. Ward, author, editor and television commentator, well known for his advocacy of liberal causes, on March 18 will inaugurate a series of addresses at WFAN, WCNB, WABC, WNYC, WOR, and states plans to speak each Saturday evening thereafter as long as the FCC will per- mission to reply to the statements made by Father Coughlin. Dr. Ward, who is also at the Union Theological Seminary New York, expects to talk only on the social and political aspects of the problems involved and will not engage in doctrinal religious discussion.

Screen-Radio Harmony Seen by Lohr, Belittling Rumors of Hollywood War

WITH so many forms of entertainment competing for our spare time, and with so much more leisure time in which to seek entertainment, it is silly to say that one form of entertainment is detrimental to another.

In this manner, Lenox R. Lohr, NBC president, in Hollywood during early March, scoffed fears of a "war" between motion pictures and radio which have been so far asListening, I voiced the opinion that "our interests are all in common—to supply entertain ment to the public. Radio, I pointed out, has done tremen dous good for pictures, and there is no reason why the two industries cannot work together with advantages to both. Mr. Lohr de scribed the feeling among Hollywood directors as "enthusias tic." He said, "I don't think there is any such thing as a "war" between film and radio. Pictures and radio have too much in common. Both are catering to the entertainment public. They are also rendering a public service for the masses and usually the public gets in entertainment what it demands."

"An individual has just so much time for entertainment. If he chooses to go for an automobile ride, he can't attend a picture show at the same time. If he goes to a movie, he can't listen to his radio. These amusements compete for his spare time but no one of them can be said to injure the other."

Mr. Lohr stated that if film talent was eliminated from radio, it wouldn't be a serious blow to the industry. Radio would continue to function and Hollywood's future as a major entertainment medium was vouchsafed that the NBC's Holly wood headquarters, with its high level of production, was "the most important player in the picture business."

Lohr at Shortwave Fete

LENOR LOHR, president of NBC, was one of the principal speakers March 2 in the inaugural program opening the powerful shortwave station constructed by General Electric Co. on Treasure Island in San Francisco Bay. The inaugural marked the beginning of regular daily broadcasts by the 200,000-watt shortwave transmitter, W6XBE, which will be directed to South America and the Orient. The transmitter [BROADCASTING, March 1] broadcasts daily to Latin America from 2:30-7 p.m. (PST) and to the Orient from 4-7 a.m. W6XBE is the only international shortwave broadcasting station west of the Mississippi.

n. y. wine account

EASTERN WINE CORP., New York (Chateau Martin wines), after a successful campaign of ten programs on several local New York stations, has signed a 52-week contract with WNYW, New York, for six quarter-hour news periods weekly, three quarter-hour musical programs, and 36 spot announcements weekly. Other local stations will be added in the future. Austin & Spector Co., New York, handles the account.

Paramount Plans Televised Trailer Would Use Special Process in Making Television Films

INTEREST of Paramount Pictures, Hollywood, in television is taking definite shape. Under its affiliation with the NBC Television Co., Paramount plans to use the new DuMont transmitter now being tested in New York, a 4, and to merchandise its picture through television trailers, according to Neil Agnew, vice-president and general manager of NBC; direct or indirect sales throughout the United States will be used.

Paramount plans to utilize material from those now used in motion picture houses. A specially processed "television film" developed by Paramount's laboratory will be utilized, and trailers will be adapted. Paramount is keeping its film experimenting with television closely under cover in an attempt to sell the market with a scientifically correct product. Trailers on Cecil B. DeMille's "current production, "Union Pacific," are being shown. By the time the Robert Don Ameche picture, "Midnight," are being considered as initial subjects for the trailers.

Foresees 100,000 Sets

Stanton Griffis, chairman of Paramount's executive committee, believes there might be 100,000 television receiving sets in this country in use within the next 12 months. Paramount plans to "cash in" on the general public's vast television interest by entrusting its trailers to transmitting stations now in operation or in construction throughout the nation, and effectively selling its product through this medium for the benefit of exhibitors, keeping them from competing with each other for the same patronage.

"With the erection of new television transmitters at various points throughout the country," Griffis is foreseeing the ever-increasing number of television receiving sets going into the hands of the public. It is obvious that the transmitting stations will be clamoring for entertaining material," Mr. Agnew pointed out in answering the question about the trailers.

These broadcasting stations are all going to produce televised programs of some sort. We believe that we should take advantage of this situation to help our exhibitor patrons by presenting interesting and intriguing trailers of our more important pictures which will accomplish two important results, satisfying the public's curiosity on television and whetting the appetite of the public to see the pictures, from which these trailers will be adapted.

Absorbeno Spots

ABSORBENEO MFG. CO., St. Louis (wall paper cleaner, HRH paint remover, toilet paper cleaner, paint cleaner), has been on KZK WMBD WHFB WCB WIND WIBC WSBT KSO WAVE WWL WGY WTTN WIB KMMC WCO KODI KTDX WMEC WLB LCX WKA WBK WMAQ WWJD KSD. Spot announcements are being used. The firm, a spot advertiser for many years, is using discs for the first time. The schedule having started March 6 to run through May. Agency is Ross-Gould Co., St. Louis.
Right to Appeal FCC Rulings Argued

Dempsey Takes Radical Stand in Arguing Before Court

WHETHER there can be unlimited competition among broadcast stations by licensing of new outlets without regard to the presence of existing stations in the same community may rest upon rulings expected soon from the U. S. Court of Appeals for the District of Columbia.

Novel arguments raised by William J. Dempsey, a former assistant, Oscar W. Scharf, counsel for WMEX, Boston, and Justice Garnet L. Proctor, Los Angeles, will write new radio law in settling these points, which involve motions to dismiss appeals essentially on the ground that all contending parties have no appealable interest.

The cases involve appeals by WAAB and WCOP, Boston, and WLAC, Nashville, from the FCC's grant of WMEX, Boston local, to operate on 1470 kc. with 5,000 watts power, in competition with KSFQ, San Francisco, and CBS from the FCC decision denying the network's application for transfer of the license under consideration.

A Protected Monopoly?

Mr. Dempsey argued that the basic issue, economically, was whether Congress intended to create a "protected monopoly" in the broadcasting field by preventing unrestricted competition. He said that broadcasting is not in the public interest and may not require rate regulation but that protection against competition among the public utilities is needed to avoid an accompanying regulation of rates.

Equally significant was his contention that a lifting of eyebrows on the bench—that the Commission's regulatory interest does not go beyond issuance of the license and that it had no interest whatever in the amount of advertising which may be sold by stations which would affect competition of other stations or other advertising media.

Regarding right of decisions holding that the ability of existing stations to serve public interest demands upon their ability to make a reasonable profit, Mr. Dempsey said the Commission's concept of the law was that other stations had a constitutionally protected right to participate in hearings before the FCC involving grants of new license facilities in their markets.

In the KSFQ case the Commission refused Assistant General Counsel for WAAB, Mr. Scharf, to appear, and his appeal should be dismissed since it was improperly taken. Moreover, Mr. Scharf said, "The appeal is based on the fact that the contract to acquire KSFQ had expired by its own terms."

The arguments marked the first formal appearances before the court by new Dempsey-Koplovitz team. Because of the significance of their contentions, a large group of Washington's legal radio fraternity attended. Three of the five Justices of the court—Chief Justice Groner and Associate Justices Stephens and Miller—heard the argument March 7-8.

Counsel arguing for the appellant included Frank Roberson for WAAB; Robert E. Borden, Trader, for WMEX; Paul Pierce, FCC; and Stuart Sprague of New York for KSFQ.

The broad question of the court's jurisdiction to enter appeals involving not only the economic issue but also other FCC actions is raised in several other pending cases which await argument or decision. In the case of WBKB, Dubuque, decided Jan. 28, the court held the FCC had legal title to make appropriate findings as to economic injury. In this opinion, it reversed the FCC decision granting the application of the Telegraph-Herald for a new station in Dubuque. The FCC has pending before the court a motion for rehearing of this case. Should the court deny this motion, it would have before it the appeals of the cases involving this issue, since the point is raised in it.

The El Paso Case

In hearing oral arguments on the appeal of KTSX, El Paso, from the FCC decision authorizing Dorrance Roderick, publisher of the El Paso Times, to establish a new station in that city, two new justices of the court sat. Justices Vinson and Edgerton replaced Justices Stevens and Miller to a large extent, to argue the appeals, with Chief Justice Groner presiding.

Mr. Dempsey raised the same issue in connection with appealable interest in arguing the case, declaring that KTSX relied upon the question of new competition which would be brought about by the Roderick station. He declared it was the intention of Congress to preserve competition and not regulate it in enacting the Communications Act.

Mr. Dempsey also argued that the Commission is not required to issue findings of fact, pointing out that in the last year it has issued over 41,000 licenses. Admitting that much of the time the FCC has issued authorization, he said nevertheless that it must make findings, or have issue findings. Justice Vinson participated actively on the right of hearing and the right of intervention by parties in interest. He observed that the Commission must admit it has been wrong in permitting interventions if it now claims it is not required to do so.

Mr. Scharf, counsel for KTSX, contended that the Commission erred not only in its failure to hear oral argument after membership of the Commission had changed by virtue of abolition of the Broadcast Division, but also failed to heed the mandate of the court which originally had reversed and remanded a decision granting the Roderick application. Regarding Mr. Dempsey's contention of no right to intervene and of no appealable interest, he pointed out that the Commission's regulations prescribed those specific courses and that he did not assume the Commission counsel now was holding that its regulations are invalid.

No Advertising Licenses

It was evident as soon as Mr. Dempsey began arguing the first case that the court proposed to go deeply into the appealable rights of stations on economic grounds. For WAAB and WCOP had found themselves in a conflict of decisions after Messrs. Roberson, for WAAB and Fisher, for WCOP, had opened before the court their arguments raising virtually identical competitive issues and also challenging the financial responsibility of WMEX. Mr. Dempsey made his contentions of no appealable interest.

Regarding that the FCC had granted the WMEX application without hearing but afterward, on motions of other stations, had held a hearing, he asserted that the Commission's grant was based on need for the service in the Boston area.

Questioned by Justice Miller, Mr. Dempsey said he did not believe the right of competition economically in the competitive situations affecting radio stations than those that exist at present for advertising in competitive newspapers. The Commission merely issues a license and can grant an appeal. Justice Groner said because a station would suffer competition it did not follow that there would be new grounds upon which to appeal to the courts.

When the General Counsel argued that even if existing stations were "destroyed" because of increased competition there would be no appealable interest. Justice Stephens inquired what recourse stations might have if the Commission should authorize service to destroy existing services. Mr. Dempsey held that he felt the law was extraordinary enough to give a station the right to change in law was the only recourse.

Chief Justice Groner, along with Justice Stephens and Miller, participated in the argument. Mr. Dempsey indicated the Supreme Court has held to the contrary in another case and said that while the Constitution does not guarantee against competition, it does guarantee protection.

Resuming his argument March 8 Mr. Dempsey found all three of the sitting Justices plying him with questions about advertising. If the FCC held, he said, only one phase of the advertising business, and consequently nothing the Commission could do could have any bearing upon the advertising situation a broadcaster might know of nothing in the law which would abrogate the rule of competition in advertising without destroying protection against competition from broadcasters or from other advertising media which could be applied.

Denies Actual Losses

In addition to the question of the court's jurisdiction on economic phases, Mr. Dempsey said that even admitting the cases were properly before the court on economic grounds, WAAB and WCOP had failed to show they would suffer any damage. He held that WCOP has only been operating for a comparatively short time and had not learned a profit immediately after they began operation. As for WAAB, he said that while the station had collected over $24,000 during a 34-week period, the Yankee Network also operated WNAC in Boston and believed that the company's books would show that the organization as a whole did not lose money.

Coming to his second contention that it is unnecessary for the FCC to make findings in cases, Mr. Dempsey pointed out that this matter must be regarded as a radical position, he felt it has its substance in the law, since the FCC would not grant licenses originally without hearings. There is no right any broadcaster has to give a hearing to one other than the applicant the right to appeal, Mr. Dempsey contended. Beyond that, he argued that
only the applicant has the right to be heard in proceedings before the FCC.

Then he has no status anywhere and whatever right he has is subject not only to the whim of the Commission but also to the whim of Justice Miller. Mr. Dempsey insisted that other parties could not insist upon a hearing in view of the fact that they could seek to procure jurisdiction in the court on other grounds. Justice Miller observed that such a course of interference is set to be futile, in view of the failure to participate before the FCC.

Pointing out that he had intervened in proceedings before the FCC, Justice Miller asked whether there was not a "moot and grace." Mr. Dempsey, however, maintained that other parties have no interest in the legal result that they were entitled to proceed before a court of equity.

Rate regulation was touched upon by the counsel for WMEX. Pointing out that the Act itself prevents rate regulation, Mr. Dempsey contended that utilities rates are fixed in return for property taken for public use. There is no case of radio, he declared. Moreover, he said, there is no regulation that prevents a station from selling "everything in its time."

Types of Programs

Justice Miller inquired whether a station would lose its license if it broadcast only commercial programs. Mr. Dempsey replied that the Commission cannot void objection to profits earned by stations or losses sustained but it is required to assure public service.

Justice Miller said he construed it to be the purpose of the Act to give community service and that, in his opinion, it does not mean exclusively commercial programs. Justice Stephens commented that the law is designed to "protect the public against getting so much private service that none of the service will be any good." He inquired whether the hearings incident to the enactment of the Communications Act indicated the intent of Congress.

Arthur W. Scharf, as counsel for WMEX, intervener in the case, contended there had been no showing that either WBAB or WCOP will lose additional money by WMEX's increase in status. He said such a showing was essential to prove an interest on the part of the appealing stations.

Taking up the argument for WLAC, Mr. Spearman first commented on Mr. Scharf's reference to the Boston stations. He said that during the interview Mr. Scharf had objected to the introduction of testimony of the very character he now feared as being essential in order to show an interest and that the Examiner had sustained him.

As to WLAC, Mr. Spearman pointed out that the station, operating on 15, was not in a position to entitle service of WMEX on the frequency. He displayed a chart of WLAC's coverage, which drew a prompt "that's part" from Mr. Dempsey.

Mr. Spearman argued the FCC has not adhered to its engineering policies with regard to protection of station coverage and that the vast southern area would be deprived of service through WMEX's operation on the frequency.

Answering Mr. Spearman's argument, Mr. Dempsey said there had never been a single case of protection of a station beyond its one millivolt contour. He said there had been no proof of WLAC's secondary service and that, as a matter of fact, only clear channel stations are recognized by the FCC, having such service.

Insisting the court had no jurisdiction and that WLAC had no appealable grounds, Mr. Dempsey said that even if interference is set up, WLAC has no right to claim such protection.

Protected by Monopoly?

At this point Mr. Dempsey raised what appeared to be the high spot of his argument, asserting that the question is whether Congress intended to create a "protected monopoly in the broadcasting field." The Commission has not proceeded on that theory, he said.

If the Commission is wrong in its interpretation, he declared the court should advise it. Reverting to his earlier theme, he said the Commission has no valid basis for its competition in the broadcasting field.

After reading the broad provision of the Act permitting appeals by parties aggrieved by FCC actions, Justice Stephens asked Mr. Dempsey whom should be included in that broad category. He pointed out, moreover, that language used by Congress was lay rather than legal and appeared to be very broad.

Mr. Dempsey said he did not know what groups could be encompassed in that field. Justice Stephens called on Mr. Spearman to give his views on the intention of Congress. Mr. Spearman said Section 1 of the Communications Act provides for FCC regulation of broadcasting and declared that a station cannot operate in an effective manner if the Commission allows indiscriminate competition. Senator Dill, he said, as chairman of the Senate Interstate Commerce Committee at the time the 1934 Act was written, asserted during the hearing that the purpose of the general appellate clause was to insure the right of appeal by all aggrieved parties and that it was a "studied effort to make it all-inclusive."

Right of Appeal

FCC Assistant General Counsel Koplovitz, in making his first argument before the court, urged it to grant the FCC motion to dismiss the appeal of KSFO from the decision denying transfer of the station by lease to CBS.

Pointing out that the FCC had denied the transfer on Oct. 18, 1938, he contended the action was not "appealable" since it was not authorized under the law. Beyond that, he contended the transfer contract, by which KSFO would have been void and that even should the court remand the case to the Commission it would have nothing upon which it could act. He based this on the contention that the contract between KSFO and CBS provided that unless action was taken by June 1, 1938, it should expire by its own terms.

Mr. Koplovitz said the White Bill (S-1520), now pending in the Senate, carries a specific provision for appeals from denials of transfers. Thus, he contended, such appeals are not permitted under the law at the present time and it would need a new congressional enactment.

Mr. Patrick, counsel for CBS, disputed the FCC's contention of no appealable right. He said there was nothing "'acrosanct' about the transfer and that the only factor involved is that of serving public interest. If the new licensee is properly qualified to take over the station operation, he said, the requirements of the law are met.

As counsel for KSFO, Mr. Sprague contested the FCC contention that the transfer is "moot," asserting the contract between CBS and KSFO remains in effect until all rights of appeal are exhausted. The two companies have so agreed, he said.

Arguing that the appeal is proper under the law, he declared that Congress intended that there be appeals from transfer cases. He challenged the FCC's contention that such an appeal should go to a statutory three-judge court rather than to the Washington court, pointing out that great expense would be entailed by the FCC in dispatching attorneys for arguments in the field.

In rebuttal, Mr. Koplovitz asked for dismissal of the appeal, reiterating that even if the case were remanded there would be nothing before the Commission upon which it could act, since the transfer contract had expired by its own terms. He contended that the case involving WLOE, Boston, decided by the court some years ago, definitely settled the point that there is no appeal from the transfer of a license—a contention which was disputed both by CBS and KSFO counsel.

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The vast area* served by Radio Station WTBO is isolated from the regular service of any network outlet regardless of power or location.

To do an effective sales and distribution job in and around Cumberland, you, too, will find thatWTBO is a must medium for National Advertisers.

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B & W Tobaccos Widely Promoted

Four Products Now Covered in National Radio Drive

BROWN & WILLIAMSON Tobacco Corp., Louisville, is extending the radio promotion of four of its products. The items are pipe tobacco, Kings cigarettes, Bugler cigarette tobacco, and Avalon cigarettes.

The company will sponsor Paul Sullivan, newscaster, on WHAS, Louisville, for Big Ben tobacco discussion about May 1, it has been announced. He is to be heard on WHAS six nights weekly, 10:10-10 p.m.

On CBS-Pacific network, John P. Hughes, West Coast news commentator, is to begin a new program of sports and news comments on March 19, for Wings. The new Wings program will air on stations in Los Angeles, San Francisco and Fresno, Calif.; Portland, Ore.; Seattle and Spokane, Wash., and heard Sunday, Tuesday, Wednesday, and Friday, 9:45-10 p.m. Under daylight-saving time, starting May 1, the broadcast time will be 8:30-8:45 p.m. (PST), on Mondays, Wednesdays and Fridays. Wings will also sponsor Dan Bowers, sports commentator, five nights weekly, 4:30-5 p.m. (PST), Monday through Friday, on KFSD, San Diego.

Heyday of J.C. Wilke's Plantation Party bent, heard on NBC-Red and Blue, Fridays, 9:30-10 p.m., was expanded to 64 stations March 10. Stations were added in the South Central and North Mountain groups, and in Pennsylvania, Michigan, Iowa and Utah.

With the opening of the baseball season, Avalon cigarettes are placing spot announcements running up to six-quarter-hour segments on stations in major markets. Already set are WJW, Detroit; WNY, New York; KLRM, Miami; KMA, Omaha, and WMAQ, Chicago. Others will be announced. Announcements during and following baseball games will have been set for Colonial Network stations, with other markets carrying half-hour-to-hour transmissions. These additional broadcasts will supplement the Avalon Network on NBC-Red and Blue expanded and moved on March 11 into the Fred Waring spot, 3:30-5 p.m. Saturdays. Russell M. Seeds Co., Chicago, handles all four B&W accounts.

New Circle Writers

WITH Robert Colwell and Tiffany Thayer transferred from the New York offices to the Hollywood staff of the get-well program Thompson Co. and assigned to collaborate on scripts for various programs handled by the agency's New York office.

PAUL BUNYAN, Gargantuan legendary hero of the Northern lumberjacks, was the star of the three Great Lakes and with the dirt thrown over his shoulders built the Black Hills. So it was natural that when Bemidji, Minn., in the heart of the timber country, staged a Paul Bunyan Winter Carnival, WDAY, Fargo, should send News Editor Millard John Newkirk and remote crew to cover the event. At left is an effigy of the redoubtable Paul; at right is one of Babe, his Big Blue Ox whose horns measure seven ax handles and a plug of tobacco from tip to tip. Below Babe and range (1 to r) operator Julie Savold, salesman Robert Smith, Program Director Ken Kennedy, Mr. Newkirk and two officials of the carnival.

WOR-GWN-WLW OPEN FACSIMILE NETWORK

The first network facsimile broadcast of 1938, 7 p.m., (EST), with WOR, New York, WGN, Chicago, and WLW, Cincinnati, broadcasting an hour program. Twenty-minute periods originated at WOR, WGN and WLW successively. Following this test program, the three-station network plans to broadcast regularly each Saturday morning from 7:45 to 9 a.m., beginning March 18. The stations will alternate in sequence as each presents its 30-minute contribution to the program.

Plans for the formation of this pioneer experimental facsimile network, which will be called the Mutual Facsimile Network, were conceived March 3. Circumstances, when technical officials of the three MBS affiliate stations announced the new service, which will be extended to all MBS stations for facsimile broadcasting if present plans materialize. Tests are being conducted with the Finch system. Approximately 1,000 facsimile receivers are in operation within the primary area of the three stations, according to the announcement.

Sponsoring the conference were Powell Crosley III, James D. Shouse, vice-president, R. J. Rockwell, chief engineer, and W. Guenther, of WLB; J. R. Poppele, chief engineer of WOR; Carl Myers, chief engineer of WGN; Fred Weber, general manager of MBS.

EXPERIMENTAL facsimile broadcasts over WHO, Des Moines, went on a three-a-week schedule March 1. Facsimile is now presented on Mondays from midnight to 1 a.m. and Wednesdays and Fridays from 12:30 a.m. under direction of Paul Loeyt, chief engineer. Frank Pierce and John Beston, engineers, devote their entire time to facsimile development. News copy is prepared in WHO's news room by Lou Howe under the direction of H. R. Gross.

GOLD-PLATED microphones are being prepared by the Canadian Broadcasting Corp. for use by the King and Queen during their forthcoming Canadian tour.

BLOVEDS DAYS, of the NBC Education Division, announces that Part II of the Great Plays Study Manual is now available at 10 cents. Part I is already exhausted by an avalanche for study at most public libraries.

GOMER BATH GIVEN CODE TASK BY NAB

GOMER BATH, assistant manager of WMBD, Peoria, III., on March 10 began preliminary work at NAB Washington headquarters on industry program polls and related standards of practice to be considered by the Program Committee on Program Self-Regulation, which meets March 23. At the request of NAB President Mr. Bath, Mr. B. was detailed to Washington by Edgar L. Bill, president of WMBD, for the work.

Because of NAB's comprehensive work on program policies, Mr. Bath is occupying an extraordinary assignment. He will examine proposed standards presented by individual stations and networks and make recommendations for consideration by the committee. Members of the committee include Mr. Bill; E. R. Driscoll, WJZ, New York; WTMJ; Earl J. Glade, KSL; Herb Hollister, KANS; Edward Klauber, CBC; WOR; WTIC; Sam W. Morency, WTTI; Samuel R. Rosenbaum, WFIL; Theodore C. Streibich of WOR and WOR; Karl O. Wyler, KTS.

Abolition of $2.50 Fee For Canadian Listeners Is Sought by Parliament

WITH the April 1 beginning of a new Canadian fiscal year close at hand, government members of the Parliamentary Radio Committee are urging the abolition of the annual $2.50 listener license fee and the payment of CBC expenses from the consolidated revenue fund. The demand was made at Ottawa March 10, and Transport Minister Howe, under whose portfolio goes radio, asked the committee to make its decision by March 26 inasmuch as the bill, already printed, go on sale April 1.

The demand by Government support for an abolition of the fee, made March 23, was on the ground that the collection of the radio license fee is recusing the interests of the CBC. The radio license fee is the most disliked tax in Canada, being the complaint of listeners who do not have to pay for listening.

L. W. Brockington, CBC chairman, told the committee on March 10 that the CBC is not a political or quasi-political parties to have free time on the air to discuss their political interests. The air is being flooded by requests for time on the air by all sorts of organizations representing political parties and the member of the political parties. He announced the CBC would allow the Toronto Star, a large national network March 15 to air the first mass meeting at Toronto of the newspaper's Leadership League, which resulted from the government's own spotted transcribed talks by Publisher George McCullagh who was refused a national CBC network, and so brought about the parliamentary inquiry into CBC muzzling of the air. MacLaren Adv. Co., Toronto, confirmed the fact that the network was signed for March 15.
Yardstick Planned In Juvenile Field

Women's Groups to Suggest a Formula to Broadcasters

EXTRACTION of the scarce element from children's programs was the theme of an Advertising Luncheon in New York March 7 called by several national women's organizations and participated in by representatives of broadcasters, agencies and advertisers.

Called at the joint invitation of four leading women's organizations, the group was told of the support of commercial broadcasting by the organizations. The emphasis was the desire to elevate the quality of juvenile presentations. On motion of Arthur Pryor, Jr., vice-president of Broadcasting, in charge of radio, the group will present a suggested "yardstick" to the NAB Cole of Ethics Committee which meets in New York March 23.

FCC Chairman Frank R. McNinch, it was learned, was to have addressed the woman's group March 10. The Washington business forced a postponement. He may address the woman March 17.

Concessions Are Possible

The invitation was issued by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs and of the Woman's National Radio Committee; Miss Norby Lewis, secretary of the New England Woman's Assn.; Mrs. William H. Corwith, chairman of the American Legion Auxiliary, and Mrs. Nathaniel Singer, president of the United Parents Assn. Also present was Mrs. Sadie Dunbar, president of the General Federation, along with representatives of other national women's organizations, Girl Scouts and publications in the field.

After Mr. Pryor's suggestion, Mrs. Milligan announced she would appoint a committee representing the four women's organizations to present the sessions to the NAB committee. John Benson, president of the American Association of Advertising Agencies, will name an AAAA representative while Frank E. Mason, NBC vice-president, will represent that organization on the panel and E. N. Kirby, NAB public relations director, will represent NAB President New York Miller.

Others present from the industry March 7 included Gelson V. Gray, CBS commercial continuity editor, and Julius Seebach, WOR program director, also representing MBS and other agencies and the Wheatena Corp. was represented.

It was pointed out that if children's programs were made to follow a definite formula, with the "blood and thunder" element removed, the women would be in a position to make concessions to sponsors and perhaps promote listening to those programs through their regularly distributed literature to housewives.

DR. W. D. CALDWELL Inc., Montpelier, Ill. (Syrop of Pepin) has been ordered by the Federal Trade Commission to cease allegedly false claims for the product.

New Florida Station

THE FCC on March 13 affirmed its "findings of fact and conclusions" of a 30 and granted an application of John T. Alspa Jr., former mayor of Jacksonville, now a producer of commercials, for a new 100-watt fulltime station on 1500 kc. In Orlando, Fla. The grant was the result of a procedure eliminating an examiner [BROADCASTING, Feb. 15]. No opposition to the grant was filed, and it became effective March 14.

LOCAL MONOPOLY

ALLENTOWN ISSUE

ANOTHER "test case" on "local monopoly" in public opinion was docketed for hearing by the FCC March 13 after an internal fight over the so-called "Allentown case" under which the Allentown (Pa.) Coft's WSAN would be merged with the independently-owned WCBX. The stations share time on 1440 kc.

Involving no cash consideration, the transaction, which has been pending since 1936, would give the newspaper organization 60% control, Rev. B. Bryan Musselman, owner of WCBX, retaining 40%. Rev. Musselman is now managing both stations and the consolidation was designed to provide the Allentown area with more efficient service.

Commissioners Case and Craven dissented, with Commissioners Brown and Cottle joining the majority. The hearings will be held in Allentown if the Commission's budget permits. The Commission majority thought the applications were designed for hearing "to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operations of the stations" by the newspaper would be in the public interest. The newspaper publishes the morning only and evening editions in the city.

New WRAL Control

CONTROL of the new WRAL, Raleigh, N. C., authorized for construction last July by the FCC, to operate with 100 watts night and 250 day on 1210 kc, was transferred to A. J. Fletcher, Raleigh, N. C., owner of WRAL. F. J. Marshburn, attorney, and J. W.辱s of E. H. Satterfield, professor of engineering at the University of North Carolina, holding his holdings to 105 of 150 shares. George T. Case, formerly with WNDC, Durham, N. C., will be assistant manager of the station.

Mexican Decision

On Pact Imminent

AN EARLY "decision" by the Mexican Government on the North American Broadcast Agreement is foreseen in diplomatic circles, according to advice from Mexico City.

Word was forthcoming that the Mexican Minister of Communications has implied a March 22 "deadline" on the treaty and that definite action will be taken by that time. Embodying the basic plan for a reallocation of the 106 channels available for distribution on the North American Continent, the agreement requires action by the Mexican Government before it can become effective one year from that date. Canada, Cuba and the United States already have ratified the treaty and Mexico simply has to signify its intention of ratification for the effective date to be set.

Last fall the Mexican Senate declined to ratify the treaty, on the purported ground that it was in the best interests of the country. Since then, however, conversations with the Mexican Minister of Communications have tended toward an amicable adjustment through ratification by an administrative agreement with ultimate reconsideration by the Senate, now in recess. The new word is that serious consideration is being given the pact, with the outlook most encouraging.

Hastings, Neb. to Apply

ARTICLES of incorporation have been filed in Nebraska for a new corporation, with an authorized capital stock of $50,000 and paid-in capital of $20,000, which will apply to the FCC for a new local station in Hastings, Neb. Assisting in the project and one of the stockholders is Lloyd C. Thomas, until recently manager of WROK, Rockford, Ill., who at one time was secretary of the Hastings Chamber of Commerce and managed the original Westinghouse station in Hastings in the early days of radio. Several dozen local citizens are listed as incorporators and stockholders, including Fred A. Seaton, publisher of the Hastings Tribune.

DOES YOUR STATION NEED A STIMULANT? is your sales volume below-par because of a competitive condition? Do your local programs lack punch and pulling power? Briefly-

DO YOU WANT A STATION MANAGER WITH RADIO EXPERIENCE AND A SOLID BUSINESS BACKGROUND? call us for information on PLANNED SALES CAMPAIGNS BASED ON RESULTS SETTING MERCHANDISING METHODS.

Such a man is available. The following qualifications can be elaborated upon in an interview:

1. Proven success with a Major Network supplementary to an important independent (also desirable)

2. A cable with solid business background, to be utilized and outstanding personality. Makes friends easily.

3. Was Merchandising Manager—Advisory Manager and Sales Manager for two of the largest industrials in the country prior to going into radio.

TO STATION OWNERS—Write Box 4295 for reference and details information as to ability and experience.

CKLW leads!

A recent survey (week of January 23, 1939) made at the request of a Detroit Station to determine morning time preference shows CKLW leading in all fifteen-minute periods except one.

CKLW

5000 WATTS

DAY and NIGHT

Second in Power in the Detroit Area

BROADCASTING • Broadcast Advertising

March 15, 1939 • Page 77

www.americanradiohistory.com
Sears Takes Clock
SEARS, ROEBUCK & Co., Chicago (for retail stores), on March 20 starts sponsorship of the Musical Clock on WBBM, that city, six mornings weekly, 7:30-8:30 a.m. The show recently concluded nine years on WBBM under sponsorship of Marshall Field & Co. Miss Halloween Martin, who has been fea-
tured on the program since its inception, will continue as mistress of ceremonies. McJunkin Adv. Co., Chicago, handles the account.

Mouths of Babes
WHILE conducting a weekly sponsored kiddie's program on WHLS, Port Huron, Mich., Bill Rice, announ-
cer and "Uncle Bill" of the program, recently was stopped in his tracks by a six-year-old guest. Rice was in the process of singing "Happy Birthday to You," and when she replied, "I dedicate this song to my mother and father, who are celebrating their first wedding anniversary today," Rice just blinked, his neck reddened, and he said simply, "Go ahead!"

Scholl Starts Test
SCHOLL MFG. Co., Chicago (foot remedies), has started a test campa-
ig of twice-weekly-minute discs on WFBF, Syracuse, N. Y. Presby, Pellers & Preba, Chicago, handles the account.

CLASSIFIED ADVERTISEMENTS

Help Wanted


Help Wanted

WANTED, LL.B., or equivalently experienced. Five years acting exposure. Residency required. Box A285, Chic-
ago, III.

Help Wanted

WE OFFER: CASH, vacation, two weeks after six months. Equipment, sales. Minimum salary, $1,500. "Stable, fun, less work, more pay." Box A285, WOR, New York, N. Y.

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Help Wanted

MARS Signs on NBC
MARS Inc., Chicago, makers of candy bars, on April 10 will start a new audience participation show entitled Dr. I. Q. on 15 NBC stations, Mondays, 10:30-11 p.m. Sta-
tions include: WBBM, WOR, WABC, WOR, KWK, WTN, WGN, WOVO, WBB, KANS, WAVE, WSM, WDAY, KFYR, KOA and KDYL.

Grant Adv., Chicago is agency.

Food Products Contest
TWO-WEEK contest to introduce Sweet Life and Jeso-so food products will be conducted, starting March 20, on WNEW, New York, during the morning participating Kitchen Rapers program. The con-
test, sponsored by Sweet Life Food Products Corp., Brooklyn, offers a case of assorted canned goods to six daily winners who send in the best recipes for "preparing Sweet Life or Jeso-So Products," accompanied by a label or facsimile. A grand prize of $100 goes to the final winner.

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 own equipment.

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.
Norfolk Banter

DURING recent equipment tests on 5 kw. with the new RCA high-fidelity transmitter of WAX, Norfolk, staff members presented an informal unscheduled program from 2 to 5 a.m., kidding each other about a "built" audience for the one-time program, how far their voices were reaching, et cetera. Surprise came when a deluge of telephone calls arriving at the studio the following week, causing that the writers liked the informality of the Norfolk program and wished it were presented more frequently.

Engineers in Conference

EXTENDING its sessions this past year to six days, as against three in past years, some 50 engineers of Graybar, Western Electric and Bell Laboratories convened in New York March 13 for their annual sales-engineering meeting. New transmitting equipment and old new broadcasting apparatus as well as latest developments in broadcast engineering will be discussed during the session. The meetings will be held at Bell Laboratories in New York, at Whippoorwill, N.J., and at the Graybar Building.

MAXWELL SMITH, Co. Hollywood, manufacturers of custom built radio equipment, has announced a mid-model remote amplifier, designed by Chief Engineer Leo Petroff, TR-4 ultra- portable amplifier weighs 3 ounces and is described as complete for use with low impedance, dynamic or ribbon microphones, with a maximum output of 12 db at 500 ohms. It is self-powered. \( \text{TR-4} \) is necessary for remote control broadcast, the announcer simply fastening his wire on the telephone loop. It is especially designed for rock-on-the-street broadcasts. When used with a lapel microphone it constitutes a pack which can be entirely hidden.

WDY, Tuscola, Ill., has purchased an RCA 3-D amplifier which has been converted to a 3-DH to enable WDZ to broadcast on 1,000 kw.

FRANCE expects to have its new 500,000-watt government-owned broadcasting station, to be known as the National Station of Alaska, on the air by mid-May, operating on the long-wave of 195 kc. It will replace the 80,000-watt Radio Paris, now operating on that frequency, and will be the highest-powered station in Europe with the exception of the 500,000-watt Moscow Komitetin station.

Almost every key station in the country assures high fidelity reproduction with J-M Sound-Control Materials and Methods. And, to retain leadership in their respective territories, more and more other stations are turning to the leaders in sound-control for perfect acoustics.

In WRLN's new quarters, for example, J-M Engineers have eliminated reverberation and distortion in studios, transcription and control rooms—prevented outside noises from going on the air. As a result, reproduction is true and faithful... broadast quality greatly improved.

If you are modernizing your present station or planning a new one, the J-M Acoustical-Engineering Service can help you. For details, write Johns-Manville, 22 East 40th Street, N.Y.C.
MARCH 1 TO MARCH 15, INCLUSIVE

**American Television Co.**

Telesips an Operation

**FIRST experiments of television all details of an operation from the Israel Zion Hospital, Brooklyn, were conducted March 11 by engineers of the American Television Co., who recently installed an electric camera, similar to the type used for television broadcasts, over an operating table to enable medical students to observe more closely actual surgical technique. Details were transmitted by cable to an auditorium 500 feet away.

American Television Co. is also planning to hold television demonstrations in Bloomingdale’s department store, New York, before April 1, by means of complete studio equipment called “teletricks,” which the company has installed in the store and hopes to sell to other stores throughout the country. Images of goods and displays for sale will be transmitted from a central studio to different departments of the store so that customers may see what the store has to offer and hear a description of the goods by means of merchandise television on the screen.

**Applications**

**MARCH 1**

KFIO, Spokane—Glo to trans., change to 650 kW on W10-3.

WASHINGTON, D.C.—Grant new station for new trans. antenna.

**MARCH 6**

WCHS, Charleston, W. Va.—License change to 650 kW.

**MARCH 7**


**MARCH 13**

WDNC, Durham, N. C.—License to move trans. antenna, change 1500 kHz to 1000 kHz.

**CONSTRUCTION**

is under way on the new Broadcasting House, London, to be completed by the end of 1940. The excavation is the largest in the British Isles, as much as 20,000,000 cubic yards of earth will be excavated and isolated from the building itself. Above the regular ground level will be the offices and control room.

**Ultra-High Bands Allocated by FCC**

ALLOCATIONS of frequencies in the ultra-high range from 30,000 to 300,000 kc, announced March 15, 1939, reaffirmed previous assignments to general services, including low-power broadcast television, but were to be affected by the increasing activities in non-commercial broadcasting, except for several minor changes.

Renewing its action of Oct. 1, 1937, with respect to television, the Commission set aside the same 19 bands. This action has permitted the allocation of three bands (162-185,000, 210,000-216,000, and 264,000-270,000 kc), while primarily reserving the rest of the band for general or specific experiment. Such experimental stations, however, will be required to vacate these bands if operation results in interference to any television station.

Also renewed were the assignments to aural broadcasting and facsimile transmission, with a new band of 41,000-44,000 kc. Twenty-five of these channels have already been allocated to non-commercial educational broadcasting [BROADCASTING, 1939 Yearbook].

In order to make way for additional allocations, the new band locations shift experimental broadcasting in the ultra-high range to 19,000-21,000 kc, which was previously assigned to amateurs. The band 142,000-144,000 kc, formerly broadcasting was assigned aviation.

“Nationalwide” Television

In announcing the new assignments, no change in allocations for television broadcasting which use amplitude modulation, was made. Frequencies above 40,000 kc, however, are to be used for experiment only, so that relative merits of the two types may be evaluated. It is the Commission's stated intention, that as a result of such experimentation proper standards will be established.

Aside from these changes, the new allocation order is identical with that issued in 1937 (Order 1937), with the exception of high frequency and experimental operations. Existing licenses for frequencies covered by the new allocations, those operating in the broadcast services, were extended to Oct. 1, 1939. Under the changes, applications for renewals due to be filed on Aug. 1, 1939, must specify frequencies in accordance with the allocations, and all new instruments of authorization.
Ohio Radio Sales Forum

SPRING at the Second Annual Forum of the Sales Institute of Ohio. Ohio broadcasters to be held April 1 at Columbus, will include E. H. James, sales promotion manager of NBC, and Harvey Young, former president of the American Newspaper Publishers Association. A third speaker, according to Fred Bock, sales manager of WADC, Columbus, and of the Institute, will be Charles Caley, WMBD, Peoria, III., discussing independent station sales.


The Magic Key programs on NBC Blue each Sunday afternoon under the sponsorship of RCA currently devote one commercial on each broadcast to promoting the American system of broadcasting, pointing out to the listeners that they are receiving almost a full hour’s entertainment in exchange for a few minutes’ attention to the company’s sales message and that only in this way is it possible for American broadcasters to provide the lavish fare of entertainment and instruction which listeners must have in order to take for granted. Copy for these announcements is written by E. H. James, NBC sales promotion manager.

COLUMBUS-PALMOLIVE-PETT Co., Jersey City (Concentrated Super Suds), on April 8 adds 22 tbs stations to April & Mayre and Hilltop House on CBS.

CLEARANCE: GENERAL FOODS Corp., New York (Postum). on March 15. The first folk is transcribed, as is the second, and the third is added to the schedule.

BLILEY CRYSTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 KC to 30 MC. For technical recommendations on standard or special applications, or a statement of your requirements will receive immediate attention. A technical catalog is available on request.
Television Appeal To Aid Advertiser

NBC Sees Double Flexibility With Sight Added to Sound

"THE ADDITION of sight to sound will enable the advertising profession to make use of the full flexibility of present day sound broadcasting for commercial purposes, enabling advertisers to express more ideas in any number of ways as effective in actual sales appeal," says Televisi

onan, October 26, a feature story on the subject of broadcasting.

In actual sales appeal, according to advertising agencies, a picture technique is the next greatest problem to be solved. "Estimates based on motion picture technique produce fantastically large figures, and it is evident that while television will require much of the present production picture, its economic solution demands a considerably different approach," stated the feature story.

In any case, it seems likely that program production costs of television will, on the average, exceed those of the present sound broadcast.

The point book notes that NBC does not plan any immediate sale of time but will await the results of long-term experiments. However, in program experiments has anticipated the eventuality of sponsored programs, NBC has been experimenting with those industries whose products appear to lend themselves most readily to television. NBC has also worked out experimental programs with advertisers in the fields of automobiles, shoes, jewelry, foods, steel, drugs, and tobacco.

Mailed to more than 5,000 advertisers and agencies with that study was another booklet, RCA Television, containing a brief history of visual broadcasting and a description of the engineering and economic problems, illustrated with numerous photographs of television studios, engineers, technicians and apparatus at work.

Ramsey-Smith Tenures

EXTENSION until March 31 of the temporary Information Section of the FCC under which M. L. Ramsey-Smith was authorized, with Alfonso Smith as his assistant, was authorized by the FCC March 6 after another flare-up in Commission meeting. Commissioner Craven, who has opposed Mr. Ramsey, proposed that Mr. Smith alone be retained as his assistant but was voted down, 4 to 2, with Payne supporting his move. Commission Chairman Tenenbaum, who has been Commissioner Sykes, moved adoption of Chairman McNich's recommendation of both men. Mr. Ramsey is to submit to the FCC final recommendation for a permanent position to a personnel organization by March 15. He is employed regularly by the Rural Electrification Administration, Mr. Smith by the Soil Conservation Service.

NATIONAL Mutual Life Insurance Co., Keene, N. H., has announced the retirement of E. A. Granger, on March 1 started a five times weekly campaign for 15 weeks, aimed chiefly at chemists within the industry, using WGY, Schenectady.
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.

Edward Carder
Douglas Mussinon
Robert Monroe

Lee House
Ralph Brown
Jack C. Wilson
Van Woodward
Derick Wulff
Bob Maree

These things too, we think are part of the story of WLW
RCA offers a Complete Line of TELEVISION TUBES

RCA KINESCOPES WITH WHITE SCREEN

The RCA-906-P4 is a 3" Television Kinescope available at unusually low cost. Provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting plate loading and prevents drifting of the pattern with changes in bias . . . . . . . . . . $15

The RCA-1802-P4 is a 5" Television Kinescope having electrostatic deflection. Provides excellent quality television pictures. The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on 3" tube. Separate terminals are provided in new Magnal 11-pin base for each deflecting plate. . . . . . . . . . . $27.50

The RCA-1804-P4 is a 9" Television Kinescope employing electro-magnetic deflection of the electron beam. Like the 1804-P4, this tube can be operated with an anode No. 2 voltage up to 7,000 volts and provides a brilliant picture with excellent definition. . . . $60.00

The RCA-1803-P4 is a 12" Television Kinescope employing electro-magnetic deflection of the electron beam. Like the 1804-P4, this tube can be operated with an anode No. 2 voltage up to 7,000 volts—but its large size lends greater brilliance and detail to pictures, making it especially suitable for use with large groups of people. . . . $75.00

Over 325 million RCA radio tubes have been purchased by radio users . . . . . in tubes . . . . . in radio sets, it pays to go RCA All the Way.

RCA presents the Magic Key every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

READY FOR DELIVERY!

RCA RECTIFIERS

The RCA-2V3-G is a tungsten-filament type of high-vacuum half-wave rectifier for use in suitable rectifying devices to supply the high d-c voltages required by kinescope and cathode-ray tubes. $3.00

The RCA-879 is a high-vacuum, half-wave rectifier of filament type for use in suitable rectifying devices to supply the d-c voltage requirements of cathode-ray tubes . . . . $3.00

RCA R-F AMPLIFIERS

The RCA-1852 and 1853 are r-f amplifiers offering high mutual conductance, resulting in surprisingly high gain and superb signal-to-noise ratio. Both of these tubes have the grid connection at the base, thus eliminating grid cap and decreasing feed-back at high frequencies. This feature also greatly improves circuit stability. These two tubes are particularly well suited for television amplifier applications. The 1853 has remote cut-off characteristics which permit the handling of a larger range of signals, $1.85 apiece
An orchidacious young Easterner of our acquaintance, visiting recently in these parts, was much amazed to discover that Iowa girls tint their finger-nails, dress their hair in the latest upswirl, and even say "definitely" in the same approved manner as the silken creatures of his own native New York, New York.

Which makes a pretty point when you discuss radio in this section. We believe our Middle-Western audience is the most eager and receptive group of people in the world, to anything that is new and better. . . . For proof we point to the fact that during 1938 WHO was on the air 6,602 hours. Of this time, 4,212 hours (or 63%) were sponsored . . . and a further breakdown shows that 2,082 (49%) of our sponsored hours were used by "spot" accounts. . . . Such figures are a nice compliment to the effectiveness of WHO, because they are the best possible evidence that our advertisers get results.

A good part of the almost unbelievable results produced by WHO is due to WHO's unmatched coverage of "Iowa Plus" (consistent returns from 42% to 50% of all the counties in the U. S.). But the rest of the answer is found in the character and pocketbooks of our Iowa Plus people themselves—their eagerness to live more fully, and their ability to buy the things that contribute to such living. Does your product meet this specification?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
HISTORY Repeats ITSELF

With all its original sound effects!

Great events seldom happen in a radio studio—outstanding entertainment and educational features, yes, but when history is in the making it occurs all too often out along the by-ways where telephone and power lines are not available.

KLZ is always a welcomed spectator at such events. It takes all Colorado along. Its modern 200-watt mobile transmitter is powered with an independent electric plant. Its public address system and battery of powerful searchlights aid the fire department and peace officers far beyond the demands of duty.

Equally as valuable to the public interest, convenience and necessity of Colorado as all this are the ability and facilities of this radio station on wheels to record at the scene of action and then later to re-create the events of today that will fill the history books of tomorrow.

No other station in Colorado so richly satisfies the natural desires of its listeners to go places, see things and meet people. No other station in Colorado has equipped itself with the men, methods and machinery to give its listeners this satisfaction.

KLZ Denver

CBS AFFILIATE 560 KILOCYCLES

Under Management Affiliated with The Oklahoma Publishing Company Publisher of The Daily Oklahoman, The Times and The Farmer-Stockman Owner and Operator of Stations WKY, Oklahoma City, and KVOR, Colorado Springs Represented by The Katz Agency, Inc.
Voice Ways

are the Fast Ways to New England’s Markets

Wide separation of trading areas in the major New England market impedes contact with that market as a whole by ordinary channels.

The direct, the quickly effective means of selling this territory is by coordinating sales effort through The Colonial Network.

Seventeen stations, comprising this network, take your sales messages into city and suburban homes of important trading areas, from the Connecticut shore to northern Maine.

The Colonial group does a New England selling job, covering more territory than any other network at equally low cost.

17 STATIONS

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EDWARD PETRY & CO., INC.
National Sales Representative

IN the past ten years knowledge of good music has grown a thousandfold. An informed electorate has been created by the thorough airing of public issues. Drama, literature, the arts and sciences are vastly better understood. Students, from kindergarten to university postgraduates, have found new interest in their studies. All this is, in large measure, due to the educational activities of broadcasters.

The National Broadcasting Company, the broadcasting service of Radio Corporation of America, has given long and careful thought to the building of programs of an educational nature. NBC now offers each week many “public service programs” planned to fit into the scheme of education in the United States. They do not seek to replace educators or supplant schools or colleges. Rather they are planned to help the work of teachers by inspiring greater interest in learning.

RCA Victor Radios, RCA Victrolas, and Public Address Systems are instruments for education. Other services of RCA contribute to raising the nation’s cultural standards.

Fact is, broadcasters have succeeded in making radio a fourth “R” in the famous series...readin’, ‘ritin’, ‘rithmetic and radio.
Youth's is a great heritage. Today through the magic of radio, whether it be the first generation in this country, or the tenth, the younger generation and all people of the United States understand and appreciate their country better—are more widely informed on more subjects than ever before.

Through Radio, the Crossroads School finds itself at the Crossroads of the World

Typical country school in New Castle Township (N.Y.) where today radio opens new fields of cultural opportunity.

"I like school now—we've got a radio!"

Corporation of America
RADIO CITY, N. Y.
NATIONAL BROADCASTING COMPANY RADIOMARINE CORPORATION OF AMERICA R.C.A. COMMUNICATIONS, INC. R.C.A INSTITUTES, INC.
unless your radio schedule is on WGBI, the only station that consistently serves this rich area ... Wyoming, Lackawanna, and Luzerne Counties, including such cities as Scranton and Wilkes-Barre.
In every election, we have noticed, there is always a child who swallows a campaign button, and there is always a remote trapper who paddles a great distance through the wilderness to cast his vote. These are inevitable electoral incidents. They remind us sometimes of those things called program ratings at WOR.

Take a coincidental by C. E. Hooper (we take it once a month) and there, inevitably, is WOR's Transradio news at 12:30 with a rating of — well, this month — 36%. Or maybe it's the 6:30 p.m. Transradio bucking through with 42% in the face of competition that makes the Rocky Mountain range look like a hedge of forget-me-nots. If your fancy turns to Sunday, you'll find "The Shadow" goosefleshing 40% of the people who listen at 5:30 p.m.

Is a station's success then merely the result of good ratings? No. WOR must make sales. Sales are what WOR must make. Otherwise any rating of any program would total only some marks on some paper. To make sales you must get the right audience — and the most of that audience. WOR not only gets the audience, but — given the right program — does things to that audience which cause an immediate and painless exchange of cash. Maybe it's the unique package of markets we cover that causes this. Maybe it's because it's WOR. Most likely it's a combination of both.
How to describe a Champion in 76 words

THE CHAMPION: KMOX, St. Louis

LISTENERS: Crossley, Inc. and Irwin & Irwin coincidental studies prove KMOX has more listeners than the five other St. Louis stations combined.

ADVERTISERS: KMOX carries 42.3% more local and national spot business than the other two network stations combined.

DEALERS: Typical comment of typical retailer (J. T. Westfall, Executive Secretary of Missouri Retail Grocers’ Association): "KMOX has the wholehearted and enthusiastic support and cooperation of grocers both in St. Louis and in the surrounding trading area."

KMOX—a 50,000 Watt Columbia Network originating station... with the kind of local service that makes "The Voice of St. Louis" an exact description of the station! Owned and operated by Columbia.

50,000 WATTS KMOX A CBS STATION

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco
When you buy a Regional Network to support Pacific Coast sales give first thought to the relative station popularity in these 5 key distributing centers. Their combined metropolitan districts represent more than half the population of the five "Business States" (see note and map) of Pacific Coast. By specifying the Columbia Pacific Network you get 7 basic stations* and your program will be bracketed with many of the most important programs on the air today. For supplementary coverage the Columbia Pacific Network maintains 7 additional far western stations from which to choose.

*The Columbia California group may be bought as a separate unit.

When you buy a Regional Network to support Pacific Coast sales give first thought to the relative station popularity in these 5 key distributing centers. Their combined metropolitan districts represent more than half the population of the five "Business States" (see note and map) of Pacific Coast. By specifying the Columbia Pacific Network you get 7 basic stations* and your program will be bracketed with many of the most important programs on the air today. For supplementary coverage the Columbia Pacific Network maintains 7 additional far western stations from which to choose.

A "Business State" is the area served by the leading drug and grocery wholesalers operating from the major distributing point.

COLUMBIA Pacific NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco
Hydrogen and Oxygen combine and Water "happens." But this fortuitous set of events only occurs in the presence of an Electric Spark.

Successful National Spot Campaigns have resulted from various combinations of Programs and Stations. But Frequency is usually the Spark of Success.

This latter fact highlights the value of KWK. For you can buy Frequency on KWK and stay within your budget. You can also give due consideration to other important factors such as Network Affiliation, Listeners per dollar, Coverage, etc.

Put the spark of Success into your Campaign by selecting KWK.

*A KWK Survey proved that the most successful National Spot program sponsors in 42 states in the Union, use no less than five quarter hours a week.
"The Radio Industry must equip itself with tax-free music. The deal the NAB has made with Lang-Worth is the best way I know of doing it."... MARK ETHRIDGE, WHAS

"Am in hearty accord with your tax-free music plan as approved by NAB. We approve the transfer of our Bureau of Copyrights contract to you. Please keep us informed of your progress in making available the balance of the tax-free hours."... JOHN SHEPARD III, YANKEE NETWORK

"At least 200 hours tax-free music in addition to present combined Lang-Worth and NAB transcription libraries absolutely essential to stabilization of copyright question in Broadcasting Industry. You are to be congratulated upon opportunity to perform this great service and you have the best wishes of Stations KON-KALE."... C. W. MYERS, KON-KALE

"I have always maintained the Broadcasting Industry should have available a large amount of good tax-free music and earnestly hope the new arrangement between NAB and Lang-Worth will result in the achievement of one of the most important purposes of the founding of the NAB Bureau of Copyrights. We wish you every success and assure you of our cooperation."... ARTHUR B. CHURCH, KMB

"I have felt for some years that there must be a source of tax-free music available to Radio. The recent NAB-Lang-Worth plan I feel is a step in the right direction and should certainly be supported by every radio station operator."... RALPH BRUNTON, KJBS

"As the operator of a small independent station I regard the NAB Bureau of Copyrights—Lang-Worth tieup as of primary importance. Certainly 200 hours of tax-free music will represent a sound back log of programs that cannot be overlooked."... HERB HOLLISTER, KANS

"Pleased to learn you will supply additional hours provided under our contract with NAB Bureau of Copyrights. Consider it vitally important that each broadcaster now give all possible support and encouragement to every source of tax-free music in preparation for next year's ASCAP negotiations."... GENE O'FALLON, KFEL

"If the Industry hopes to make a satisfactory agreement with ASCAP in 1940 we must be in a position to operate our stations with an independent supply of music while these negotiations are taking place and further if necessary. In the NAB-Lang-Worth produced library I believe we have the answer. I strongly urge the immediate and full support of every Broadcaster in this important undertaking."... E. A. ALLEN, WLVA
The other day an agency friend took one of our boys with him — as advisor — to the meeting of a client's Board.

Why? Well, this friend told the Directors that “F & P know more about radio-station markets and coverage than any other outfit in America.” Also that “They are known throughout the Industry for their honesty, impartiality, and sincerity of purpose.”

We suppose it's a little immodest to quote those statements. But we think it's okay to say that we TRY to make them true, every day of the year. Because we figure that's the best way to guard your best interests — and hence, our own.

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

Exclusive Representatives:

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FREE & PETERS, INC.

(Continued on next page)
Sykes Loss to Leave FCC in Low Straits

BY SOL TAISHOFF

Acceptance of Resignation by President Leads to Wide Speculation on Possible Successors to His Post

MORALE on the all but demoralized FCC has plunged to a new low with the resignation, effective April 1, of Commissioner E. O. Sykes, charter member of the original Radio Commission and veteran of 12 years in radio regulation.

The father-confessor of staff morale and pen-pal diplomacy, Sykes, by his muddling force on the FCC during the bitter internal conflict of the last few years, his retirement to enter the practice of law leaves older members of the FCC staff with the feeling they are losing their only champion. To the industry, his retirement means not only the loss of a commissioner of broad experience and unquestioned motives, but brings up the spectre of a new appointee who might be radical in policy views.

When President Roosevelt announced March 10 that he would accept Judge Sykes’ resignation, rumored for a week but submitted the previous day, speculation immediately arose as to his successor.

The resignation added another complication to the already muddled regulatory situation, with two bills pending in Congress for FCC reorganization along with resolutions for far-reaching investigations. The President himself is pledged to sponsorship of reorganization legislation.

May Join Law Firm

It is expected Judge Sykes will become a senior member of the Washington law firm headed by Paul D. P. Spearman, first FCC general counsel and a fellow Mississippian. While no formal announcement has been made, it is logically assumed he will become associated with that office, other members of which are former Senator Hubert Stephens of Mississippi and Frank Robertson, assistant general counsel of the FCC and president of the Federal Communications Bar Association.

There has been no official hinting regarding Judge Sykes’ possible successor, a number of names have been advanced as possibilities. The most likely, former New Deal members of Congress who were defeated in last year’s elections. This is regarded as a likely course because of other appointments made by the President since November, including the provocative Amilie nomination for the Interstate Commerce Commission.

It is a certainty that broadcasters will urge naming of some outstanding individual possessing more than a casual knowledge of radio. The nominee must be a Democrat under the law. While the geographical consideration is not important, it is necessary to have a Democrat in the Administration who will seek appointment of another Southerner. On the other hand, the Far West is not represented on the present Board and it is entirely possible that delegations from that area will get behind one of their own men as they have in the past.

Possible Successors

Names first advanced as possibilities include those of former Senator Fred H. Brown, of New Mexico, who was retired from the Senate last year, and who is well-liked in Administration circles; former Rep. Otha D. Wearin, of Iowa, sponsor of legislation at the last session to form a composite of newspaper-radio-station ownership; Maury Maverick, Texas New Dealer defeated in the last election, who headed the “Young Turk” bloc in Congress; former Gov. Phil LaFollette, of Wisconsin, as an “independent” rather than a Democrat; former Rep. David Lewis, of Maryland, who ran an unsuccessful “purge” race against Senator Tydings and former Rep. W. E. MacFarlane of Texas, a sharp critic of radio while in Congress, who was defeated last November.

In the non-political school, few names have been mentioned. Most significant, however, has been the suggestion that William J. Dempsey, 33-year-old general counsel who assumed that post last fall, might be selected. Credited with having accomplished good work in reorganising the Law Department, and a protege of Chairman McNinch, his nomination would not come as a complete surprise to those close to the scene of his youth. He is a legal resident of New Mexico.

Another long-shot, it is thought, is Ed Craney, operator of KGR.

Butte, and a potent influence in independent broadcasting, Senator Wheeler (D-Mont.), chairman of the important Senate Interstate Commerce Committee, holds him in high esteem and would strongly urge his appointment if Mr. Craney consented. The fact that Senator Wheeler himself of the Administration have made peace, particularly insofar as the President’s legislative program is concerned, might augur for such an appointment.

Jett, Wheat Mentioned

Two other names have cropped into the speculation—E. K. Jett, FCC chief engineer and former naval officer and Carl I. Wheat, California attorney and former FCC telephone rate counsel during its AT&T investigation of two years ago.

Lieut. Jett has been the FCC chief engineer since Comdr. T. A. M. Craven was elevated from that post to a commissionership in August, 1937. He was formerly assistant chief engineer in charge of telegraph and has been with the FCC and its predecessor Radio Commission since 1927. He is credited with executive ability, Lieut. Jett’s possible appointment, like Dempsey’s, would be looked upon as a “surefire” promotion, Mr. Wheat, while a registered Republican, is understood to have voted for the Roosevelt ticket during the last two elections and could qualify for the Democratic vacancy created by Judge Sykes’ retirement. He was among those prominently considered for a successorship to Dr. Irvin Stewart, when the latter resigned in 1937.

The name of Theodore Granik, special counsel for the U. S. Housing Authority and conductor of the American Forum of the Air over MBS, has been presented to the President. He is a Democrat and a high authority. As a hobby, Mr. Granik, who is 37, has conducted radio forums for the last dozen years over WOR and afterward over MBS. A Democrat, he was assistant district attorney in New York until his appointment to the Housing Authority in December 1937.

Auguring in favor of a possible early appointment of a promotion, as opposed to views given for an ultimate recess appointment, is the fact that there would be the chance of deadlock votes on the FCC with only six members. At present, the division appears to be largely 5 to 2—with Commissioners Craven and Payne dissenting mainly on policy questions and Commissioner Case siding with them on occasions. The majority on fundamental policy matters has been made up of Chairman McNinch and Commissioners Sykes, Brown and Walker.

It is expected that Chairman McNinch will fill in the new appointment, since he has been in close contact with the President on FCC affairs and has discussed the Sykes resignation with him. He spent half an hour with President Roosevelt to discuss the Sykes successorship. No announcement was made following the conference though it is understood several names were discussed. This indicated that there might be fairly prompt action.

Whether the President will fill the vacancy promptly also is conjectural. After announcing he would accept the resignation at his press conference March 10, he did not promise and Judge Sykes the customary acceptance in writing. As BROADCASTING went to press March 13, the President had not yet formally accepted.

Possibility of Delay

There was thought in some quarters that the President might delay making the appointment, possibly withholding it altogether if he feels there can be reorganization legislation at this session. On the other hand, with an early adjournment of Congress predicted by party leaders—perhaps in June—he may conclude to leave the post vacant until adjournment and then fill it with a recess appointment, rather than have the new member run the fire of committee hearings which conceivably would expand into a rump investigation of radio generally and of FCC administration.

In addition to Judge Sykes’ retirement, President Roosevelt will have another vacancy to fill by July, when the term of Paul A. Walker, Oklahoma Democrat, expires. Whereas Judge Sykes’ term was to run to July 1, 1941, the Walker expiration opens a new seven-year term. There has been much conjecture about the chances of Commissioner Walker’s reappointment.

(Continued on page 72)
Baseball Pickups Start in New York
Exhibition Game Marks Debut
Of Big League Play-by-Play

MAJOR LEAGUE baseball broadcasts in New York, which will be on the air three days a week for the first time on a regular full-season basis, got under way March 11 when a pre-season exhibition game between the Dodgers and the Cincinnati Reds was broadcast on WOR and WHN, New York, under a contract in which General Mills, Procter & Gamble Co. and Socony-Vacuum Oil Co. are the sponsors. Approximately 20 exhibition games will be broadcast by the two stations before the regular National League season gets under way early April 18. Red Barber, formerly of WLB, will do the play-by-play description for both stations, WHN being fed the broadcasts from the WOR control board. When the Dodgers are playing at home, Barber will broadcast from Ebbets Field. When they are away, he will reconstruct the games from Washington, D.C.

Announcement that WHN would carry the Dodgers broadcasts in addition to WOR as of March 7, after the sponsors had considered and discarded their original idea, which was to tie with WLB on the home games only, broadcasting the home games of the Yankees and Giants on the days that the Dodgers are playing away from home as a supplementary outlet to WABC, which is broadcasting the home games of the Dodgers under a three-year contract. Pre-season schedule for the Giants and Reds for March 7 has not been worked out but, as in the case of the Dodgers, it is planned to broadcast a number of exhibition games before April 18.

McDonnell Signed for WABC

Arch McDonnell, sports announcer of WJJS, WBYC, and WOR, relinquished his capital post to cover games from the Polo Grounds and the Polo Grounds Annex in New York.

McDonnell was placed under contract by the sponsors after covering spring training games, although he himself had not applied. It was reported in Washington that WOR and WABC, now in a campaign to bring Johnniday broadcasts to New York in a time on the road, would take McDonnell's place on WJSV.

Each WABC play-by-play broadcast will be preceded by a 10-minute pregame show. The program will be taped and broadcast by both WOR and WABC.

Chicago Baseball Plans

PLAY-by-play accounts of the Chicago Cubs and White Sox will be sponsored on WBBM, Chicago, by General Mills and Socony-Vacuum Oil Co. with the sponsorship featuring a play-by-play of the games aired during the 1899 baseball season. Marvel Cigarettes will sponsor a second hour of play-by-play and a Daily edition of the program.

The Daily edition of the program will be scheduled between games of the Cubs and Sox park, when doubleheaders are considered. The program will be broadcast every day except Sunday.

Summer Baseball Sponsorship Doubled by Atlantic Refining

Schedules 1,842 Games on the Eastern Seaboard; Sandlot Baseball Schools to Be Organized

ATLANTIC REFINING Co., Philadelphia, is more than doubling its appropriation for baseball play-by-play broadcasts this season, having increased the number of games to 1,842, coast-to-coast, from 900 last year. The additional 942 games will be broadcast by the Philadelphia Athletics and Philadelphia Phillies, the Boston Red Sox and the Pittsburgh Pirates. In addition it again will cover games of a number of minor league teams.

Merchandising Teips

Les Qualey, in charge of Ayer sports broadcasts, will train baseball announcers individually, travel around the Atlantic circuit during the season. He will develop a uniform style of play-by-play announcing and teach announcers how to handle the famed Atlantic commentary, which are painless and dignified.

James Peterson, former Philadelphia Athletics pitcher, is in charge of the stations, contacting club managers and executives.

The Atlantic merchandising program will include a number of unique features, such as the gift of gasoline coupon books to ball players scoring home runs or pitching shutouts, the players will take spots on score cards; have painted signs in parks; give away schedules; use window displays and stickers in stores; give away spots on score cards for best decoration of windows and doorways; give salesmen portfolios with data on the broadcast campaign.

Paul Sullivan to WHAS

Paul Sullivan, one of the best known of the non-network baseball announcers, has been heard on sponsored programs for five years over WHAS, Louisville, Ky., on May 1 joins the staff of WHAS, Louisville, Ky., and succeeds George Wicker, who left the station recently. Sullivan's position will be filled by the well-known announcer.

Goodrich Using 100

B. F. GOODRICH Co., late in March, began selling records of half-hour excerpts of The Shadow, mystery serial cut by WOR, Newark, on 100 stations, weekly for 28 weeks. Goodrich is sponsoring prerecorded weekly newscasts by H. R. Gross and a part of the Iowa Barn Dance Frutos, on WHO, Des Moines, Rath- rauff & Ryan, New York, is agency.
CBS Starts Attack on Summer Slump

Offers Discount, Layoff Plan; NBC Studying Its Policies

A BROADSIDE attack on radio's major headache, the summer slump" has been made by CBS, which on March 8 announced a new summer policy offering an extra discount to encourage advertisers to stay and by CBS是什么， PCs which on March 8 announced a new summer policy offering an extra discount to encourage advertisers to stay and by CBS what is customer retention, and the effectiveness of the policy works to the immediate detriment of the station's affiliate and the network and the listener, and of the policies of other stations. For example, the network policy, which was announced on March 8, will be subject to the new discount rates on their return to the air.

Terms of New Scale

The new discount scale is 10 to 14 station hours per week, 15% to 30 station hours per week, 15% to 45 station hours per week, 15% to 60 station hours per week, and 15% to 80 station hours per week. With the extra 15% discount for year-round broadcasting, the maximum discount remains as previously announced at 45%. Advertisers using 8,750 or more station hours or $1,500,000 gross billing in a year will earn the maximum discount on all programs except those for which they want time held by the network for a monthly or quarterly rate, which a maximum discount of 20% on applying for their programs.

Requests that time be held must be made 45 days before the last broadcast preceding the lay-off and the advertiser must at the same time place his order for time following the hiatus. Advertisers desiring longer than the "earned hiatus" may have time held by paying for it at regular rates, CBS will turn paying the stations and supplying sustaining programs to fill the time.

Studying Plan at NBC

Executives at CBS refused to make even a guess as to the effect of the new policy on summer billings. The fact that the policy had been announced, it was said, may be taken as evidence that CBS hopes it will encourage advertisers to remain on the network through the hot weather or at least to curtail their layoff periods, but until the network has received the reactions of advertisers and agencies it is impossible to make any sensible estimate of results.

At NBC, the CBS plan is being carefully studied to gauge its probable effects on network business with which the advertiser returns to the air.

New discount structure goes into effect April 1, 1939, but does not affect current advertisers until April 1, 1940, on programs contracted to before April 1, 1939, and continued without interruption until a year from that date. Advertisers taking vacations under the new plan will be subject to the new discount rates on their return to the air.

Choice Hour Waiting List

Practically, however, there is a waiting list of advertisers for any of the choice evening hours (those covered by the CBS plan) to fill any vacancies on the Red network as fast as they occur. Since these advertisers are willing to stay on the air, all summer in exchange for the chance to move their programs from less desirable times into these choice periods, NBC is able to turn down June orders for September starting dates on the Red. While the Blue is not in as enviable a position, on the whole NBC feels that its present policy has worked out pretty well.

To encourage year round broadcasting, NBC gives a 10% rebate to advertisers taking 52 weeks consecutive broadcasting, in addition to the volume discounts which range from 25% for weekly expenditures of $1,000 to 15% for weekly expenditures of $18,000 or more. Advertisers spending $1,500,000 or more are allowed a 30% discount on the maximum discount of 25% whether they remain on the air the full 52 weeks or not. With the trend in advertising costs, however, these time discounts represent a proportionately larger advantage to advertisers of radio advertising and so are less effective as inducements to continuous broadcasting than they once were.

No Changes at MBS

At MBS, headquarters it was said that no changes in summer policy are contemplated, but that Mutual would continue its present policy of distributing its stations to the needs of its individual clients. The MBS policy is not a network policy, it was explained, but the mean average of the policies of all of its affiliate stations, most of which will accept orders 90 days in advance, permitting the advertiser a three-month vacation with his program.

He will take his chances, however, that time will be available on those MBS stations that will not accept orders 90 days in advance.

Checkup on Spots Conducted by FTC

EXPLAINING development of the Federal Trade Commission checkup on broadcasting for advertising, the Radio Advertising Division of the FTC, told BROADCASTING March 11 that the voluntary checking service of Division employees was merely a "spot check" on the accuracy of program scripts furnished the Commission by broadcasting stations.

Mr. Morehouse pointed out that the FTC was "not questioning the statements made" but merely trying to check on scripts furnished the FTC to see if they conform to the program scripts furnished the Division.

Observing that ad libbing announcers sometimes depart from the script and make false or misleading representations of a sponsor's product, Mr. Morehouse said that "about a dozen voluntary advertisers within the Division organization had listed at 285 continuities during February. Of these, only 42, or 14.5%, were deemed questionable by the checkers, and 35 of the 42 were received in the Division's files. Only 286 programs were unaltered, only seven, or 2.4% of the total, departed from the scripts furnished. Nine questionable items, as a proportion of the scripts furnished, were reported by the checkers. Contacts with the stations in these cases, confirmation of the departures from script were received in all but four instances involving two advertisers on two stations.

He explained also that the Division was not trying to develop any "typical program" on advertisers over the country and that the present "spot checking" technique had not yet been decided upon as either a temporary or permanent procedure. About 20 questionnaires were sent to advertising agencies, he said, since their work in preparing advertising copy has brought under the Division's surveillance.

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www.americanradiohistory.com
Wigglesworth Criticizes "HELLZAPPOPIN" still epitomizes the Washington radio regulation front, and against Washington, D.C. FCC, which died mous divisions, was an officer. prisals" against stations full information before investigation McNinch's legislation adding and counter-charges particularly the Chicago Tribune Press Service, carried articles which "thoroughly misrepresented" the incitement of gratuitous, alarmist statements by Commissioner T. A. Craven in a one-man minority report. Commissioner Craven, he charged, by implication "attacked the intelligence, the integrity and the motives of the other six commissioners to execute a grandstand play of de- votion to free speech and opposition to censorship." Alluding to Commissioner Craven's minority report, Chairman McNinch said that he had read in thousands of words that he favors avoidance of censorship, free speech, due regard for the rights of other Federal agencies, full discussion of political questions and privately owned and competiti commission and so forth. The majority committee report to his associates on "procedure"—not on policy—is hardly an appropriate setting for this discussion. And such treatment is highly un- just to the six other commissioner.

Fuel for the Flames Following this article there was complete silence from other Commision offices. Commissioner Craven did not publicly respond to the attack. Comment was available for publication from other FCC quarters. It was clear, however, that the incident added to the "HELLZAPPOPIN" heat that internal icing has been. Rep. Wigglesworth, in his MBS (Continued on page 88)

STUDEBAKER PLANS $250,000 IN SPOT STUDEBAKER Corp., South Bend, Ind., will spend $250,000 on radio advertising, dealer meetings are being told, to herald the introduc- tion of its new low-priced car, the "Champion." The drive will begin April 1. A large schedule is being arranged of spot announcements, the sponsor of Rickard's orchestra, Lowell Thomas and Ted Husing. The dealer meeting out- lines include a number of supple- mentary stations. As BROADCASTING goes to press, schedules are in pro- cess of completion and complete dele- gation is not yet available. The agency is Roche, Williams and Cunningham, Chicago. The new car has the inherent possibility of adding considerably to the stature of Studebaker Corp. in the medium. Plans and quotes indicate the possibility of the firm's doubling its previous unit volume with the new small car, which is designed as a stan- dard model throughout, priced in the $250 range. As production begins, Plymouth p r e f e r e n c e classification. It is said to offer gasoline economy 20 to 30% greater than competition, through excep- tionally low weight, and to develop the lowest weight to horsepower ratio among standard cars in the industry.

KTAT Move Dropped THE FCC on March 10 authorized KTAT, Fort Worth, to withdraw its application for authority to move to Wichita Falls, Tex. Application for the proposed move was filed last September when it was reported that Raymond E. Buck, KTAT owner, had sold a 51% inter- est in the station to Col. W. T. Knight, Wichita Falls oil operator. On the same day the Commission also rejected an application of KFJZ, San Antonio, to withdraw its application. KFJZ was owned by Elliott Roosevelt and his wife.

THE FCC on March 10 authorized application for authority to move to Wichita Falls, Tex. Application for the proposed move was filed last September when it was reported that Raymond E. Buck, KTAT owner, had sold a 51% inter- est in the station to Col. W. T. Knight, Wichita Falls oil operator. On the same day the Commission also rejected an application of KFJZ, San Antonio.
**Congress Leans Toward Radio Inquiry**

Talk of Reorganization Subsidies as Need of Facts Is Voiced

By WALTER BROWN

WITH Administration leading no disposition to exert pressure for consideration of the FCC reorganization bills and talk already under way for an early action by the Senate, we are well into the realm of probability that instead of legislating in the communications field at this session, Congress will investigate.

Senator White (R-Ne.) gave impetus to a program of investigating before legislation when on March 6 he dropped into the legislative hopper a resolution calling for a sweeping inquiry into FCC practices and policies as well as of the radio and communications industry [see text on page 16].

**Wheeler Chills**

More significant was a strong statement the following day by Senator Truman (D-Mo.), one of Chairman Wheeler's right hand men on the Senate Interstate Commerce Committee, giving full and wholehearted approval to the White proposal.

Meanwhile Chairman Wheeler continued to display a cooling attitude toward his bill to abolish the present FCC and set up a new three-man commission [BROADCASTING, Feb. 21]. And even before hearings on radio legislation, he was vague, indicating his committee, overwhelmed with railroad reorganization and other matters, would not get around to radio until April.

On March 8 Senator Wheeler introduced a bill with a blended approach and organizing his committee to make an "emergency survey" of the telegraph industry. This investigation would make work for the committee.

When Chairman Wheeler introduced the FCC reorganization bill, he said in company with FCC Chairman McNinch, the stated purpose was to rush it through and then later in the session consider the bill dealing with Commission policies in regulating the broadcasting and communications industries. The rush has not developed.

**Suggests Combination Bill**

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, announced that in introducing the so-called McNinch Bill in the House he understood the plan was for the Senate to act promptly on the legislation. Since this has not transpired, he suggested combining reorganization and policy in the same bill instead of handling them in two measures. He indicated a bill dealing with FCC policies would be ready, presumably by the same hands that drafted the reorganization measure.

**Ask if still his plan to await Senate action before taking up the FCC bill before his committee.**

**Rep. Lea said this depended on the length of time taken by the other body. He stated that his committee was so busy he doubted if it could get around to holding hearings before May but if by that time the Senate had not acted he would probably go ahead.**

"There is a June adjournment, as some Congressional leaders are now talking, the FCC bills would probably be caught in the usual queue of legislation. In this case, the White proposal for a broad study and investigation would have widespread support."

"The opinion in both the Senate and the House is that something should be done about the FCC, but there is a growing confusion over what course to follow. As a rule, when such a state of mind exists, Congress, especially the Senate, is likely to committee decision."

"Senator White, an old-timer on Capitol Hill, sensed such a situation developing and he decided to get his resolution before Congress, regardless whether the committee of his bill calling for a Commission with 11 members [BROADCASTING, March 11], it will be a full-blown investigation but if the committee decides to move forward with legislation he will insist that hearings be held on both his bill and the Wheeler resolution."

**Wants the Facts**

The White Resolution specified 11 different subjects for the Interstate Commerce committee or subcommittee to investigate, including organization and practices of the FCC; censorship; license fees for meeting operating expense of FCC; monopoly; newspaper ownership; chain control of broadcasting; and superpower.

"In explaining the purpose of his resolution, S 618, I did not think that the FCC would object to President to send in a fact sheet about the FCC," he asserted.

"If a bill is prepared before Congress attempts to write a new communications law it should make a thorough study of the investigation of the many broad factors involved."

"We should get the facts before we attempt to legislate," he asserted.

**FCC May Lighten Accounting Load**

**Slumber Series**

**SERTA ASSOCIATES, Chicago (Perfect Sleeper mattresses)**

"Man Under the Bed," a quarter-hour Monday night program on WBBM, Chicago. The live talent show features George Watson in a burlesque of the man-on-the-street.

"If the plans are successful, the show will be recorded and expanded on a national network," according to Tom Kivlan, radio director of George H. Hartman Co., Chicago agency handling the account.

**May Not Need a Law**

Senator Truman, who was Chairman Wheeler’s right hand man on the Senate Commerce Committee, asked for an extensive reorganization investigation on which the pending reorganization legislation was drafted, said he thought the investigation proposed by Senator White was many times more desirable than trying to enact a bill at this session.

"If we had the right kind of investigation it might not be necessary to have any legislation," he declared.

"The country never suffered from a lack of legislation," he observed.

Rep. Connery (D-Mass.) and Wigglesworth (R-Mass.) each have investigation resolutions pending in the House Rules Committee and before the session is over they are expected to renew their efforts for favorable action. The old Connery Resolution was defeated during the closing days of the last session.

Senator White said he would have no objection to a Joint Congressional committee making such an inquiry and study as he proposed. Senator Truman, however, cited the numerous investigations and he favors an inquiry by either the House or the Senate.

**MICHIGAN PHONE COMPANY SPONSORS**

**USE OF long distance service is promoted by Michigan Bell Telephone Co. in cooperation with the long lines department of AT&T, which on March 14 began sponsorship of Here’s Your Party on WXZ, Detroit, and the Michigan Radio Network.**

**WLY Asks Argument**

A BRIEF, opposing the FCC's motion to dismiss its appeal from the decision denying its continued authorization to use 500,000 watts power will be filed with the U. S. Court of Appeals for the District of Columbia. Prior to March 20 by WLY Counsel, Duke M. Patrick. Mr. Patrick, in a pleading filed with the court March 5, also requested oral argument on the motion to dismiss. The court in a dramatic, eleventh hour decision Feb. 29, decided to accept the case in order to restrain the FCC from making its decision effective "Before noon March 15," said WLY. WLY returned to 50,000 watts March 1. The FCC contended the appeal should be dismissed on a technicality that the company has no funds to continue the hearing, in connection with the stay order—that there is no legal ground on which such an appeal can be based.
AFRA Seeks Contracts in Los Angeles, Dickens With San Francisco Stations

WITH Donald W. Thornburgh, CBS Pacific Coast vice-president, having returned to his Hollywood headquarters after a successful tour of the American Federation of Radio Artists, and at a time when it was expected the contract calling for substantial wage increases for AFRA local 100 was to expire, the negotiations in Los Angeles were resumed with American Federation of Radio Artists executives. It was reported to the union, to discuss a new commercial scale for radio artists appearing on networks or other stations in the 11 Western States.

It was stated that the scale agreed upon is one-third less than that set for coast-to-coast commercial broadcasters. All the differences between the union and the stations in Los Angeles AFRA units were smoothed over before Miss Holt departed for New York.

Although no figures were divulged by Miss Holt or Connors, it was stated that the Eastern scale will be so far below the Eastern rates that it will be to the sponsors’ advantage to try to operate on the Coast where shows have been considered for national release.

San Francisco station managers have not said anything as to what the new rates will be, according to reports.

Transmitter Move Planned by WEAF

NBC has filed application with the FCC for a construction permit to erect a new antenna for WEAF in New York City’s Red network, at Fort Washington, Long Island. NBC’s transmitter now is 10 miles closer to Manhattan than WEAF’s present transmitter site at Bellmore, L. I. Once the new antenna is erected, it is expected that the total height of the tower will be 740 feet high, will be started immediately upon receipt of FCC approval, and hopes to begin operation from Port Washington in the fall. Present transmitter equipment will be moved to the new site in the fall, it was said, duplicate apparatus making the move possible without interruption of broadcasting.

NBC engineers have been looking for a new site for WEAF for two years to improve the station’s signal strength in New York City and also to solve the problem of interfering signals from the other metropolitan area stations. WEAF, chosen in 1926, when the low selectivity of the receivers then in use called for power to be transmitted much farther out of the thickly populated region than is necessary today. The new-type antenna, similar to that used by WJZ, Blue network key station, will aid the station in fighting a better fight against such interference, and the fact that the new site is surrounded by water on three sides will eliminate the long-wires problem. Present site at Bellmore is approximately 25 miles from Central Park, while the new location, just off the north shore of Long Island, is only about 15 miles out.

American Guild of Musical Artists, with a large membership of opera and concert performers, is at present working on a deal with the subsidiary concert bureau of NBC and CBS which will mean new radio bookings for its members. An agreement between the networks and AGMA will probably be signed shortly as a result of meetings still in progress as Broadcast went to press. Major points have already been agreed upon, including negotiations on lower booking fees.

AFRA Not to Ban WPA Wisecracks

Refuses to Follow AFRA Rule; Negotiates With MBS Keys

The American Federation of Radio Artists will definitely not follow the example of the American Federation of Actors in banning WPA jokes, according to Emily Holt, executive secretary of AFRA.

"We are not going to be driven into a corner," she told Broadcast, "and the responsibility for the situation lies with the management, not with the performers who are willing to read the scripts," she said. "A number of people have been under contract to WGN and the West Coast key stations of MBS, she said, to bring them into line with Wor and NBC and CBS. AFRA is also working on standard wage scales and conditions of employment for actors, agents and announcers by regional networks and by the makers of transcriptions, she added, although this has to do with any particulars of these contracts or to say when they will be submitted. In short, however, she added, that they will follow the general pattern of the network contracts, and that there will be uniformity in the industry.

In the main, the contracts covering AFRA members employed on transcriptions have gone into effect without causing any major disturbances, she said, stating that the main change had been a matter of time.

There have been many discussions with agencies over special shows which have been sold to the sponsors but not been notified to the employees of a particular show. There has been an agreement that in the future there will be notification of any new contracts or changes in old ones, and friendly union-employer relations.

Now under discussion is a revised scale for announcers engaged in programs on networks participating in sponsorship of the stations covered by the network agreements. Miss Holt stressed the fact that all rulings thus far made have been temporary revisions only, and that it was her hope that the contract that will be sent out as the final one will have been approved with the transcriptions or to say when they will be submitted. In short, however, she added, that they will follow the general pattern of the network contracts, and that there will be uniformity in the industry.

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When Chicagoans want entertainment, they NATURALLY turn to WLS. That's what they do at home--turn their radios to WLS. So when the Chicago Times wanted to entertain the war veterans at the Hines Hospital, it was only NATURAL they should choose WLS acts. All the clippings reproduced above are from the Times. Chicago people know WLS; they read about it, they hear about it, and they listen to it.
End of Net Inquiry Seen in Mid-April

Management, Ownership Phases to Be Next

Under Scrutiny

BY LEWIE V. GILPIN

ENTERING the fifth month of its so-called "network antitrust" inquiry, the special FCC committee for the first time is able to see the end of the drawn-out proceedings, probably in mid-April.

As the committee started the second broad phase of its study March 14, officials were out to dispel the sharp comments of Elliott Roosevelt, second son of the President and head of Texas State Network, who covered the entire gamut of regulatory problems and made flat recommendations on practically every one. Most sensational, however, has been the howl for indefinite licenses to be issued stations, revocable only upon showing a necessity which would destroy stability. (Continued on page 30)

in Lincoln, Neb., who has implied existence of a "local monopoly"; Independent Radio Network Affiliates, which will appear through George W. Norton Jr., WAVE, general counsel, in connection with network relations with affiliated stations; and, finally, the National Committee on Education by Radio through S. Howard Evans, secretary, who in the past has called for better treatment of educational groups in radio allocations and for cleaning up of regulations.

In addition, Norman Baker, erstwhile American broadcaster who now operates a Mexican border station, also has filed an appearance, but it is not known whether he will testify.

Management Contracts

Definitely scheduled for March 21 is the management contract phase of the inquiry. Based on data procured from its questionaires, the committee will ask a score of licensees to testify in connection with "remote control" operation of their facilities by other units. The list includes NBC; CBS; Westinghouse, for KDKA, KYW, WBZ, WBZA; General Electric, for WGY; KPLT, Paris, Tex.; WCAM, New Orleans; WMBO, Chicago; WFBG, Altoona, Pa.; WESG, Elmira, N. Y.; WCAO, Baltimore; WFBF, Baltimore; WJBD, Tuscaloosa, Ala.; KROW, Oakland, Cal.; and KADA, Ada, Okla.

Definitely scheduled for March 28 is the multiple ownership phase of the hearing, concentrated on that town for the last fortnight in connection with the Great Lakes radio survey, which he is directing. (Continued on page 30)

station operation and those non-active, and numerous other breakthroughs which will be computed from the questionnaire returns. These probably will be introduced in exhibit form by the FCC, rather than through industry witnesses.

The FCC's broad study of the transcription field is tentatively slated for the week beginning April 4, though this time is not definite. Gerald King, head of Standard Radio, is scheduled to appear out of turn March 14 for the Radio Transcription Producers Association of Hollywood Inc., but his testimony will be included in the transcription phase of the proceedings.

Important testimony is expected from Percy L. Deutsch, president of World Broadcasting System, particularly in the light of that organization's projected sale of CBS, as well as NBC's operation of Thesaurus as a subsidiary in the transcribed field.

Regionals Testify

If this pace is maintained, the Commission itself will wind up the proceedings during the week of April 12, when its general data covering all phases of the investigation will be incorporated in the record.

While Mr. Roosevelt's provocitive testimony March 7 and 8 highlighted the last fortnight's presentation, several other regional networks, through their operating heads, offered testimony of a significant nature. After Mr. Roosevelt testified, the committee was shown transcribed statement by his counsel, William A. Porter, he was subjected to rigid cross-examination by committee members and Mr. King, former FCC special counsel.

George W. Trendle, head of WXYZ and the Michigan Network, and H. Allen Campbell, treasurer and general manager, testified in connection with the noteworthy "network antitrust" organization, particularly in the programming field. The meteoric success of the Lone Ranger and Green Hornet series has occasioned considerable committee attention and the witnesses emphasized they had spent vast sums in developing talent and programs.

Other regional network witnesses who appeared during the fortnight included Guy C. Hamilton, president of McClatchy Broadcasting Co; the California Radio Network; William Weisman, vice-president of Inter-City Broadcasting System; Martin Campbell, manager of WFAA, in connection with Texas Quality Network; Carl E. Hayden, president and managing director of Pacific Broadcast Co.; Harold E. Smith, president of Empire State Network, and S. C. Ondarche, manager of WBTM, Danville, for the Virginia Network.

Paul A. DeMars, technical director for the Network, was called Feb. 28 by Paul D. Spearman, Yankee-Colonial council, to present supplementary technical engineering data, the network's presentation in the FCC's inquiry into network operations.

The commission's series of questions, indicating day and night coverage, with duplicated areas, for indicated usual time, both the Yankee and Colonial networks, Mr. DeMars said that of a total Yankee network power of 5,718,549, 50.7% was in original coverage, 11.6% was in unoriginal coverage, and 37.7% was in duplicated.

For Colonial stations, as of Jan. 1, 1939, of 5,695,359 served 6.45% or 322,999 received duplicated daytime service, while of 5,638,757 nighttime coverage, 6.56% was in duplicate service, with the rest served by reception subsequently reduced upon operation of WATB's new transmitter, while 3.45% of the 7,244,210 included in nighttime primary coverage got duplicated service.

Reversing the usual order by first presenting engineering testimony, Ben S. Fisher, counsel for Pacific Broadcasting Co., called C. C. Page, of the engineering firm, Page & Davis, for a brief appearance. Mr. Page referred to the exhibit he previously had presented and explained for Don Lee, pointing out its inclusion of data on the service to Washington and Houston [BROADCASTING, March 1].

Briefly he re-outlined coverage and duplication data applying to the PBC stations.

Haymond for Pacific

Carl E. Hayden, president and general manager of Pacific Broadcasting Co. and owner of KMO, Tomahawk; KEDT, Yakima; and KTWM, Yakima, invited Mr. Page to the stand. As stockholders in the company, each holding 66½% shares, he listed himself, Louis Wasmcr, owner of KGA and KHH, Spokane, and Archie Taft, owner of KOL, Seattle.

Mr. Hayden declared that PBC, embroiled in the controversies in Washington and five in Oregon, was organized in the summer of 1937 to provide outlets for MBS-Don Lee service in the Northwest. Under its contract with Don Lee, PBC is given the exclusive privilege of carrying MBS and Don Lee network, with PBC in turn contracting for telephone lines serving its 14 stations and paying

(Certificates of convenience are a necessity for broadcasting, said Leonard E. Sykes, president of Texas State Network, in his appearance before the FCC Network Inquiry Committee. Discussing his presentation during intermission are Commissioners E. O. Sykes, (left) and Paul A. Walker [For Mr. Roosevelt's testimony, see page 70].

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Page 20 • March 15, 1939
We Turned Mousetraps Into Space Traps and CAUGHT A WHALE!

Remember the old story of the mousetrap and the beaten path?

It, so we decided long ago at WSM, wouldn't work in radio without a change or two. In radio you don't sit and wait for the world, you build your mousetraps (broadcasts if you please) and send them out to catch the listeners. And whether or not you catch any listeners depends, in the final analysis, on two things, how well you build and how far you send. This explains why WSM has spent many years gathering one of the largest and most versatile single station talent staffs in America, why WSM broadcasts run the gamut from blackface to basso profundo, from Sunday School to swing. To catch an audience we have deliberately gone about the business of making our traps as varied and as interesting as we possibly could.

This policy, coupled with the clear channel power of WSM's 50,000 watts, has succeeded in capturing a whale of an audience. Its size can be demonstrated by the mail we pull. Its loyalty can be confirmed by any sort of audience test you choose. Its buying power is best demonstrated by the number and class of advertisers who use the WSM space trap technique to capture new markets for their products.

May we show you facts and figures about this audience and its buying ability?

The Faith of Our Audience Comes First

National Representatives: Edward Petry & Co.
Atlantic City Gets New Local Station

WKEU Denied Macon Shift; WNLC on Fulltime Basis

WITHOUT a dissenting vote and with only one commissioner (Brown) absent, the FCC on March 6 authorized the operation of a 1500 kc., 100 watt station by RCA, which is under sale option to Arde Bulova, New York, and is to be factured and broadcast station owner, who proposes to merge it with WBIL, New York, with which it shares time, in order to operate WBIL a full-time New York outlet, at the same time deleting WOV, New York.

An application to move WKEU, Griffin, Ga., into Macon, was denied March 17 by the FCC. Now a 100-watt daytime outlet on 1500 kc., it was proposed to shift it to 1310 kc., with 100 watts night and 250 day, if the move into Macon were authorized.

NLCC, New London, Conn., was authorized to go from daytime on 1500 kc. to fulltime, continuing with 100 watts, effective March 15.

Amarillo Rehearing Denied

A petition for rehearing by W. C. Irwin, Amarillo, unsuccessful applicant for a new station there to operate with 100 watts night and 250 day on 1500 kc., was denied. Mr. Irwin also asked for reconsideration of the March 15, 1939, 100-watt fulltime station on 1500 kc. in Amarillo made last Nov. 1. The successful applicant was Amarillo Broadcasting Co., with Lindsey Nunn as vice-president; and Mr. Nunn, as secretary-treasurer. The license also own WLP, Lexington, Ky., and recently negotiated for acquisition of control of WCMI, Ashland, Ky., subject to FCC approval.

Iron Fireman Plans

STUDIOS programs, transcribed musical programs and spot announcements will be used in two radio networks to be launched during 1939 by Iron Fireman Mfg. Co., Portland, Ore. (hearing equipment) and according to Joseph R. Gerber Co., Portland, Ore., agency handling the account, all media will be used, including home operators, newspapers, trade journals, newspapers, direct mail, outdoor posters, display pieces, exhibits and radio. The agency has already prepared 90 suggested spot announcements, which are available upon request of dealers. Eight 15-minute transmissions of bands are also loaned by the company to dealers.

Rexall to Use 200

UNITED DRUG Co., Boston, from April 15 to May 1 will use 200 stations in a spring campaign of Rubino and His Violin programs, recorded by RCA, which will tie up with one-cent sales for Rexall Drug stores for 10 days in various sections of the country, Arthur Boran, imper- sonator, will give these programs and a 33-piece orchestra will be on the transcribed programs with Graham McNamee as announcer, Street & Finney, New York, handles the account.

Gas and Electric Groups

Book Coast Radio Drives

GAS APPLIANCE SOCIETY of California, San Francisco, on March 15 launched a concentrated 10-day radio campaign over 25 stations in Northern and Central California extolling the qualities of C. P. (certified performance) gas ranges in a hundred spot announcements were scheduled as well as five-minutes participations on home entertainers programs in local stations. The campaign is cooperative and it is backed up by copy in newspapers, dealers cards, movie slides and farm magazines, and a 25 minute spot announcement is used, and the campaign will concentrate on electrical refrigerators.

BARTLEY BECOMES YANKEE EXECUTIVE

APPOINTMENT of Robert T. Bartley, former director of the Telegraph Division of the FCC, as executive secretary to the president, was announced March 6 by John Shepard 3d, Yankee Network president. Mr. Bartley takes over his new duties March 27.

Mr. Bartley became director of the Telegraph Division in 1934 after the creation of the FCC in 1934 and left that post in 1936 to become a partner in the law firm of White & Marshall, New York.

Mr. Shepard announced there would be no change in program operations of Yankee Executive, and Roy Harlow continuing as vice-president in charge of station operations and Linus Travers as vice-president in charge of sales and production.

Steinmans Seek Control Of WKBO, Harrisburg

AUTHORITY to purchase 75% control of WKBO, Harrisburg, Pa., is sought by J. H. and John F. Steinman, publishers of the Lancaster Eagle & Litonian, editors of the Lancaster Journal and operators of the Mason-Dixon Group, in an application filed with the FCC. The group is seeking to buy the interest now held by the Harrisburg Telegraph Press, which operates WKBO in the capital city. WHP would be retained by the Telegraph Press interests, being a duplicity of service. It is believed, however, that an option has also been acquired by the Steinmans on the remaining 25% of the stock. The proposed purchase price for the 75% interest would be $27,500.

WKBO is a local outlet and early in March joined NBC as a supplementary, being made available only in conjunction with WNLC, York, and WAGL, Lancaster. These are two of the Steinman group of stations, the others being WEST, Easton; WLZL, Lancaster; WLM and WDEL, Wilmington.

Penney Goes National

FOLLOWING a successful 26-week promotion in Omaha, the Charles L. Penney Co. will embark on its first use of radio on a national basis with a program developed by Jettabea Ann Hopkins, author, creator and star of the program. The program is broadcast on 16 stations by transcription through Pelmar & Ryan. Account executive is Ralph Allum. Miss Hopkins will work out of her office in New York and the name of the program probably will be changed to Jerry's Adopted Daughter.

Combined Billings of Major Networks Showed Increase of 2.1% for February

COMBINED time sales of the coast-to-coast networks in February totaled $6,566,842, a gain of 2.1% over the $6,491,688 billed in February, 1938. For the first two months of 1939 the combined gross billings are $12,559,877 topping last year's billings for the same period of $11,374,995 by 1.6%. Billings are uniformly slightly below the January figures but only because February is a shorter month by three days.

NBC, whose gross billings for the month were $3,748,665, or 7.2% above the February 1938 figure of $3,698,053, reported $2,925,497 in time sales for the Red network and $925,198 for the Blue. For the two-month period, NBC's total was $7,828,595, a gain of 6.7% over the billings of $7,291,569 for the first two months of 1938. NBC network cumulative billings for this year to date total $8,595,908; Blue total is $7,195,207.

For the month of February, MBS showed billings of $276,695 for this year and of $280,325 for last year. Gain is 1.4%. Month of February billings total $951,683 for 1939 and $523,144 for 1938. A gain of 13.1%. CBS reports $2,541,542 for February 1939, a 5.2% loss as compared with $2,680,335 for the same month of 1938, the eleventh consecutive month that CBS billings were less than those for the corresponding month of a year previous. For the two-month period, CBS total was $5,215,599, or 6.5% under the 1938 total of $5,660,260.

Gross Monthly Time Sales

Jan. 1939 Jan. 1938 Diff. % Gain
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Good programs appeal to everyone, in cities, small towns and on the farm. KVOO has full-time Red and Blue N.B.C. Network service, plus popular local shows, news and special events, attracting maximum listeners to Oklahoma's most powerful station!

The operator of one of Tulsa's largest service institutions decided to come back on the air! But to what station? He made his own survey with his own crew of drivers. 3,000 personal calls were completed, in every section of Tulsa, as the drivers made their usual rounds, between 8 and 10 A.M. Where the drivers heard radios playing, they asked, casually: "What station are you listening to?" This unique survey showed that 3 out of 4 radios were tuned to KVOO. Needless to say, this advertiser is now using KVOO.

25,000 Watts Both N.B.C. Networks

EDWARD PETRY AND COMPANY
National Representatives

An Advertiser
MADE
HIS
OWN
SURVEY
Completed 3,000 personal house-to-house calls and found a 3 to 1 PREFERENCE FOR KVOO IN TULSA
TO WIND UP once and for all the local station-agency controversy, this is the last of the station-by-station studies of local stations and one个 agency handling national accounts here present their ideas of just what's what.

CARRYING through the widespread discussion started by Emerson Brewer, of Gardner Advertising, St. Louis, in the Jan. 15 Broadcasting, continued from the station angle by Hugh F. Ferguson, of WFMF, Frederick, Md., in the Feb. 1 issue are presented excerpts of some new ideas advanced by Murray Carpenter, time buyer for Compton Advertising Inc., New York.

Referring to the two previous articles, Mr. Carpenter declares that although advertisers' ideas are based on sound reasoning and judgment "as far as they go," Mr. Brewer has logically analyzed causes without carrying through to effects, while Mr. Ferguson has an intimate knowledge of effects but has not investigated their causes, and "they are both talking about different things.

Price Per Listener

Mr. Carpenter agrees with Mr. Ferguson that a local station can be successful, that it can sell merchandise to an advertiser, but he also points out that local stations have failed to prove that they can deliver listeners in volume, that the price of the local station in relation to the audience delivered represents a favorable ratio between comparative costs of delivering sales messages in volume on the local stations individually and on a broadcast network.

"I operate a small radio station," explains Mr. Milne. "We do virtually all the things that Mr. Brewer suggests he can do to help any station stand out in a small station. We report local news, local sports, stress local situations; we tie up with local dealers and give them time; we give free time to schools, churches, civic affairs and devote free time to educational features. We have become dominant in our area because of these activities. But programming is not as simple as Mr. Brewer implies. He believes that any local station that has built up a dominant position in its market can readily get national business. Simple, isn't it? But many factors make it anything but easy to convince an advertising man placing national spot business that he should give the local station preference over a more powerful station with network affiliations and a 100,000-watt signal.

"This business is placed with a distant station for a number of reasons, all of which appear to the advertising mind as nonexistent in the local station case. I would emphasize the word "appear" because it only looks that way, and any small, well-managed station can prove that it has more listeners in

its area than the powerful distant station. From the small station manager's viewpoint, he is up against a set of conditions over which he has no control and to which time buyers will not be convinced that the local station can do a job.

Distant Coverage

"I agree with Mr. Brewer when he states that the New York Times does not compete with the Patchogue local newspaper. The national advertiser does not expect the Times to give him complete coverage in Patchogue, some miles distant from New York City. Here is the inconsistency of the comparison of the newspaper and the radio. The advertiser does expect the high-power station to give him complete coverage of any number of cities even more distant than Patchogue cities that boast of well-managed local stations — stations that can prove they and are doing an outstanding job for their local clients.

"Yes, I manage a small local station in a good market. I can prove that we are doing a job for our clients. I can prove that we have become a factor in the community that no station on the outside can compete with. I am prepared to extend reasonable merchandising cooperation to clients. We can and will build local programs of first quality from the standpoint of listener interest, but I also can prove that our most difficult job is to break down what seems to be fixed ideas among national advertising agencies that, most times, defeat us before we start to sell the account.

"Emphasizing further the importance of local listener loyalty, Mr. Houser, of WSYB, declares: "Here's a tip for the 'big-time' programming buyer. Watch basketball games, you can go into any house in Rutland, any store, any gas station, any lunchroom or restaurant; in fact, you don't have to go in — just walk around the streets and listen to every radio tuned carefully to WSYB for the hour and then not to Eddie Cantor, Rudy Vallee, Chase & Sanborn, or any other 'big-time' programs. Who has the listeners? We do. Who gets the benefit of the advertising? The local sponsor. When this happens, it must not be forgotten that the national advertiser has completely lost 50,000 listeners in spite of the enormous amount of money he has spent on a costly network.

"Mr. Ferguson, in Is the Local Station Really Local?, brings out clearly that the local station knows best the type of program that is listened to, and which therefore has the best chance of pulling in results in the form of sales and cash turnover. If it didn't, it seems to me it would even exist very long as a local station, for in that case it would not even be doing a job for the local advertising merchant, let alone any national spot business. If the national sponsors think they have "remote" coverage because they buy power, they have another think coming if there is a local station on the job."

Local Cooperation

Mr. Koessler, of WROK, urges consideration of local dealer cooperation, which he says follows naturally from the use of local stations:

"Network advertising no doubt creates consumer demand, but the local merchant's good will is essential to any advertiser. In addition to creating a consumer demand, the local station offers the advertiser this local merchant's good will. Most local independent stations offer a complete merchandising service to the local station staff, working with its own friends, the local merchants, can assist with counter cards, window displays and other forms of promotion. Advertisers on local stations invariably consider their local position proper for displays in all the retail outlets of the station's trading area, because the local station and the local merchant exist together.

"Taking it for granted that the margin of profit on competitive articles is about the same, the merchant who favors that item which is being advertised over the local station with the program carrying the merchants' name, address and something of his personality. The merchant's good will is the payoff."

"Practically every local station has several good programs right down the groove for most any product, programs that the local station manager knows will click. If the time buyer uses one of these programs, he is sure to get his sponsor's money back with a profit, and part of the reason is that the local station knows definitely that this is their idea, that they are a part of it, and they really get in there with the program.

"It is encouraging to note the comparable figures of radio advertising gross time sales for 1938 on page 9 of the Jan. 1 issue of BROADCASTING. These show that slowly but surely more radio time buyers are using more and more of the local station's preferred programs and merchandising assistance."

The Timebuyer Speaks

Speaking from the timebuyer's angle, Mr. Carpenter comments:

"It is true that Mr. Brewer said pretty flatly that 'spectacular and world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dial.' I do not believe that this statement was intended to mean that all small stations are losing circulation. Second, I believe Mr. Brewer's statement was meant to imply that the severe competition of strong network programs has made local stations unnecessary or unprofitable.

"Let's get one thing straight. Network programs are popular. National advertisers and networks are spending hundreds of thousands of dollars yearly for the best talent obtainable for the express purpose of building programs of great audience appeal. Even the small-station operators probably would be the last to admit that this procedure has been very successful. There is almost no corner of the United States that is not now served by one or more of the national networks, and it is probably true that almost all local independent stations have felt the pressure of keen competition for audiences.

"Like every other agency executive who deals with radio, Mr. Brewer realizes that sponsored network programs give local stations a stiff run for their money in the perpetual contest for listeners. Still he suggests that a local station can make it and I believe he is right — and this means it. A local station can be successful — locally."

"In the same issue of BROADCASTING — (Continued on page 43)
WITH the setting up of an outstanding Community Service, coupled with the recent expansion of studios and equipment, everybody referred to us as "The Greater WRBL." Now, with our CBS affiliation, they characterize us as "great and growing greater," which to our Audience means progressiveness, to our Advertisers, results!

So to Cover Columbus — the South's second largest Textile center — use Columbia's Choice, WRBL!

WRBL COLUMBUS GEORGIA
Video Impression
On the Audience
To Be Powerful
John Black Sees Potent Force Of Television Advertising

TELEVISION is destined to become the ‘apex of all advertising media’ when it unites sight with sound, and will be ‘three to ten times more powerful than radio as a selling weapon’. This was the prediction of John Black, of J. M. Mathes Inc., advertising agency, in an address before the Forum of the Advertising Club of New York.

Discussing what he described as some practical aspects of visual radio’s application to selling, Mr. Black contended the problem on the doorstep of advertisers and is up to enlightened advertising men to be ready for it.

Television’s progress promises to be gradual, he declared, technical limitations to that method of overnight prospect of national coverage is “out”. On the other hand, regional coverage, perhaps in the 96 concentrated population centers comprising nearly half of the population, is in definite prospect. He advocated continued studies of the new medium in all phases.

First Sponsors

Television today is pictorially in the same state as the movies were some 25 years ago, Mr. Black said. He pointed out that plans are rapidly crystallizing for volume manufacture and distribution of television sets and that it is authoritatively reported sets will retail at about $1,000.

Early buyers of television time (or space) probably will include manufacturers of television equipment, firms that will utilize the medium for its novelty value and firms whose sales story is outstandingly pictorial, he added. However, there are no more limits to what may be sold by television that any print medium, though it is true that certain lines lend themselves with more facility than others to the medium. The truth is he declared, that if a product can be photographed, it can be sold by television.

With the likelihood of regional coverage, limited to 50 miles, Mr. Black asserted that the retail store should be a natural on the early commercial development and no doubt nationally advertised products such as automobiles, cigarettes, will seek to sell by television even on a regional basis because of concentrated population centers.

“As one possibility I could imagine the national advertisers filming and recording productions and thus greatly cutting costs of repeated presentation,” he said. “This would be much the same way as sound-on-film is made. Indeed, the nearer we get to television advertising, the closer we find our sales staffs getting in touch with that of modern movies; the commercial film of today is clearly destined to play an important part in television advertising. During the last two years more than 100 commercial films have been shown in television.”

Emphasizing that even though commercial television is not yet a fact and that regulations still prevent its commercialization, Mr.

PHILCO demonstrates its short-distance portable television transmitter, but states it will not be marketed, although a limited number of video receivers will be placed on the market this spring. Upper left photo shows portable unit with Engineers B. E. Schnitzer and Charles Stec, snapped by Mr. Murray. Right photo shows portable unit with Engineers B. E. Schnitzer and Charles Stec, snapped by Mr. Murray. The unit and demonstration receivers were later taken to New York for a special showing at the company convention, held on March 7.

Philco’s Portable Video Transmitter Shown to Dealers at New York Session

A PORTABLE television transmitter, with all its apparatus contained in a box 4 ¼ feet high, 2 feet deep and 1 ½ feet wide, and weighing approximately 420 pounds, mounted on wheels so that it can be easily moved indoors or out, was used by Philco Radio & Television Corp. to demonstrate television to the dealers and distributors attending its “All Year Round” convention in New York the week of March 6.

With power of less than 1 watt, the transmitter has a broadcasting range of about 175 feet, but during the tests it is so arranged that it does not send out signals which would interfere with other services in the ultra-high-frequency region, between 50 and 56 megacycles, in which it operates, according to A. F. Murray, engineer in charge of television at the Philco plant.

The scanning camera, which is mounted on top of the box containing the tubes and other transmitting apparatus, contains a special ray tube which produces images of 441 lines, 60 frames per second in alternate lines, and is in strict conformity with WMA standards. Images as viewed on the receivers were clear and of good quality. The receivers were laboratory models, as the sets which will be offered the public will not be available until they are placed on sale May 1 in New York, Philadelphia and other cities having video transmission. Mr. Murray explained. Philco does not intend exhibiting television at the New York World’s Fair.

Won’t Market Transmitter

The portable transmitter will not be sold, he said, but was designed to test new setting up arrangements at Philadelpia Palm Beach Country Club in February for demonstrations to its distributors; kneeling at right is Arthur F. Murray, chief television engineer. Right photo shows portable unit with Engineers B. E. Schnitzer and Charles Stec, snapped by Mr. Murray. Right lower photo shows Larry E. Gubb, Philco president, as he appeared on screen of a video receiver, also snapped by Mr. Murray. The unit and demonstration receivers were later taken to New York for a special showing at the company convention, held on March 7.

MPPDA Making a Study Of Film Video Prospects

PRESENT status of television is being surveyed by the Motion Picture Producers & Distributors of America, who have engaged John S. Field, Village Smith, former president of Pathé News, to collect data and make a report. Unlike the television study made by A. Mortimer Prall for the MPPDA in 1937, which took Mr. Prall and his staff six months to complete and which resulted in an elaborate report urging picture producers to get into television for their own protection [Broadcasting, June 15, 1937], the Smith study will be a quick, one-man job, which is expected to be completed within a few weeks. According to the Hays office, the present study is merely an informative, factual survey to give the picture industry a picture of television as it is today with respect to both technical and programming development.

Texaco Continues

TEXAS Co., New York, through Buchanan & Co., that city, has renewed its Texaco Star Theatre on 92 CBS stations for another 13 weeks effective April 5, continuing the weekly program through June, Wed., 9-10 p. m. (EST). Bill Bacher continues as agency producer with Bill Lawrence representing CBS. Program, which recently underwent several changes, includes Ken Murray, m.c.; Charles Ruggles and Ned Sparks, comedians; Frances Langford and Benny Baker, vocalists, with guest talent. Jimmy Wallington is announcer and Hal Block heads the writers staff. Talent and format are expected to continue without important changes. It is expected that Texaco Star Theatre in June will discontinue for the summer. On its return in fall, a new network time will be selected.

Video School Placing

TELEVISION TRAINING Corp., New York, on Feb. 26 started a 13-week campaign of weekly five-minute spot announcements on WHN, New York, and WMCA, New York. More stations may be added later. Huber, Peje & Sons, New York, placed the account.

A NEW 100-watt daytime station on 1290 kc. in Palm Springs, Cal., is sought in an application filed with the FCC by Millin Investment Co., real estate firm.
A is an Ad Man, right up on his toes; 
Fairs build up business, A surely knows
B is the Baffler now facing A
How to cash in on the Fair, make it pay.
C is California, whose Golden Gate Fair
Means a vast throng soon will be there.
D is the Duty that A has in C
To join in the Gold Rush, now stopped by B.
E is the Ease with which B is corrected
Once the whole picture is really inspected.
F is the Fair to which they'll all come
Bringing their dollars to make business hum.
G is the Gold which they'll spend while in C
H is the Harness A needs to right B.
I is the Idol among stations in C
J is the Joy that with A soon will be
K is for Keeno—which means KFI
The station they hear, whose products they buy.
L is the Lucre which A makes with E
Through K, the I of all Southern C.
M is the Message K brings to the throng
To help A's cash-register sing a sales song.
N is the network—NBC red—
Whose great shows on K are constantly fed.
O is Opportunity which A found in K
P is the Power which helped pave the way.
Q is the question, formerly B
Which A found answered in K, I of C.
R is the Rush of new business A found
Through K whose story in C is quite sound.
S is Success with two vertical lines
That A got in C where the sun always shines.
T is for Titan that A has become
With E through K which made B a big bum
U is the Union of power, programs, people
Which puts K at the top of the radio steeple
V is its Voice, vast and preferred
W is the Welcome with which it is heard.
X marks the spot where A conquered B
Y is the Yoeman way K works in C.
Z is the Zenith of O you can buy
In C and its F through THE V . . . KFI.

Millions of people will trek Westward this year to visit Treasure Island and to wend their way Southward to the mecca of motion pictures. While in Southern California they will hear the Nation's most popular programs over the NBC outlet, KFI. They will hear the programs they hear back home, they will buy the products suggested, they will be particularly susceptible to the buying impulse you send them over KFI. Reach this plus circulation of the Third Major Market over the Southland's favorite station—KFI.

Edward Petry & Co. * National Sales Representative

THE BEST BUY IS
THE STATE OF
KFI

NBC RED NETWORK
50,000 WATTS 640 KC

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www.americanradiohistory.com
Famous DOHERTY CIRCUIT increases amplifier efficiency over 100%
Western Electric's 5KW Transmitter changes prospects into clients—turns dial-turners into regular listeners! It has "what it takes"—QUALITY!

And it's extremely economical to operate. The Doherty Circuit increases the efficiency of the final amplifier stage from the usual 30% to over 60%, greatly reducing primary power required.

Other outstanding features are: improved stabilized feed-back circuit; automatic line voltage regulators; cathode ray oscillograph connections in all important circuits; engineered to permit increase to 10 KW or 50 KW by adding standard Western Electric apparatus. Get full details from Graybar.

"ASK YOUR ENGINEER"

DISTRIBUTORS:
Hannibal Decision Is Upset by Court

Denial of New Missouri Station Is Remanded to the FCC

ANOTHER in the series of reversals of FCC decision was meted out March 6 by the U. S. Court of Appeals for the District of Columbia in reversing and remanding the FCC decision of two years ago denying the Courier-Post Publishing Company's application for a new local station.

The court found the newspaper had sustained the burden of proof in showing need for a local station in Hannibal, which has a population of some 23,000 and that the Commission's denial was "arbitrary and capricious."

The court brought out that clear channel service from KMOX in St. Louis is received day and night and that certain other regional stations provide intermittent service. Thus, the TAD, 15,000 watts, a station 17 miles away in Quincy, Ill., provides some service also but it was held "in effect" an overwhelmingly showed need for a local station and that TAD does not fill that void.

Melvin H. Dalberg, former FCC examiner, who was released during the Nenadic hearings, who had recommended examination division was abolished, had rendered the report recommending grant of the Hannibal application. The Commission, in effect, sustained the recommendations made by Mr. Dalberg's report— the finding of Saginaw and Pottsville cases of last year.

Bringing out that the examiner had recommended the grant of a 100-watt full time station on 1310 kc. in lieu of the applicant's request for 260 watts day with 100 watts night on that frequency, the court said that while the "Commission does not have the findings of the examiner," it is charged with the responsibility of making findings. It referred to the evidence in the so-called Heitmeyer case in which it said the Commission "was not as circumspect in careful consideration of those (findings) which the examiner prepared." 

Commission Policy

This observation, it said, is "particularly pertinent" in the Courier-Post case.

The court brought out that the applicant had understated its operating cost of the proposed station at $1,625 per month with estimates for Ad service of $2,000 to $2,500 per month from local business and an additional $100 to $150 per month from national business. Thus, it said, it appears there will be a substantial margin of profit in operating the station.

The court further brought out that the FCC in the past has definitely laid down a policy of granting clear channel openings for communities served with clear channel and regional stations, but having no local service. While stating that it was not intending the appellant's theory that those cases should control action of the Commission, because the FCC must

New Minnesota Network Is Formed

PRINCIPALS in new Minnesota Radio Network, inaugurated March 6 by Rev. Stassen. Left to right are Kenneth M. Hance, general manager, KSTP, St. Paul; Gregory C. Gentling, owner and operator, KROC, Rochester; George B. Bailey, general manager, KFAM, St. Cloud; Ray E. Schwartz, KYSM, Mankato.

MINNESOTA GROUP. WKBQ ADDED TO-NBC

A NEW regional network made its debut in Minnesota March 6 with the linking of KYSM, Mankato; KFAM, St. Cloud, and KSTP, St. Paul, with WKBQ. It will be known as the Minnesota Radio Network and will be operated as an outlet not only for regional commercials and sustenans but as a supplement to the NBC Red and Blue networks. The stations will be offered by NBC only as a group at a rate of $120 per evening hour.

The ultimate aim, according to executives of KSTP who were instrumental in its formation, is to take in other stations in the State. Arrangements were completed March 1 following three months of negotiations between K. M. Hance, KSTP vice-president; Gregory C. Gentling, president, KFAM, and F. B. Clements, KYSM.

Shortly before the addition of the three Minnesota local's, NBC added WKBQ, Harrisburg, Pa., as an optional outlet to both its networks, making it available only with WORK, York, Pa., and WGAL, Lancaster, at a rate of $120 for every evening hour. This added to the $120 rate for WORK and WGAL makes a group rate of $220. WKBQ operates 100 watts night and 250 day on 1200 kc.

WKBQ became the 170th affiliate of the three Minnesota local's, stations brought the total to an all-time high of 173. However, the NBC Incorporated, N. C., on April 1 leaves NBC to join CBS, and on April 29 KOIL, Omaha, will also sever its NBC affiliation to join CBS.

CBS on March 12 added WKAQ, San Juan, Porto Rico, bringing its total number of stations to 118, with WRBL, Columbus, Ga., also joining CBS on March 15. WKAQ was welcomed with an address by Ernest Gruening, director of territories and island divisions of the Interior Department.

Harvey-Whipple on 2

Harvey-Whipple Inc., Springfield, Mass. (Master Kraft heating equipment), on March 22 starts a Wednesday evening quarter-hour program "Magic Melodies on WJZ" New York, using an ensemble directed by Charles Paul and featuring Miss Harvey, clarinet, Mr. Harvey, vibraphone and vocalists. Ford Bond will announce. The program will use the "Magical Melodies" by the Harvey-Whipple program of Transradio news will be heard Sunday evenings on WTC, Hartford.

Newspaper Broadcaster

Latin Station Bill Shelved by Vinson

Proposed Governmental Radio Project Out This Session

Despite an implied Administration drive for legislation to set up a Government-owned international broadcasting service, in line with the Good Neighbor policy toward Latin America, Chairman Carl Vinson of the House Commerce Affairs Committee, declared March 6 that his committee would not take up such legislation at this session.

Word has permeated broadcasting circles in Washington that President Roosevelt is desirous of having such legislation enacted at this session, to authorize building of a station which would interchange programs with Latin America and to some extent offset the shortwave propaganda from European nations—notably Germany and Italy. Only one such project, the "Voice of America" (Rep. Celler, N.Y.), is pending and it provides for a station in Panama rather than in territory of the United States. Three separate measures, providing for such stations at widely separated locations in the United States, were introduced and all died with the adjournment of Congress.

Farm Continuities Offered by U. S.

TWELEVE series of weekly farm programs prepared from farm stations are now available without charge from the Bureau of Censuses, Department of Commerce, according to a statement to Broadcasting by Z. R. Petter, chief statistician for agriculture.

The programs are written to order and may be used either as sponsored or sustaining features by stations and advertisers. Included are the following subjects: Farm Forum, 30 to 60 minutes once or twice weekly; Farm Quiz Program, 30 minutes once or twice weekly; Farm Facts, 15 minutes once or twice weekly; Educational Farm Service, 15 minutes once or twice weekly; Farm Quotations and What They Mean, 15 minutes weekly; and short items; Farm Data for use by Radio Discussion Group, 15 minutes once weekly.

The programs, according to Mr. Petter, will be sent either in nucleus form or prepared according to individual specifications written to his department. Requests should include pertinent information regarding form and style desired as well as approximate date and hour of broadcast. Direct quotations must be identical with information furnished and copies of the broadcasts are to be furnished to Mr. Petter's department for use in preparing schedules. Requests may be addressed to Division 65-A, Bureau of the Census, Department of Commerce, Washington.

Amos 'n' Andy to CBS

CAMPBELL SOUP CO. Camden, will move Amos 'n' Andy to CBS on April 3, causing the team's first departure from NBC since it started its program on the Pepsodent Co. in August, 1929, nearly 10 years ago, although in 1938 the program drifted from its Rev. Mr. Blue to the Red network by that sponsor. Campbell assumed sponsorship of Amos 'n' Andy at the beginning of the year. The program will now be broadcast on 56 stations, largest network of its type. It begins at 7:30 p.m. daily, for 7-7:15 p.m. EST, with a rebroadcast at 11:11-11:15 p.m. Campbell also sponsors the Westinghouse "Home Service," starring Arthor Welles, on CBS each Friday, 9 to 10 p.m. Programs are placed through Ward Wheelock Co., Philadelphia.
Each November since 1934 our Announcing Staff has received a card from a
Northern Massachusetts family. Each year it bears the same simple message, “In
loving memory of our mother.” Just that, and nothing more—yet, somehow, this
seems one of the nicest things that happens to us all year.

To us who know the story, it means a great deal to be reminded of that dear old
lady who is no longer with us. For years her radio had been her greatest pleasure,
WTIC her favorite station. And so each November since 1934, we’ve treasured
those cards sent by her family reminding us of how much we meant to someone
they loved.

We know our audience is large—but little things like this annual bit of honest
sentiment tell us we must be reaching a friendly audience as well. Nothing is nicer
for any radio station to know than that.

IN SOUTHERN NEW ENGLAND WTIC RATES
FIRST
- IN LISTENER POPULARITY BY 2 TO 1
IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT
ADVERTISERS

WTIC
50,000 WATTS - HARTFORD, CONN.
The Station With the Friendly Audience
The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco
Papal Ceremonies On Air First Time

Networks Give Full Coverage Of Overnight Event in Vatican

CBS, NBC and MBS on March 12 remained on the air after the usual sign-off period at 1 a.m. to broadcast listeners complete descriptions from Rome of the coronation ceremonies of Pope Pius XII, who was elected to the highest office of the Catholic Church on March 2. Actual ceremonies, performed before thousands in St. Peter’s Square at Vatican City, started at 3:30 a.m. (EST) and continued for approximately three hours.

Many stations also reported an all-night vigil to pick up the network broadcasts of special arrangements with their local Catholic parishes for listener groups. NBC representatives, Max Jordan and Philip Mackenzie, described the event from the NBC microphone in Rome. Former members of the clergy both in Rome and from America spoke on the significance of the three networks, discussing the ceremonies and reviewing the career of the new Pope.

On the evening of March 12, MBS presented a condensed rebroadcast of the highlights of the inauguration.

Special Broadcasts

Mutual’s representative in Rome was David Woodward, noted foreign correspondent; CBS spokesman was William Hart. Prominent members of the clergy both in Rome and from America spoke on the significance of the three networks, discussing the ceremonies and reviewing the career of the new Pope. NBC announced plans to rebroadcast the ceremony in South and Central America over W2XAD, W3XAL and W3XL.

The arrangements made by NBC, affiliated and unaffiliated stations, to bring the ceremonies into the homes of the people, was said. The NBC affiliate stations in the United States will carry broadcasts from Stations W3XAL and W3XAL.

Pastor Cut Off by KTAT During Political Tirade

BECAUSE he was buying time at the religious rate but skidded from his prepared talk to discuss political matters, Rev. John Lovell, Baptist minister of Ranger, Tex., known as the “radio preacher,” was cut off March 2 by KTAT, Fort Worth, just as he began launching into a tirade against Vice-President Garner, whom he linked with Wall Street interests.

He had been warned during his broadcast series, of which his March 2 sermon was the last under his contract, not to deviate from the religious subject. He was paying the 60% religious rate and for political broadcast the one-time regular commercial rate is charged. His talk was monitored by Len Finger, program director, who was under instructions from Manager Sam Bennett to cut the mikes if necessary. On several occasions the preacher had been reprimanded for attacks on Catholics and Jews over KTAT.

Frisco Fair Appoints

ARTHUR ROWE, supervisor of radio and public address at the Golden Gate International Exposition, has appointed Bob Colson as radio program director. Colson, who directed radio activities at the San Diego Fair and the Dallas Cotton Bowl, will be assisted by Jack Lyman, in charge of all special events broadcasts from Treasure Island and Jack Joy, production manager. The personnel of the radio staff will number more than 30 and will complete as the radio building is ready in mid-March. Exclusively broadcast programs for all events and performances in Golden Gate Park, San Francisco, will be presented.

Commercial to Cuba

BECAUSE of its distribution in Cuba, U. S. Rubber Co., sponsoring 50 Men & a Girl, featuring Raymond Page and Hildegard over CBS for a half-hour Wednesday nights at 10, has completed the FCC’s commercial shortwave to CMCK, Havana, 5,000-watt outlet. Special authority of the FCC was obtained March 5, and the station went to Havana March 8. This is the first commercial to be sent on shortwave regularly rather than by ship in 50 years, where the station is paid regular card rates through the agency, Campbell-Ewald Co., of New York.

LATE AMERICAN interest in news from the United States was again evidenced when the FCC authorized shortwave transmissions of W2XUP and W3XAL, to transmit their Spanish-language news programs to Cuban stations CMX and COCX for a period of 30 days.

Daily Facsimile Service

From New York Station

Is Inaugurated by Finch

FOLLOWING a 10-day test period of one-hour facsimile broadcasting daily, W2XBF, New York, on March 13 started regular service of three hours a day, 3-4 p.m. and 7-8 p.m. owned by W. G. Finch, pioneer experimenter in the field, the service was initiated atop the Manufacturers Trust Bldg. at 1819 Broadway, facing Columbus Circle. Facsimile facsimile facsimile transmitters will move into new quarters in the same building within the next few weeks as soon as alterations can be completed.

Programs of various types will be presented experimentally by broadcasting entertainment and education for the purchasers of the Croxley Reeds facsimile receivers, and adjustments for Finance cent must be made. The schedule will be expanded as soon as there is a demand for more extensive service, it was said.

Arrangements with International News Service permit W2XBF to broadcast by facsimile the highlights of all INS general news reports.

Mr. Finch was recently granted another patent (No. 2,145,136), on a simplified “telepathic scanning system,” bringing his total of facsimile patents to well over 20. His latest patent covers a means of simplifying the driving arrangements and reducing the size of the reduction gear. It is expected to reduce objectionable transverse vibrations and distortions, and to spell the detail of the pictures.

KFNF Plans New Plant:

Brant Assistant Manager

KFNF, Shenandoah, Ia., holder of the city’s first broadcast permit for 1,000 watts night and 5,000, has contracted for the installation of a 500-watt transmitter with a 650-foot vertical tower and will start in the near future, according to Mr. (Pete) Petersen, named general manager. Mr. Petersen also announced that KFNF will soon enter the facsimile field.

Roy Brant, formerly of WCCO, Minneapolis, and KFRR, Bismarck, N. D., has been named assistant general manager of KFNF. Bill Bailey remains in his present capacity as commercial manager and Cap Mallory, veteran farm announcer, joined KFNF March 4 to handle its Saturday night Barn Dance which has an average weekly studio audience of 1,500. Bill MacDonald continues as program director. The station has subscriptions to Transradio news and Standard Radio’s transcription library.

CELEBRATION marking the centennial of the University of Michigan on March 18 will be broadcast on CBS from Ann Arbor, home of the first state endowed university in America, and shortwave to Europe and South America for the benefit of Michigan alumni in other parts of the world. Luncheons will be held in cities throughout the country by alumni who will listen to the broadcast.
There's been hair-raising tales of strange goin's on at Boothill Cemetery (pictured) near Amarillo, where frontiersmen who died with their boots on, are buried.

Maybe you're not interested, but thousands of Panhandle-Plains folks were!

It is the airing of happenings of major local importance . . . of good local studio shows and special features intermingled with NBC programs, that commands an 85% audience of Panhandle-Plains folks to KGNC and KFYO—of Lower Valley Grande folks to KRGV. Maybe you wouldn't be particularly interested in "The Man On The Street", "Dr. I. Q.", "Sons of The West", "The News Reporter", "Religious and School Features", over KGNC, but folks out here are. And, to reach them, and sell them, you must use their home station.

HOWARD H. WILSON CO., REPRESENTATIVE

New York  Chicago  Kansas City

KGNC  KFYO  KRGV

Amarillo  Lubbock  Texas City

The Panhandle  The South Plains  Lower Valley Grande
Bakery Presents New Brand, Using Spot Radio Alone

Des Moines Firm Floods Area With Announcement Drive
By WAYNE VARNUM
Iowa Broadcasting Co.

ZINSMASTER BREADS, one of the oldest bakeries in Des Moines, recently introduced a new brand name and new white rye loaves on the Central Iowa market via radio alone.

Faced with the problem of putting over their newly manufactured Master Bread—in as short a time as possible, Jack Tod, president and treasurer of Zinsmaster Breads used a barrage of 60-word announcements on both KSO and KRTN in Des Moines. Three announcements a day, for a total of 42 announcements on both stations, were placed on a staggered schedule to catch the maximum number of listeners.

Although counter displays, window stickers and other point-of-sale copy were used in the grocery stores where Master Breads were scheduled during the opening blasts of the campaign.

 Couldn't Be Avoided

The promotion to launch the new bread began with a kick-off dinner for all the Zinsmaster employees and the production officials of the plant. Mr. Tod introduced the new white bread, baked in the new plant, and the production officials of the plant, Mr. Tod introduced the new white bread, baked in the new plant, to the guests, who were seated at the dinner table. The bread was then served on the table, and the guests were asked to taste it.

The announcements themselves were written with a “news” angle. “There is something new under the sun,” said Mr. Tod, “and this new white bread, baked in the new plant, is a perfect example.” The phrase “well-baked by Zinsmaster in their new diathermic oven. It's the only bread made with malted milk powder.”

The announcement itself was followed by the announcement of the new bread, which was to go on sale on the next day.

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"I certainly am glad to see BROADCASTING arrive the first and fifteenth of the month because Mr. Hymes looks forward so eagerly to each issue. You know, even with all the mail and promotional literature he receives he takes time the day BROADCASTING reaches him to digest it thoroughly. In fact, he invariably takes a copy home to read and save for future reference. Like others in the radio department here, Mr. Hymes finds the YEARBOOK invaluable, too, and refers to it through the year."

MISS RENA STONE
Secretary to John Hymes, Busy Time Buyer of Lord & Thomas, New York City. Miss Stone is pretty, perl, brunette, and 23.

NEARLY ONE OF EVERY TWO COPIES OF BROADCASTING GOES TO A TIME BUYER!
CBC Acts to Strengthen Facilities

Signs a News Contract; Newfoundland Gets a Station

By JAMES MONTAGNES

LEGISLATION to curb any possible "profiteering" by private broadcasters was suggested by Leonard W. Flood, president of the Canadian Broadcasting Company, at a parliamentary committee. The CBC, Flood stated, has no intention or desire to prevent reasonable profit on operations of private stations, Mr. Brockington told the committee that the CBC’s position was that freedom of discussion and all issues was the best way to present controversial material.

We would like especially to see a greater opportunity for the expression given to those classes who can never get to be either owners or controllers of newspapers," Mr. Brockington said. Surely there should be no preference for wealth. Freedom of speech was not the monopoly of the wealthy or the many. If that were so then free air would soon degenerate to just a sign outside a filling station."

Contract for News

Mr. Brockington announced a new contract has been entered into with the Canadian Press, similar to the one Press has recently made in the United States. The CBC is now given full CP service, effective March 1. The CBC can put on the air as many bulletins or flashes as it likes, can use recordings or actual broadcasts as background of news items, can give the service to newspapers-owned and other private stations at cost for non-commercial broadcasting; can prepare or edit its own bulletins from the service, must give Canadian Press credit.

For the present Mr. Brockington stated the CBC will allow CP to edit and select the news items at an annual charge of about $20,000. The contract is subject to a three-year consideration or amendment by either party. There is nothing in the contract to stop CBC from allowing other news services on commercial programs as at present over a number of commercially-sponsored hockey broadcasts.

Mr. Brockington also announced that Newfoundland has organized a broadcasting company along CBC lines. The only Newfoundland station (15,000 watt power) was ready to go on the air March 13, and from that day was to take all CBC sustaining programs, as from Montreal to a beam transmitter at Drummondville, outside Montreal. It is hoped that commercial United States networks now being piped into Canada on the CBC net will be extended to coverage of the Newfoundland area. He stated the new 50,000-watt CBC transmitter, CBA, near Sackville, N. B., will go on the air April 8. Mr. Brockington announced that the other 50,000-watt transmitter, CBK, near Watrous, Sask., will be ready by June 1 at the latest. Both stations will receive as many CBC sustaining programs, but no local commercial programs. Mr. Brockington did not state definitely whether commercial network programs will be carried on these new stations.

The CBC is working on the problem of giving more adequate coverage in British Columbia, he said. There will be an increase in power of the Vancouver and Victoria CBC’s and a number of subsidiary stations are to be built in the interior. In Southwestern Ontario (Lake Erie district) a 1,000-watt tower erected outside Windsor, and if this does not adequately serve surrounding Canadian area, there may be an increase of wavelengths or an increase in the power of the 50,000-watt CBL, Toronto.

A Profit Indicated

Commenting on programs, Mr. Brockington showed that the number of American sustaining and commercial programs entering Canada had increased to 155. Whether commercial network programs are to be carried on, the CBC now carries 30.4% commercial and 69.6% sustaining network programs. A preliminary financial statement for the fiscal year ending March 31, 1939, showed that of the $9,318,000, which is estimated a year ago as being necessary to carry the CBC during the 1938-39 fiscal year, the actual revenues collected to March 2 were $3,185,000. The CBC

Fast Talkers

NEWSCASTER Peter Grant of MBS’ Front Page Parade rattles off 2,600 words per 15-minute newscast period, 400 words more than are ordinarily read in that time. Grant reads so fast he can’t watch the clock, but he estimates a year ago as being necessary to carry the CBC during the 1938-39 fiscal year, the actual revenues collected to March 2 were $3,185,000. The CBC

Big Plans

PLANS are nearing completion for the broadcasting coverage of the next May visit of King George and Queen Elizabeth. Arrangements have been made for CBC commentators to be aboard HMCS Repulse when the King’s ship, HMCS Repulse on May 18 when she enters Canadian waters. CBC commentators and engineers on the Saguenay will be former Royal Navy men.

There will be an evening broadcast May 14 as the Repulse makes her way from Rimouski up the St. Lawrence River in a broadcast of the landing at Quebec May 15, as well as broadcasts at every city, the CBC crews playing “leap-frog” with each other as they slip across the country covering local events. National commentaries will be broadcast to the CBC shortwave stations in England for Empire transmission.

had spent to the end of the month $2,898,000, including full interest on government loans for construction of new stations. Commercial revenue estimated between $400,000 and $500,000, and the remainder from listener license fees $2.50 per annum. An operating surplus of $275,000 is anticipated.

Mr. Brockington made it clear at the hearing of the inquiry that the CBC members as trustees of broadcasting service in Canada, are not civil servants, nor part of the civil service, not even to Quebec, and a broadcast of the landing at Quebec May 15, as well as broadcasts at every city, the CBC crews playing “leap-frog” with each other as they slip across the country covering local events. National commentaries will be broadcast to the CBC shortwave stations in England for Empire transmission.

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A LOT IN ANY LANGUAGE!

- You can paint a myriad of pictures with the word “contact.” To a pilot, for instance, it suggests a take-off ... and 25,000 is a lot of take-offs. To a salesman, on the other hand, it means a sales presentation ... and 25,000 is a lot of these.

But to the technical staff at WKY a contact is a soldered connection coordinating tubes, batteries, condensers, power lines, amplifiers and what-not ... and it requires 25,000 of these connections to render a constant, efficient service to WKY’s vast listening audience.

It took WKY engineers three months to complete these 25,000 contacts ... but they bring under the controlling finger-tip of a single technician four complete studios, an inter-studio talk-back system, a bustling newsroom a floor above, the editorial offices of The Daily Oklahoman and Oklahoma City Times three blocks away, one of the most modern studio kitchens in the country and a dozen remote control points in the city.

The control panel at WKY is a perfect example of coordination ... is symbolic of WKY’s ability to merge its men, methods and machinery into a service institution that educates, entertains and sells.

WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN • MISTLETOE EXPRESS • KVOR. COLORADO SPRINGS KLZ. DENVER (Under Affiliated Management) • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
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Additional stations are being added regularly to complete the major market coverage of the United States.
Every radio advertiser has more than once yearned to lay out a broadcasting system to suit himself... to coincide with his own markets... with all the simplicity and control of network operation.

Good news! Now it can be done... solving the urgent problems of sectional and national advertisers both great and small, and of that host of others who cannot find the broadcasting periods they require.

The World Transcription System is the answer. Study the roster of Gold Group stations—the choice tested stations in leading market centers. Construct your own system with these leaders, using a handful or the entire list.

Yes, the Gold Group is new and important. It combines for advertisers the valuable flexibility of spot broadcasting with one headquarters for responsibility. Advertisers benefit also by a uniform plan of merchandising support at broadcasting points, and by the elimination of mechanical costs in whole or in part.

And remember, these new advantages are tied up with World’s famous vertical-cut Wide Range transcriptions... joint achievement of Bell Laboratories, Western Electric Company and World Broadcasting System.

Decidedly, there is something new in radio... a new standard of value for the radio dollar. For the full story of the Gold Group, address World Broadcasting System, 711 Fifth Avenue, New York City.
Broadcasting

Reductio ad Absurdum

OVER AT the FCC, where the formula appears to be “A headline crisis a day keeps work away,” there is much ado about program complaints. As to the merits of the Commission’s recent action on complaint procedure, Craven dissenting, enough has been published to enable everyone to form his own opinion, though we might observe in passing that name-calling isn’t enhancing its prestige.

But let’s look into the complaint situation. We have heard horrendous reports, from this commissioner or that, about great stacks of letters from irate listeners. We have seen all other work stop to “study” and headline the morality of the famous Mae West broadcast and the occasional cuss words in Eugene O’Neill’s Beyond the Horizon. We recall Commissioner Payne relating to a Congressional committee how he was swamped with fiery epistles from an outraged parenthood over children’s programs. We have been led to believe that Mr. Farley’s minions were all but stoop-shouldered with their burden of complaints to the FCC.

Yet what does the Commission’s own report show regarding the volume of program complaints? The average, said its special committee, is about 50 letters per week. Of these, it was frankly stated, 60% are “frivolous”, 30% non-informative or general, and only 10% “informative” enough to warrant investigation. Among the 50 are included the reports of the FCC’s corps of some 125 inspectors who probably account for most of the informative mis-sives.

Thus, if our arithmetic is accurate, only five out of the 50 letters per week merit any kind of attention. Now let us see just what proportion of listening leads to gripes compelling enough to write indignantly to the FCC.

In round figures, there are about 700 broadcasting stations actually in operation in this country (leaving out of account construction permits and silent stations) and each operates, conservatively, an average of 12 hours per day. That means 3,066,000 hours of broadcasting per year. The FCC gets a total of 260 letters of complaint per year which, by its own admission, are informative enough to be worth looking into. That means about one letter for every 120,000 hours of broadcasting.

Bear in mind, also, that about 27,000,000 American families (82% of the total) have radios, and the census says there are slightly more than four persons per family, meaning about 108,000,000 potential listeners. Thus only one out of approximately 400,000 listeners feels constrained to write to the FCC during the year to complain about one program or another. It is a fair assumption that many of the writers are chronic repeaters, so that one out of a half-million listeners is probably right.

This is at best rough arithmetic and a superficial analysis, but remember that not all of the 260 complaints are worth more than mere “investigation” so that we think we have given the FCC the benefit of marginal doubt. As for the taxpayer and the satisfied listener, he has every right to ask, what’s all the fuss about?

Even the touted Orson Welles “Martian invasion,” which led to thundering headlines and serious contemplation on the part of our radio regulators, produced only about 40 letters to the FCC—and half of these praised the program and asked for a repeat performance!

Wherefore, we ask, why all this damning (correction: darning) of programs? Why all the fuss and waste of time over program content (over which the FCC has extremely limited powers anyhow) while other more serious matters are sidetracked? Or are there really ghosts?

Appeasement

BUSINESS appeasement has become the Administration’s byword these days. But it hardly has extended to a beleaguered broadcasting industry, which apparently has resigned itself to an endless siege of political brick-bat tossing and regulatory hamstringing. To paraphrase a contemporary, the FCC appears to be piqueting the Administration in its quest for industry good-will.

Legislatively the picture has changed rapidly. Senator White’s new resolution for a “thorough and complete” investigation preparatory to enactment of new legislation should tend to checkmate hastily reorganized legislation. The White Resolution already has won spontaneous favor as the desirable first step.

Because events have been transpiring in such unorthodox fashion during the last few weeks, any prediction on legislation is risky. The President is on record as favoring a speedy FCC reorganization and the writing of new “substantive policies”. While the Wheeler Bill, drafted by Chairman McNinch with the President’s implied blessing, has encountered harsh treatment, it cannot be regarded as dead. It is entirely possible that a second bill, proposing fundamental changes in the law, will pop up any day. Reports are current that such a bill is in the mill.

In all this legislative hodgepodge, it is refreshing to note that the longer license theme for broadcasting has been picked up rather generally. Save for the Wheeler-McNinch Bill, all other proponents of legislation have espoused a “longer tenure” of, six months. Rep. Mead (R-Mich.), author of the latest measure, has proposed minimum three-year licenses with a provision to “remove fear of political reprisals”. On another front, Elliott Roosevelt, second son of the President, and a broadcaster in his own right, advanced the suggestion to the FCC that it consider a continuing license for radio stations based on certificates of convenience and necessity, as a means of stabilizing the industry.

In almost every quarter it is admitted there should be less molestation, political and otherwise, of broadcasting as an industry. Yet it increases. The paradox of the FCC’s contention in the courts that economic injury to existing stations is no concern of the Government when it licenses new stations, while the FCC accounting department at the same time smothers stations with questionnaires on every conceivable economic aspect of operation, is rather difficult to reconcile.

Speaking in the best interests of the industry, we should like to see Senator White’s resolution for a fact-finding inquiry—one that would tend to end such inquiries—develop forthwith. And then perhaps there will be a breathing spell during which the industry can dig in fulltime on its job of broadcasting.

“The Judge”

THE DECISION of Judge E. O. Sykes to retire from public life after a dozen years of distinguished service strikes the broadcasting industry with staggering impact. “The Judge” has been regarded as something of a fixture—the rudder of the regulatory ship—for he has been on the scene since the first day the old Radio Commission began functioning back in 1927.

Twice the chairman of the regulatory boards, Judge Sykes has weathered each of the legislative storms, always maintaining his judicial composure, always refraining from personality clashes, always aloof from the headline hunting proclivities of some of his colleagues. He has never regarded broadcasting as anything other than what it is—a young industry, feeling its way, perhaps making inadvertent mistakes and needing proper encouragement rather than big stick regulation.

Judge Sykes, over the years, has been the main equalizing force in radio regulation. The roar has been swift these last few years, and many things may have happened over his objection. Yet they might have been far worse if he had not been there to calm the heat of some of the internal bickering.

No one will begrudge Judge Sykes’ decision, after his long and honorable tenure with attendant financial sacrifices, to return to private practice of law and provide for his family in less arduous work. A devoted broadcasting industry certainly wishes him Godspeed and good fortune.
WHEN, early last month, A. L. Ashby was feted by the staff and alumni of NBC's legal department in honor of his tenth anniversary as the network's general counsel, he could look back with satisfaction on a decade of service not merely to NBC but to the entire broadcasting industry, and more recently in the inception of broadcasting and of litigation affecting this new medium of communication, "Judge" Ashby, as he is known to his friends and associates, has been active in establishing the legal rights of broadcasters and in protecting them against oppressive legislation.

During the decade in which he has guided the legal path of NBC and for some years before that, when, as assistant general attorney for Westinghouse, he handled all the radio litigation in which that pioneer broadcasting company was involved, Judge Ashby has either directed or assisted in the prosecution or defense of most of the test cases on which today's radio laws are based. He tried one of the first cases heard by the original Federal Radio Commission and was counsel at the hearings in 1927 on reallocation of broadcast frequencies.

One of his earliest cases was the so-called "Sta-Shine" case in which the Interstate Commerce Commission held that broadcasting is not a common carrier and that the FCC does not have the power to regulate its rates and charges. In another case he succeeded in having the court hold that sending announcers and engineers into Kentucky to broadcast horse races from that State did not subject NBC to the jurisdiction of the State. He also participated in the case which denied the right of a State to levy a gross receipts tax upon broadcasting, and directed the NBC suit that resulted in a decision which substantially held the New Jersey Radio Act, giving to State power over broadcasting within its borders, to be unconstitutional.

During his 15 years in radio Judge Ashby has been a member of numerous trade associations and legal committees dealing with the legal problems of the broadcaster. From the university law school community and from the platforms of economic and business societies of all kinds, he has preached the gospel of radio freedom from Stritch University and the University of the West Coast during early March for conferences in West Coast and Euro-American radio broadcast sales managers. He has been a member of the American Bar Association, the Interstate Radio Bar Association and the American Bar Association.

In 1927 on the recommendation of his pupil, John J. Aylesworth, he was named general counsel of NBC in Cleveland. He was also counsel in "AUBREY LEONARD, 1910. A graduate of high honors, after having served two successive years as president of both his class and his law fraternity, the Delta Phi, Sansom earned his law degree from the University of Pittsburgh, where he served as a member of the board of trustees and the faculty of the law school.

Ashby has resigned as vice-president and director of NBC's legal department and has been named general manager of WHON, Detroit.

JOHN W. CREWS, formerly with WINS, New York, has been named general manager of WOR, New York.

HARRY CAMP, vice-president of NBC's West Coast operation, has been named manager of KABC, Los Angeles.

A. B. LAFAYETTE, former general manager of WOR, New York, has been named general manager of WJZ, New York.

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Aubrey Leonard Ashby
Tuck Young has been named commercial manager of WSAL, Salisbury, Md.

J. TRUMAN WARD, owner and operator of WLAC, Nashville, recently was appointed by newly formed TWA board by Mayor Thomas L. Coleman of Atlanta.

William H. Ryan, sales manager of NBC, San Francisco, has joined KWSY, Syracuse. Before entering the business end of radio Mr. Miller, as “Big Freddie Miller,” was with NBC and CBS as an entertainer.

Fred Miller, recently of WWJ, Detroit, and former West Coast producer, has joined WRUN, Clarksville. He was formerly with KWK, St. Louis, has announced that the sales staff of the former place. Announcer J. H. Hubbard, of Joplin, Mo., has joined the sales staff of WOPF, Bristol, Tenn., to specialize in merchandising.

Behind the Mike

Ted Robertson, sound department chief, has been made assistant director of the department, and the latter post was taken over Feb. 1 by C. E. Carmichael, promoted from the sales staff, with Robert T. Convey assuming executive direction. Mr. Cosby, before entering radio in 1930, was for 10 years a advertising manager of the artists’ bureau of Baldwin Piano Co.

Lohr’s Training Plan

Lenox R. Lohr, NBC president, has announced a new personnel training plan for Radio City guides and pages, designed to give these more intensive preparation for careers in the broadcasting business. In addition to the inauguration of special classes and discussion groups, the plan will permit rotation of personnel in the various positions of the department, and the guest relations staff in the various positions of the division. New guides and pages, to train for two years, at the end of which time it is expected that those with abilities adaptable to radio will have gained promotion into other departments of NBC.

Ada May Robinson

Miss Ada May Robinson, daughter of Judge Robinson, former chairman of the Federal Radio Commission, and the late Ada Stiebig Robinson, is about to be married to E. E. Bassett, of the family home, “Adalrand,” near Philippi, W. Va. During Judge Robinson’s recent trip to England, Miss Robinson, long an invalid, became well known to Washington’s radio fraternity, which calls her father’s devotion and sacrifice care in her behalf.

WQXR Consultant

Lisa Sergio Also Commenting

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Lisa Sergio Also Commenting

—On Music Program

Ted Robertson, sound department chief, has been made assistant director of the department, and the latter post was taken over Feb. 1 by C. E. Carmichael, promoted from the sales staff, with Robert T. Convey assuming executive direction. Mr. Cosby, before entering radio in 1930, was for 10 years an advertising manager of the artists’ bureau of Baldwin Piano Co.
Put a Genuine Spot-Hound on the Trail...

...and he'll Lead You Straight to the

**VITAL FIFTEEN!**

**VITAL:** Because they will produce a demand for your merchandise.

**VITAL:** Because they will produce this demand in 10 of the richest markets in America.

**VITAL:** Because they are programmed by NBC, assuring the finest in radio entertainment.

**VITAL:** Because they have established clear-cut Local identity and well-deserved prestige.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting problem.

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<tr>
<th>City</th>
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<tr>
<td>Boston-Springfield</td>
<td>WBZ &amp; WBZA (990 KC)</td>
<td>50,000 - 10,000</td>
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<tr>
<td>Chicago</td>
<td>WENR 50,000 Watts (870 KC)</td>
<td>50,000 Watts (670 KC)</td>
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<td>Cleveland</td>
<td>WTAM 50,000 Watts (1370 KC)</td>
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<td>Denver</td>
<td>KOA 50,000 Watts (650 KC)</td>
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<td>New York</td>
<td>WEAF 50,000 Watts (660 KC)</td>
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<td>Philadelphia</td>
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<td>San Francisco</td>
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<tr>
<td>Washington, DC</td>
<td>WMAL 500-250 Watts (630 KC)</td>
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**National Broadcasting Company**
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM
Bill Card, former assistant to Phillips, is the new program manager, on March 1 became assistant in charge of traffic to James S. Young, director of radio at the New York World's Fair.

Bob Feldman, executive in charge of the NBC Cocktail Club in New York, and a well-known figure on Broadway, on March 1 was named as of honor at the third annual millennial ball and masquerade of the Newsradio League at the Royal Windsor Hotel, New York.

Rrix Bercovicil author and contributor to various magazines, and formerly managing editor of the American News, has joined the New York office of Tom Finkie, publicist and literary agent here.

Helen Bernard, a member of NBC's stenographic department since Feb. 20, won $1,000 in the recent Motion Picture Quiz Contest. Rex Frost, CFRB, Toronto, commentator, returned to Toronto March 14 from a three-month tour.


Maxine Riddell, secretary in the offices of Howard Wilson & Co., and married March 1, was married March 4 to Dr. R. B. Hayes of Chicago.

William Queale, editor of 3UX, Adelaide, Australia, is scheduled to arrive in Hollywood last week of March on a six-week trip.

Don Hollingsworth, editor of the Western Reserve Yearbook, has joined the staff of WTR-WXKE, Cleveland, in charge of production of the night edition of "The United Broadcaster," which is scheduled to go in September from 2-3:30 a.m. Frank Parisi also has joined the WTR-WXKE technical staff for night facsimile transmission.

Eleanor Hanson, woman's program director of WGR, Buffalo, is currently filled five speaking engagements in northern Ohio during a two-week period.

Austin Scannell, former city editor of the Albany Knickerbocker Press and former instructor at the University of Wisconsin, has been appointed to the CBS press department. He will handle publicity on shows in New York.

James M. Patt, formerly of CBS management, Chicago, has been transferred to special events at WRBWC, Cincinnati.

Randall Jesse, manager of WRN, Popular Music, won a $100 prize in the recent national Movie Quiz contest.

Joseph J. Weed, station representative, is enjoying the spring at the Columbia Club.

Embryo NBC Artists

Budding talent among NBC employees will bloom March 18 when the annual NBC Employees Show is presented with Morgan, NBC director of public relations, acting as m.c. The varied program ranges from comedy to the classics, will feature amateur vocalists, imitators, comedians, and instrumentalists, all NBC employees, and is written and produced by a "board" composed of Ethel Gilbert, artists service; Murray Merson; Robert Eastman, program division, and Don Davis, editor of the NBC Transmitter.

**HE SULLIED SALLY**

Milbank Didn't Look Close Enough at Girls

The prize descriptive "boner" in the annual production of the Francisco Fiesta Parade, on the eve of the opening of the exposition, goes Andy Potter of KROW, Oakland.

According to the official line-up handed out in advance, the division passing before the microphone should have been "Job's Daughters"—followers of a religious cult. Potter took such and started to describe the costumes.

It suddenly realized that there were no costumes! The girls were members of Sally Rand's troupe, bejeweled and wore cowboy hats and very little else.

**CIGX's New Deal**

CIGX, Yorkton, Sask., has been authorized by the Department of Transport, Ottawa, to increase power on its station to 2,500 watts, and will change its frequency from 1390 to 1430 kc. Action by the Board of Trade of Yorkton and 30 surrounding towns brought about the acceptance of the CIGX and the Department of Transport. The arrangement, announced by CBC Chairman L. W. Brockington of Ottawa, requires that local boards of trade be on the directorate of the company; that four hours of Sunday broadcasting should be for educational community purposes; that the station owners, the Yorkton Board of Trade $300 a year for the first five years and $500 a year thereafter for the establishment of scholarships at the University of Saskatchewan for local young men and women.

**New Program Magazine Started on Pacific Coast**

PACIFIC Radio Publishing Co., San Francisco, re-entered the program magazine field by launching a weekly publication devoted to station activities and complete, detailed program guides, curtailed in the daily press of Northern California. The first issue, distributed throughout California March 13, contained 20 pages, 7 x 10 inches, in two colors. The publication is to be sold on newsstands and in radio stores, retailing at 50c per copy.

The same firm formerly published "Broadcast Weekly" and the monthly technical magazine, "Radio," along with various text books. It is planned to concentrate only on the weekly and the annual release of a book, "Experimental Television," by the company's engineer, Frank O. Jones. H. W. Dickow, founder of the firm, has been joined in the new venture by Wilbur C. Warner, publisher of "Broadcast Weekly" as a subsidiary of the firm and later publisher of the publication.

CBS reports that for the first time in three years the Kate Smith Hour has taken the lead from Major Bowes' Amature Hour in studio ticket requests, to become the most popular CBS show originating in New York.

**HERBUVEUX GIVEN NBC CENTRAL POST**

APPOINTMENT of Jules Herbuveux as program manager of the NBC Central Division, Chicago, was announced March 8 by Sid Strotz, acting manager of the NBC-Detroit Division. Herbuveux succeeds C. L. Mender, who resigned recently to open a Chicago based advertising agency.

[BROADCASTING, March 1.]

Mr. Herbuveux

Mr. Wright

 heed Herbuveux as production manager will be Wynn Wright, formerly assistant producer, and associated with Mr. Wright in that position will be Lloyd G. Harris, formerly a member of the NBC-Detroit Division staff. He joined the NBC-Chicago staff as music director in 1930, following study at the University of Illinois, violin, and orchestra leader. Mr. Wright joined WWJ, Detroit, in 1929 and later was promotion manager and became a member of the NBC-Chicago production staff in June, 1938. Mr. Harris came to radio from the Memphis Commercial Appeal and at one time was manager of WMW, that city. He joined the production staff of NBC-Chicago in June, 1933.

**Gardner's Chicago Office**

GARDNER ADV. AGENCY has opened its Chicago office at 221 N. La Salle St., telephone, RANdolph 4132. C. L. Mender, former program manager of NBC-Chicago, [BROADCASTING, March 1] will head the office and produce The Inside Scoop, which is sponsored by Montreal-Purina on 65 NBC-blue stations. Harry Thomas, formerly with the agency, St. Louis, has been appointed as assistant to Mr. Mender. Dorothy Mallinson, formerly of Ruthrauff & Ryan, Chicago, has joined the Gardner firm as secretary to Mr. Mender.

**New Program Sheet**

IN AN attempt to fill the gap left by the deletion of all radio columns and news from the metropolitan dailies in the San Francisco Bay area, The Mike of San Francisco last week published a weekly give-away tabloid publication, was recently started. It is published each Friday, consists of eight pages, five columns to the page and uses a variety of maps, plenty of graphics, and a good deal of information from the networks and the local stations and several columns of specially written material. Charles A. Cooper of the San Francisco staff and Frank Adams are in charge of the publication and Charles Parks, formerly of KGO is advertising manager.

**Radio's oldest news dramatization program has sponsored by Time, Inc., since 1931, entitled its ninth year on the air this March 10th. It was broadcast on its current schedule with NBC-Blue on Friday evening. March 10.**

A RADO dinner-dance for all members and friends of the association was staged under sponsorship of the Association of Technical Employees of NBC. At the Garden Room of the Morrison Hotel, Chicago. Among prominent guests were the management of the Chicago stations who are cooperating with the idea of bringing artists and executives in closer relationship with technicians.

Eliery Plotz, engineer in charge of NBC-Nashville division for the NBC Western Division, Chicago, spoke March 8 before the Institute of Radio Engineers' dinner at the American Operations of Stations WBBM and KFAB, and Some of the Engineering Problems Encountered" Mr. Plotz spoke recently before the American Association of Engineers in Peoria, Ill., on "Network Broadcasting."

Charles Warrier, former CBS engineer of Four Track, Chicago, has returned to that city. Mr. Warrier was technical advisor on the expedition to the Panama-Costa Rica World's Fair which left Chicago last September and around Florida and through the Canal, making a series of special events recordings on route (BROADCASTING, March 1).

L. Watt Stinson, chief engineer of KVIO, Tulsa, returned from a vacation trip to San Francisco, where he attended a radio engineers convention, reports the purchase of equipment for experimental facsimile and television work.

Phil Whitney, formerly of WJFL, Hagerstown, Md., has joined WSAI, Des Moines, Iowa.

James Mitchell and Sherwood (Stortz) have joined the staff of WJZ, New York.

Stony Warner, chief engineer of WHY, Waterbury, Conn., is sitting in an advisory capacity to the public service on television.

Reginald Ackerman, control engineer of WBT, Charlotte, has returned to his usual duties.

Jerry Herrington Jr., has joined the engineering staff of WSPA, Spartanburg, S. C.

A. C. Heck, chief engineer of WWJ, Detroit, addressed the technical club in Sharon, Mercer and Green- ville on "Radio Broadcasting."

Frank Stimson, former WJZ, Long Island, chief technician, on Feb. 21 married Ious Marie Jackson.

Bill Kigore, technician of WOPI, Bristol, Conn., has resigned to accept a position with an Alabama station.

Edward Stevans, engineer of WJKZ, Kalispell, recently married Helen Peterson.

Vernon Story, formerly of KJZ, Alfa, and WJAC, Chattanooga, has joined WHMA, An- niston, Ala., as chief engineer. Billy Thompson of KBN, Bristol, Tenn., also has joined the WHMA engineering staff.

Paul Loeffler, KBY, Glendale, Calif., technician, is the father of a boy born Feb. 20.

Clarence Palmer, KVOE, Stor- man, Minn., has resigned his engagement to Betty Steen of Placentia, Cal., the marriage being scheduled for late May.

W. S. Carson of NBC's Washing- ton engineering staff, has been trans- ferred to the new radio engineering division in Radio City.

Myron Kluge, chief engineer of KFSG, Los Angeles, is the father of a girl born Feb. 20.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Local Station's Place in Spectrum

(Continued from Page 24)

ing with Mr. Brewer's protest appeared an article which pointed out that in 1938, 60% of network volume was concentrated in the tobacco, food, drug, cosmetic, and laundry soap fields. By and large, in this category are the sponsors of the programs which are hogging the audience. The advertisers who sell these products are volume operators. The essence of their business is volume. They purchase materials in volume, manufacture in volume, and distribute and sell in volume. And to do all this they must deliver sales messages in volume.

"The reason all this volume is available is that the industries in question all are highly competitive, and price is an extremely important factor in the successful conduct of each and every one of them. These advertisers spend the bulk of their appropriations for radio for essentially the same reasons that they purchase and manufacture in volume. They can tell more effective messages and more of them at less cost per message through radio than through any other medium.

When Volume is Wanted

"Now if you haven't already guessed it, this is the answer to one of Mr. Ferguson's most bitter complaints. Mr. Ferguson has flooded timebuyers with reams of copy, promotion pieces and program material and his representatives camp on the timebuyers' doorsteps, knowing he can sell for if he only is given the chance. And no doubt he is not.

"Can any believer in advertising think for a moment that Mr. Ferguson's or any other station will fail to sell for an advertiser? The point that he and many others have not proved to the national advertiser is, and which point will do the most to sell himself, is that he alone is the business for them. They have failed to prove that they can deliver listeners in volume.

"There is more to that word volume than meets the eye. Volume implies price, and the actual audience delivered by a station is not nearly so important as the price the station charges in relation to the audience delivered.

"I'd be willing to bet a month of lunches that a small station can get national business simply by proving to the national advertiser that the station can deliver listeners at a cost per thousand lower than, or at least equal to, the rate which that advertiser gets from his network.

More Potent

"As soon as Mr. Ferguson reads this he knows he is going to get out his morgue-full of local testimonials which prove beyond a shadow of a doubt that his station has done a good selling job. Lest he show me the proofs, I am going to agree with him right off the bat. It is perfectly possible, in my opinion, for a small station to do a swell job for local advertisers without being able to do an equivalent job for the national advertiser.

"Again one reason is volume. While the national advertiser is busy using national networks to sell volume merchandise by volume advertising, the local advertiser is selling a different kind of merchandise with an entirely different technique.

"We may as well recognize the fact that advertising copy has something to do with the sales of its sponsoring product. The technique followed by most successful local advertisers is to make up in sales ability and intimacy of copy what is lost through lack of volume in media. Such a local advertiser doesn't tell his story to as large an audience as his national brethren, but he tells his smaller audience a more potent message.

"Another point to remember is that the advertising allowance per cent of sales purchase is much higher in the local than in the national field. Hence the local advertiser doesn't have to get as much advertising out of every dollar. A local advertiser usually can build a sales talk about his prices. This is not very feasible on a national basis.

"To the national advertiser, the job of preparing commercials and superintending the production of a local show on one station is just as big as the job of producing a coast-to-coast chain show. It simply would not be efficient for an advertiser to sponsor local programs on a long string of stations. Hence he does the bulk of his radio advertising for the local station, and may remain in the simple, efficient, volume way, and whether his campaign is carried by a network or by a number of stations on a transcription basis, it usually takes the form of one program produced by one group of artists at a price which is far different than when it is run on the various stations receiving the program, even though it may seem large at first glance."

Cleveland Food Market Again Refused Station

BY A VOTE of 3 to 2, the FCC Feb. 21 denied for the second time the application of Food Terminal Broadcasting Co., for a new daytime local station in Cleveland, on the ground that the proposed station did not justify the grant. The station, among other things, proposed to advertise, as a service to consumers and producers, food products available in the Cleveland municipal market. The Commission majority held the public interest would be best served by an allocation of facilities to those rendering a general public service.

Commissioner Brown and Walker dissented, with the latter issuing a written opinion in which he said he believed a need had been shown for the service proposed. The produce information service, he held, was a "needed and vital" one to producers of farm products. The Commission originally denied the application in March, 1938, and the second denial came on petition for reconsideration.

BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, Calif.
Affiliated with Mutual. Represented by Blair

* Retail sales in the Eureka market are over $17,000,000.

Copies of Eureka survey sent on request.

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FIFTY THOUSAND WICKY
THE POWERFUL VOICE OF THE
SANDBYANNTS
DON'T BE LONG NOW!

L. B. Wilson

VERY RICH OHIO VALLEY
WHO, Des Moines
Household Magazine, Topeka, 12 sp, thru Pressa, Fellers & Pressa, Chicago.
Park Food Co., Chicago, 70 sp, thru Mason Warner Co., Chicago.
Naughton Farms, Winzachle, Tex., 3 sp, weekly, thru Rogers & Smith, Dallas.
E. I. du Pont de Nemours & Co., Wilmington (Cello-Glue), 2 sp, weekly, thru Richardson & Smith, New York.
Nutrena Mills, Kansas City (feed), 3 sp, weekly, thru Simonds & Simonds, Chicago.
Simmons Hardware Co., St. Louis, 3 sp, weekly, thru Anfenger Adv. Agency, St. Louis.
Claxton-Cleland Mfg. Co., Cleveland, 3 sp, weekly, thru Roger Williams & Co., Cleveland.

WEEI, Boston
Carleton & Hovey, Lowell, Mass. (radio), 3 sp, weekly, thru W. W. Queen, Boston.
Chiquita Bros. (Foolproof Ill. (L-Ration), 1 sp, weekly, thru C. Weldon, Chicago.
Lea & Perrins, New York (sausage), 6 sp, weekly, thru Schwartz & Scott, Chicago.
Maryland Pharmaceutical Co., Balti-
Stephanle Bros., Philadelphia (Marlbo-
role cigarettes), 1 sp, weekly, thru \-Kynett, Philadelphia.
Mentholatum Co., Wilmington, Del. (Methyl-Hydrocone), 1 sp, weekly, thru Spot Broadcasting, N. Y.
Hehlen's New York (cosmetics), weekly, thru Pettigrew & Nenton, N. Y.

KERN, Bakersfield, Calif.
Lasco Laboratories, Los Angeles (meats), 26 sp, thru Glaessner Adv. Agency, N. Y.

KIUN, Pecos, Tex.
Cuden Oil Co., Fort Worth, weekly, thru Advertising Business Co., Fort Worth.

CKGB, Timmins, Ont.
Canadian National Carbon Co., Tor-
oonto (batteries), 2 sp, thru Clark Locke & Co., Toronto.
Empire Tobacco Co., Montreal, 5 sp, thru Warfield Brent Co., Montreal.
Wm. W. Warner Co., Toronto (Shaver & Roberts), 7 sp, weekly, thru Neu’s Fisher Co., Toronto.
Borden Co., Toronto (milk), weekly, thru Young & Rubicam, Toronto.
Chris Hansen Lab., Toronto (Junket), 3 sp, weekly, thru A. McKinnon, Ltd., Toronto.
United Drug Co., Toronto (Blas-
W. E. Fraser Ltd., Toronto (prop-
rietary), 100 sp, thru Richardson & MacDonald, Toronto.
White Loan Co., Toronto (Finance), 65 sp, 40 sp, thru A. McKinnon, Ltd., Toronto.
George Weston Ltd., Toronto (biscuits), weekly, thru Richardson & MacDonald, Toronto.
Kellogg’s Corn Pills, Ontario (cereal), 200 sp, thru J. W. Thompson Co., N.Y.
Eno Ltd., Toronto (fruit salts), 100 sp, thru Tandy Adv. Agency, Toronto.

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BROADCASTING • Broadcasting Advertising
GILLETTE TIRE & RUBBER Co., Eau Claire, Wis., has started a Sunday afternoon sports surveying show on WLS, Chicago. Contact is for 13 weeks. Cramer-Krassell Co., Milwaukee, handles the account.

CLEVELAND CLIFFS IRON Co., through its subsidiary, Cleveland Rock & Lock Co., Inc., is using spots in the Northwest for Welding Coil, an WNCX, WDAM, WIBB, WHEC, WROA, WWHO. Richard, Melberger & Hicks, Detroit, has the account.

RADIO ELLIS TV School, Chicago, is using spots on WHO and WPRL, Richard, Melberger & Hicks, Des Moines, has the account.

JACOB RUPPERT BREWERY, New York, on March 17 will discontinue Radio Advertising on WRAF, New York, and on April 1 will start sponsoring Sunday morning sports broadcasts on WMAL, Washington, D.C. Friday afternoon broadcasts will be handled by JACOB RUPPERT BREWERY.

NORTHWESTERN RAILROAD Co. has purchased advertising in the Chicago Tribune and Chicago Sun on Western Union's new train service between Chicago and western Illinois towns.

WILLSON & Co., Chicago, this week handled the account of a meat packers, food products, is planning a six-week national campaign, to be supported in daily newspapers, using spots in Chicago and other large cities.

REVOLUTION NAIL ENAMEL Corp., New York, is participating in the upcoming women's program on WINS, New York, and is handling the account.

ANTROL LABORATORIES, Los Angeles, has extended advertising for its line of meat products to western California, which will continue until April 1. The campaign includes spots on participating women's programs and a series of one-minute transcribed announcements, several times per week.

HUNTINGTON BAY HOTEL, Los Angeles, has placed spots on Los Angeles radio stations, including KFWB, KLAC, KNOD, KHJ and others.

GARANT WATCH Co., Chicago, has placed spots on WJZ, New York, and WOR, New York.

DAY & NIGHT WATER HEATER CO., Monrovia, Calif., has extended its advertising campaign on Los Angeles radio stations, including KFWB, KLAC, KNOD, KHJ and others.

NORTHERN INDIANA Public Service Co., Gary, Ind., is sponsoring the State High School Basketball Tournament on four consecutive nights, March 23 through 26, on WLS, Chicago. The tournament is scheduled to start at 8 p.m. each night.

LOOSE-WILES BISCUIT Co., Long Island City, on March 13 added spots on 20 stations now carrying the Sunshine News Reporter program, heard twice-weekly for quarter-hour periods. Ellett-Eaton, New York, handles the account.

UNION OIL Co., Los Angeles, a consistent user of radio, has extended its advertising campaign on several West Coast stations, including KFWB, KLAC, KNOD, KHJ and others.

WILLIAM PENN HOTEL, Los Angeles, through Howard Ray Adv., handles spots on West Coast stations, including KFWB, KLAC, KNOD, KHJ and others.

UNIVERSAL CREDIT Co., Los Angeles, has placed spots on West Coast stations, including KFWB, KLAC, KNOD, KHJ and others.

BARNETT'S BOO TERY, Long Beach, Calif., has extended its advertising campaign on West Coast stations, including KFWB, KLAC, KNOD, KHJ and others.

*And, of course, you can buy KRNT in the WNAX-Iowa Network combination at an exceptionally low rate.

THERMO Air Conditioning Institute, Los Angeles, has extended its advertising campaign on West Coast stations, including KFWB, KLAC, KNOD, KHJ and others.

HEATRICE CREAMERY Co., Chicago, has started spotting its advertising campaign on West Coast stations, including KFWB, KLAC, KNOD, KHJ and others.

Canadian Tailors Spots

TIP TOP TAILORS, Toronto (chain clothing stores), March 7 started third-weekly 15-minute transcribed advertising program on Toronto radio stations, including CJCA, CJTR, CHUM, CFCO.

WATTS AIR CONDITIONING, Des Moines, has extended its advertising campaign on Des Moines radio stations, including KROQ, KWHO, KHJ, KRAM, KXNO and others.

MacKay

PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSMITTED SHOWS

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

Request details of our 90-day proof of profit plan today.  Serving the Nation's Radio Stations since 1929—Ask your Local Station.

KRNT is the only Basic Columbia Station in Iowa. Its primary area covers 54 of the state's 99 counties, the largest single marketing area in the state.

Columbia's fine programming, plus an exceptional job of local programming, plus the merchandising backing of Iowa's greatest newspapers — Des Moines Register and Tribune, with which the station is associated — add up to a large and loyal following for KRNT.

'Away above 1,000,000 people rely on KRNT for their Columbia programs — for completely produced day 'round radio entertainment and service. In Iowa, it's KRNT, of course.

BROADCASTING • Broadcast Advertising

March 15, 1939 • Page 49
MORGAN & DAVIS, new Los Angeles advertising agency, has been formed with headquarters at 417 S. Hill St. J. M. Morgan and Jack Davis, who head the firm, are well known in Southern California advertising. Morgan was formerly public relations director of various Los Angeles concerns. Davis is a former newspaper publisher and advertising executive.

ROOS METZGER, head of Rut- raufl & Ryan, Chicago radio department, is in Hollywood in connection with the NBC Quaker Party, sponsored by Quaker Oats Co., emanating from the Coast for several weeks.

MARTIN, formerly of Emil Briesacher & Staff, San Francisco, has joined the CBS Hollywood sales promotion department.

HAROLD MORRIS has joined the Fairchild F-26-2 Recorder sales promotion department.

Roosevelt, TSN president, Mr. Parro, for the last four years Southwestern representative of KSD, St. Louis, has opened an office in Chicago's Wrigley Building; telephone Delaware 5526, Mr. Fenton, formerly of WBNS, Columbus, and more recently of International Radio Sales, will open the New York office in mid-March.

Mr. Fenton Mr. Parro

Mr. Fenton, TSN president, Mr. Parro, for the last four years Southwestern representative of KSD, St. Louis, has opened an office in Chicago's Wrigley Building; telephone Delaware 5526, Mr. Fenton, formerly of WBNS, Columbus, and more recently of International Radio Sales, will open the New York office in mid-March.

WELCOME, WELCOME LEWIS!

...sings the audience that listens to her SINGING BEE every Wednesday night from 8:00 to 8:30...Here's a show that has everything: music, comedy, quizzes, prizes. More than that, it has the showmanship of Welcome Lewis. Some smart advertiser will want this program. Write W H N today.
Cooperative Spirit

NEW ORLEANS—Leading radio engineers and Diesel mechanics will be received from Diesel, alleging false advertising of the company's products. The case was filed by William H. Appleby, a former diesel engineer with Diesel, alleging that the company's advertising is misleading.

National Radio Auditors Formed by W.H. Appleby

THE National Radio Auditors, the successor to the Audit Bureau of Coverage, which was announced March 2 by William H. Appleby, former diesel engineer, coincided with the release of a report covering WKOR, Sunbury, Pa.

Mr. Appleby, former diesel engineer with WPG, Atlantic City, said the advertising agency officials constitute the advisory board of the new organization. He explained that it is a cooperative association for the verification of circulation of broadcasting and television stations. The formula used is measurement of the station's half-life signal, or better, to determine good reception, supplemented by questioning of residents within the area regarding stations to which they listen.


Illinois Session

THE second meeting of the Illinois Broadcasters' Chow Club was held in Springfield at the studios of WCBS, Feb. 28. Among those pres- ent were Bill West and A. J. Clark of WTMV, E. St. Louis; Bob Com- ton and John Palmer, WCAZ, Carthage; John Corrigan, KWOS, Carbondale; Jack Heintz, Howard Dow; and C. L. Jefry of WCBS, Springfield, Ill.

WYTIE Walker, Chicago represent- ive of WJR, Kansas City, and KFNF, Shenandoah, Ia., has been named representative in that area for WTAQ, Quincy, Ill.

Because:

41.6% of the population in WSYR's rich service area are farm folks. These people are up early: So we are open at 6 o'clock every morning with program material of lively interest to them... and we hold this plus audience of farm buyers throughout the day. Naturally, then, advertisers not only sell Syracuse but the buyers in its 20 surrounding counties.

Now It's Our Turn!

- It seems that for endless ages advertisers have fired into our grin, mal- pulling faces...

"How About Proofs of Purchase?"

- They want proof and plenty of it, that we're not sales-talking through our hats—And why shouldn't they?

But Now It's Our Turn!

- For three years—maybe four, we're not sure—we have been writing this blatant stuff and paying for its black- and-white appearance in BROADCASTING! What we'd like to know is . . .

Who Reads It?

- If you do, dear reader, sit right down and address a penny post card to WWVA, care of BROADCASTING—Do It Now!—Today!

Note to "BROADCASTING" Folks:

Don't worry, boys, we like visiting with your readers and you won't lose our measly single-column full space, and we'll keep the mail break-down a deep, dark secret! Please send us a mail report daily. P.S.: We got 3212 proofs of purchase for our last week and you're up against it to pull half that many for us!

ADVERTISER: Now It's Your Turn!

National Representatives

JOHN BLAIR & CO.

NEW YORK . . . . DETROIT . . . . SAN FRANCISCO

Columbia Station

Wheeling, West Va.

5000 WATTS

WWVA

160 KILOWATTS

375 Kc.

March 15, 1939 • Page 51
AFM Spurns Plan For Foreign Disks

Will Not Record Programs at Low Rate for Use Abroad

A SUGGESTION that the American Federation of Musicians permit national advertisers to make off-the-line recordings of their network programs without extra musician expense for broadcasting in English speaking communities outside the continental United States, with the stations receiving these programs giving the AFM 10% of their net time charges, has been submitted to and rejected by the musicians' union.

Plan was conceived by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., owner of KGU, Honolulu, who pointed out in his letter to the union that the 100% surcharge of musicians for off-the-line recordings practically prohibits their use and consequently deprives such stations as KGU of most American programs, since the time differential and the high cost of shortwave transmission makes network transmission of these programs impractical.

If the AFM would waive this extra charge, Mr. Thurston explains, American advertisers would be able to send recorded programs to all parts of the English speaking world; export sales would be helped, thus stimulating the recovery of American business; the stations receiving the programs would benefit through increased business; the English speaking listeners abroad would benefit by hearing the best American programs, now denied to them; and the AFM would benefit through the station payment, which "would amount to many thousands of dollars a year, providing an entirely new source of revenue which would be at the disposal of the directors of the AFM to be distributed either as a bonus to the actual musicians involved or to be divided between those taking part in the broadcast and those stations which, in the past, have been unable to forward local programs."

In turning down the idea, union officials explained that accepting it would place AFM in the position of allowing the music produced by its members to go to thousands of foreign listeners at practically no cost.

AGRAP-CBS Dicker

AMERICAN GUILD Radio Announcers and Producers, independent union, has resumed bargaining with CBS executives for a new contract for employees of WABC, New York. AGRAP has a five-year contract with WABC, but is reopening negotiations under a provision which gives either party the right to ask for revision at the conclusion of any contract year, and in June the current contract will expire. The union is asking for a higher wage scale. AGRAP recently renewed its contract with WOY, New York, the new contract, which runs from March 1939 to April 1940, calling for a 10% wage increase.

Hormel Test

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), through BBD, Minneapolis, on March 1 started for five weeks a thrice weekly early morning quarter-hour program, "Harmony House," on KNX, Hollywood, in a test. Series features Harvey Hardinge and_others like Roselli, vocalists, with Eddie Dunstetter at the Novochord and a novelty orchestra. Following the test, and with time cleared, the series will go CBS transcontinental, according to Wayne Tiiss, agency Minneapolis radio department manager, who is now in Hollywood. Jay C. Hormel, president and David Crane, advertising manager, respectively of Hormel & Co. were in Hollywood to complete details and launch the series.

Click Licked

WHEN an important transcribed show cracked only an hour before broadcast time, KHUB, Watsonville, Cal., recently produced a new wrinkle in solving the problem of jinx. Closely examined, it was found that a wedge-shaped chip about a quarter-inch across was missing from the record. Chief Engineer Mel Milbourne took some BB pellets, weighed one of the pickups until he discovered the smallest pressure consistent with quality reproduction, then at broadcast time put the record on the turntable and the pickup passed smoothly over the crack, with only a barely audible 'click.'

Show Must Go On

FIFTEEN minutes before the Beachcomber program was due to go on the air on WJB, Detroit, Announcer John Stinson set all the copies of the continuity on a window sill. Seconds later they were all soaring in a high wind from the 38th floor of the Hotel McAlpin. With nothing left but a routine of the musical numbers, Announcers Stinson, Bill McCullough and Jack Garrison built a new show. The program started on schedule, with McCullough at the mike and the improvised continuity was fed to him so smoothly that listeners were unaware of the tenuity behind the scenes.

CLAMP-ON LIGHT, the idea of Cliffon Todd, chief engineer of WNAX, Yankton, S. D., is hailed as a big help in adjusting the depth of cut on transcriptions. HereEngineer Todd is adjusting the cutting needle of WNAX's new recording unit.

The Truth Will Out

More national business all the time shows how the word is spreading around! The World's Favorite Foreign-Language audience comprises no less than 3/4 of all Chicanos. You're just skimming the surface without the showmanly foreign-language programs of ....

WGES

In The Heart of Chicago
Apex Experiments Observed by FCC

Licensees Required to Show Work Justifying Permits

LICENSEEES of high-frequency (apex) broadcasting stations will not be granted renewals unless they make a showing of worthwhile experimentation, the FCC announced March 6 in adopting a new policy.

In considering renewal applications of the 49 existing high frequency stations, all but seven of which use frequency modulation, the Commission said that these new policy factors will be taken into account April 1 upon expiration of the licenses. The three policy principles are as follows:

1. When the applicant does not show that it has carried on work which in the judgment of the FCC would be of great significance, then the license will be continued only on terms that it do so in the future.

2. If the work has been done, but of great significance, then the license must be continued only on terms that it do so in the future.

3. When the application has been filed with the FCC, it must be committed to the FCC for full time with 5,000 watts day and 1,000 night on the same channel.

New Data Sought

Among other things, the FCC is anxious to procure developmental data on frequency modulation, as opposed to amplitude modulation [BROADCASTING, Feb. 1]. More intensive experimentation in the former field has developed in recent weeks by virtue of developments claimed by Major Edwin H. Armstrong, New York inventor and himself the licensee of frequency modulated transmitters. Since 43 of the 49 ultra-high frequency transmitters now on the air are amplitude modulated, questions have arisen about the future location of the experimental broadcast operations, particularly in the light of the extraordinary claims made for the Armstrong System, including greater primary coverage, elimination of interference and generally higher quality. A frequency modulated transmitter, however, requires a band approximately five times as wide as that employed for amplitude modulation.

In line with its new policy the FCC at its meeting March 6 designated for hearing three high-fidelity broadcast station renewals. These were WXTA, Rochester, operated by Midland Broadcasting Co.; WAXR, Harrisburg, Pa.; and WSHX, Orange, N.J.

WHBL Boosts Power

WHBL, Sheboygan, Wis., on Feb. 20 increased its daytime power to 1,000 watts during a ceremony and banquet attended by 150 business and civic leaders. Walter J. Kohler, former Governor of Wisconsin and chairman of the board of Kohler Co., turned the switch. Other guests included Mr. and Mrs. E. A. Fellers, Presba, Fellers & Prebas; and Mrs. Howard H. Wilson, Howard H. Wilson Co.; Mayor Willard Sonnenburg of Sheboygan, Charles E. Broughton, editor of the Sheboygan Press, which has an interest in WHBL, and Ed Cuniff, recently appointed general manager, announced that Howard H. Wilson Co. would represent the station nationally.

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LEADS THE WAY

First to open the new field in "Home" facsimile broadcasting.

First System placed in actual operation by the Majority of major facsimile broadcasting stations.

First to perfect automatic, fully visible, continuous feed "Home" facsimile recording, requiring neither faders, nor carbon transfer sheet.

First to develop an automatic selective synchronizing mechanism which permits "Home" facsimile recording in all AC or DC power areas.

First to open the new field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Plaza 5-6570.

FINCH FACSIMILE SYSTEM

FINCH TELECOMMUNICATIONS LABORATORIES, INC.

37 W. 37th St., New York City
AMERICAN AIRLINES flagship Hoosier Wing was christened in Battle Creek, Mich., recently in honor of the Hoosier Wing radio program, heard Monday through Friday at 6:15 p.m. on CBS. The occasion was a tribute of the airline to the work of Kellogg Co. in making American youngsters air-minded. The ship carried two suitcases from Battle Creek as it left, to be flown around the world in opposite directions as a promotion stunt. Taking part in the christening were Stewardsess Mae Leslie, Capt. W. G. Moore, well-known aviator and author of the radio program, and Ralph Olmstead of the Kellogg Co. advertising department.

**Compliments of Kate GENERAL FOODS Corp., New York, to promote Diamond Crystal Salt Week, from March 6 to March 11 broadcast on Kate Smith's Noontime Chats program on CBS an offer of Kate's new recipe book free to listeners who sent in a letter saying that they had asked the grocer about Diamond Crystal Salt or were planning to do so during the week.**

**Overseas Centennial**

AN NBC brochure titled The Surprize 1929 is a kind of curiosity, for such things are the commonplace of 1938 and presents a discussion of NBC's progress in shortwave picketing from coast to coast of the world. A description is given of the Feb. 1, 1939 program commemorating the tenth anniversary of overseas broadcasting.

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**Merchandising & Promotion**

**Pontiac Tips—Platter Plugs—Dames on Display—Hour by Hour—Troubles of Horses**

Successful Campaigns

TO SHOW how vital radio has become as an advertising medium and how important the human element is for successful broadcasting, Ruthrauff & Ryan have published a booklet entitled Human Handle With Care, which states frankly that it is the public—the ordinary everyday people listening all over the world—which "inevitably establishes the human wavelength to which any successful campaign must be tuned." Choosing a program, hiring big-name talent and the artful selection of the right type of commercial should all be regarded as vitally important, says the agency, and offers to discuss case histories of its most successful radio campaigns to prove points made in the booklet.

- **Divorce Prizes**
  SUSSMAN, WORMSER & Co., San Francisco (S & W coffee) sponsors of Walt a Divorcee on 8 CBS Pacific network stations, is offering $500 in cash prizes weekly for the best solutions to a complicated announcement published in its new Fantastic Divorce contest. First prize is $100, with 160 additional awards of $2.50 each. Letters must be accompanied by a key strip from a can of S & W Mellow Coffee. Contest, which state officials have been told by the agency was "entirely supported by advertisements in major California newspapers."

- **Prospect Card**
  REMINDER to salesmen to talk up the six-weekly news program sponsored by the Pontiac dealer organization of Northern California, is the "prospect card" turned out by KSFO, San Francisco, over which Bob Garred broadcasts the dealers' program. The card, with space for writing names of "today's best prospects" for Pontiacs, also carries a reminder that Streamlined Headlines is carried on KSFO.

- **Free Dogs**
  TWO dogs were given away by General Mills and WSYR during the Central New York dog naming contest. There were also 16 other prizes. Prize dogs were on view at a pet shop.

- **Staff Audition**
  CONTAINED on the two sides of one large disc are a series of two-minute announcements, one by each announcer of WKRC, Cincinnati. Each outlines his regular duties, lists new subjects he voices one or two sample commercials, through it all explaining features of WKRC programs, publicity, promotion and showmanship. Agency men and clients, listening to the recordings, not only get the station's selling story, but also get to choose particularly suited announcers for their prospective programs.

- **A Day of Housing**
  EVERY SATURDAY is Home Builders Day at KMPC, Beverly Hills, Cal. The station devotes from 8 to 10 A.M. each Saturday to periods throughout the day entirely to home builders and owners. Every phase of home building, such as financing, construction, painting, interior decorating, landscaping, plumbing, electrical and heating is discussed. Subjects are untreated announce series is endorsed by the Building Contractors Assn. of Southern California.

- **Prizes for Pies**
  CALIFORNIA Prune & Apricot Growers Assn., participating in the Friday broadcasts of Gladys Crumknight on KPO, San Francisco, is offering three prizes of $5, $3 and $2 for recipes for dried apricot pie. Each recipe submitted must be accompanied by a top of Sunsweet prune or apricot carton or the word "Sunsweet" cut from a carton or a reasonable facsimile.

- **Cigarette Girls**
  CHESTERFIELD Poster Girls were turned over to the public when WMW broadcast for Chesterfields March 1 and put out a style parade for the audience in the afternoon. Each girl displayed the costume, designed especially for Chesterfield, which she wears in a current advertisement.

- **Trick of the Orient**
  CLOSE to 5,000 replies were received by KDKA, Pittsburgh, when the station recently made a single announcement offering a Chinese Key Trick to listeners as a test of the audience power of the Shadow of Fu Manchu, serial program released by Radio Attractions, New York.

**West for Empire**

KPO, San Francisco, which a few weeks ago dropped the slogan "Voice of the Golden Empire" (Broadcasting, Feb. 18), now has another slogan. "Voice of the Golden West." KSIC, Chico, Calif., complained to KPO, claiming prior rights. KPO, however, dropped the word "Empire," substituted "West." Everybody was happy—San Francisco's Chamber of Commerce, which had to destroy brochures costing $2,000 because the printed pieces used the wrong slogan in literature it had gotten out to "sell" Northern California.

**P & G Prizes**

PROCTOR & GAMBLE Co., Cincinnati, is conducting a nationwide March by Fields & Crisco on the radio and in print—"Sade on both NBC Red and Blue, and This Is Ours on CBS. The contest, which started March 10 to run for seven weeks, offers a first prize of $5,000 in cash and 500 additional prizes of Sunbeam Electric Mixers. There is no entry fee. The entry form has the Crisco slogan of ten words or less and a Crisco label.

**WHN Radio Lectures**

TO promote many of its programs via the speakers' platform and to make them better known, WHN Radio Science and News, WHN, New York, has organized the WHN Lecture Bureau, with speakers available to schools, civic groups and organizations to talk on various phases of radio. The bureau is headed by Al Milam, WHN publicity director, formerly lecturer for Loew's Theatres.

**Packer's Promotion**

FRYE & Co., Seattle packing firm, prepared several thousand inserts for every package of its product in advance of KJJR's trip through the plant as part of the Washington at Work series. Salesmen were instructed to discuss the program with meat dealers who in turn told their customers to hear the broadcast. The programs are heard in the afternoon and repeated that night via disc.

**Serial Boosters**

COLORED brochures on the transcribed serials All the Way, Con and Fu Manchu, will be distributed to agencies and sponsors in late March by Fields Bros., Hollywood producers. The first program is controlled by that firm, except in the 11 western States. The Fu Manchu serial is distributed by Radio Attractions Inc., New York, but Fields Bros. producers, has that right in the western area.

**Pep at Dawn**

THREE-WAY cooperation between newspaper, sponsor and station is used in Philadelphia to push the daily 1-4:45 a.m. Dawn Patrol feature, sponsored on WIP, Philadelphia, by Ben Boys, auto accessory chain. Both sponsor and station run adjoining ads calling attention to the program, sponsor paying for his station and directing its space in an exchange deal with the paper.

**Fair Warning**

KSFO announcers, when on duty at the Golden Gate International Exposition, wear printed hats bearing the words: "Broadcasting over KSFO."
A BREATHTAKER
Winds Up Bargain Prices of
Chain Grocery

J. WEINGARTEN Inc., operator
of 14 super food markets in
Houston, Texas, has hit upon a radio
idea that has proved highly suc-
cessful on KPRC, Houston. Its
KPRC program, now in its second
year, is the company's most suc-
cessful radio promotion, according
to Sterling Stanford, advertising
manager of the stores.

Each weekday morning the pro-
gram lists the day's special bar-
gain in foodstuffs, with one climax
item — a breath-taking special.

The announcements are handled in
straight announcing style by two sta-
tion announcers, alternating
items. In addition, a brief institu-
tional talk about the stores is pre-
sented. The programs are heavily
merchandised at point-of-purchase.

Store No. 14 recently was com-
pleted, with the opening ceremonies
broadcast by remote facilities
through KPRC, with Mayor Oscar
Holcombe and others participating.

Frisco Display

A SCALE model of its new trans-
mitter, plus a number of pictures
of its own and CBS artists, has
been placed by KSFO, San Fran-
cisco, in a window of Nathan-Dohr-
mann & Co., largest downtown store.

The station likewise has installed
displays in the radio departments
of the White House and Sherman
Clay & Co. KSFO is continuing its
displays of pictures in a Palace Ho-
tel window.

Selling Times

WLS, Chicago, is mailing promo-
tion pieces called "Results by Time
of Day", surveying every com-
mercial period of the day from 5:30
a. m. to 11 p. m. Large red clock
at top of page indicates program
period and analysis includes mail
pull, premium offers, program types. The survey has been made of
26 separate program periods.

Prizes From Polly

TO PROMOTE her sponsors' prod-
ucts, Polly Shedlove, conductor of
the daily woman's program Polly
the Shopper on WHN, New York,
has arranged bi-monthly luncheons
for her listeners at the Actor's
Kitchen, New York. Listeners pay
for their luncheon but received sam-
ple of products as well as door
prizes.

Brochures

KZL, Denver: "Men, Methods and
Machinery" brochure with pictures of
studio, transmitter, and artists.

WRC-WMAL, Washington: Paper
wallet with stage money carrying mer-
chandising dope on "America's Richest
Market".

Read Their Own
TIDEWATER Associated Oil Co.,
Associated Division, San Francisco,
currently sponsoring Pacific Coast
Conference intercollegiate basket-
ball games over KYA, recently intro-
duced a novel stunt in han-
dling the commercials for the
broadcasts. In place of the regular
studio announcer, Associated in-
vited three Associated dealers to
the studios to read the commercials
before and after the broadcast and
during the half-time. Each dealer
took one spot.

Equine Alliments

BOOKLET containing information
on the prevention and control of
sleeping sickness in horses, com-
piled by the Horse & Mule Assn.
of America, is being furnished free
to farmer listeners by WNAX,
Yankton, S. D.

Cartoon Promotion

KVOE, Santa Ana, Cal., is promot-
ing its programs thrice weekly with
one-column 10-inch cartoon ads in the
Fullerton (Cal.) News-Trib.

MEXICO'S "FARLEY", Senor Alfonso Gomez Morentin, postmaster
general in charge of communications, was entertained while on an
official visit in Washington Feb. 22 by FCC Commissioner T. A. M.
Craven, an old friend. Shown at the Mayflower Hotel, left to right, are
Gerald C. Gross, chief, FCC International Section; General Counsel Wil-
liam J. Dempsey; Commissioner Norman S. Case; Senor Morentin; Com-
mmissioner Craven; Chief Engineer E. K. Jett and Chief Accountant Wil-
liam J. Norfleet.

Thom McAn Shoe Spots

THOM McAN SHOE Co., New
York, is sponsoring a campaign of
weekly quarter-hour news pro-
grams on WBBM, Chicago; WWJ,
Detroit; WNAC, Boston; WEAN,
Providence; and WABC, New
York. Neff-Rogow, New York, han-
dles the account.

MACQUARIE Broadcasting Network.
Sydney, Australia, has issued its first
group rate card for the 21-station
chain, with copies available through
its American representative, Dr. Ralph
L. Power, Van Nuys Blvd., Los An-
egles. The network's executive direc-
tor, Frederick Daniel, now on leave
of absence, returns to his radio duties
in April. George Millar, secretary to
the Macquarie directorate, is now in
Hollywood.
SELLING ANYTHING IN DOG CREEK, (KENTUCKY)?

If Dog Creek (Ky.) is a big point on your sales-map, you'll probably want to cover it by radio from Louisville. In that case, it just downright wouldn't be wise to use WAVE. We don't cover Dog Creek. But if what you need for better Kentucky business is Louisville, you can cover this entire Trading Area with WAVE alone—and save a lot of dollars by skipping Dog Creek and such. Our Data Book will probably give you more surprises per page than anything you've ever seen before. Why not write for it?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
and voted on. Defects of a premium that might be bullying the air and disliked by housewives when received through the mails show up quickly if one of the club meetings is frankness, almost brutal frankness. The housewives have no stake in the meetings except one of finding out the best products obtainable at the best prices. They hiss as eagerly as they applaud. They examine like prosecutors. They demand quality at a fair price.

Several meetings showed that a certain sponsored product had little appeal to Chicago housewives. As a result, the manufacturer completely changed his tactics in the Chicago market. At other meetings, it was discovered that a perishable food was unpopular because it was improperly wrapped. By the time this lead the manufacturer's sales increased considerably.

A Test of Reaction

Although they poll the women on their choices of radio programs, Miss Crane and Miss Joyce do not ask the club members to show their reactions to merchandising by voting. Of much deeper significance are the "Ohs" and "Ahs" and happy gurgles when merchandise is being tested. And after nearly four years of club talks the radio artists are adept at sizing up their listeners' reactions.

Interesting angle of the club meetings is this. In order to insure a crowd of 100 women and not more than 200 club members at each meeting, the clubs are required to post a deposit of $5 with Feature Foods. This fee is returned after the meeting. So popular are Miss Crane and Miss Joyce with Chicago clubwomen that Feature Foods has found it necessary to limit their speaking engagements to one each week and they are booked for club appearances through September, 1939.

Effectiveness of the Feature Foods program may be amply illustrated. The Rap-In-Wax Co., Minneapolis, became participating sponsor on the WLS program. This waxed paper for household use sold at 10c and was a principal competitive sold for 5c had sparse distribution. Advertising only on the Feature Foods program in the Chicago area, the firm offered a scrap book with gummed pages so that housewives could cut recipes. A slip of paper called "Many Uses" explaining the product, was inserted in each roll and was required as proof of purchase. Moreover, housewives were required to send in a dime. On the program three days a week, Rap-In-Wax received 32,000 dimes in 32 weeks.

Mall-O-Meal (Campbell Cereal Co.) offered a spatula on its Feature Foods participation for a box-top and 4 cents. Response totaled 15,749 in 16 weeks with 3,400 premiums being sent in the closing week of the broadcast.

Another example of program results was the introduction of Spry to Chicago radio. The firm made a house-to-house canvass in Chicago giving housewives a pound can of Spry and recipe book. To further test the product, one announcement was made on Feature Foods offering the recipe book. Despite the thousands of give-aways which had flooded the market, this single announcement pulled 4,417 requests.

Described as a woman's maga-
Studio Notes

NBC EMPLOYEES, who the year round work behind the scenes unheard and unknown to the radio audience, will broadcast their annual program March 15, from noon to 12:30 p.m. (EST) on NBC-Red. Norman Coultier and an NBC orchestra will assist the talent on the program, which was conceived, planned and cast by "pro-
gram board" composed of employees from various divisions of the company. Clay Morgan, director of public relations, will act as master of ceremonies. A highlight will be a traverse on radio programs, "Pe-epo la La Radio," written by John F. Boyer, of the transcription division.

A NEW rate card for WHCA, New York, effective March 1, maintains the station's basic rate structure of $5.00 per evening hour but eliminates frequency discounts in favor of discounts ranging from 5% to 15% on weekly billings of $250. Consecutive periods, upwards or 26 weeks, are subject to additional discounts from 5% to 10%.

KWLG, Longview, Wash., has opened a new studio in St. Helens, Ore.

MBS will broadcast President Leb-
ran's arrival at Victoria Station and a welcome speech by the Lord Mayor of London. An address by the presi-
dent at a luncheon in his honor at the Guildhall will be heard on NBC-Red March 22, while later that day MBS will present a recorded rebroadcast of the talk. Edward Morrow, CBS rep-
resentative in England, will broadcast a description of an official state recep-
tion held for the French ruler on March 23.

WHN, New York, on March 12 began a series of afternoon radio opera au-
ditions which are broadcast from the stage of the New York Hippodrome under the guidance of Alfredo Salzami-
gi, artistic director. Operatic aspir-
ants who have not yet made their debut and those who have appeared on the operatic stage may participate in the broadcast auditions, but must be qualified at least one full opera role for immediate performance in the cast of an opera which will be produced by Mr. Salmaggi.

EVERYONE is being counted after 6 p.m. by all artists, musicians, and announcers at the KPO-UGO, San Francisco, studios and special uni-
forms are being worn by members of the mail, messenger and guest rel-
entent staffs during the Golden Gare-
form.

MEMBERS of the sales announcing and continuity staff of CHAB, Mod-
ernap, Calif., recently completed a course in public speaking and voice production conducted by F. S. Dick-
son, of Vancouver.

SPONSORED by the St. Hut and featured over KXL, Portland, Ore., every Thursday, Friday and Saturday night at 6:15, in the Scotsman Sports, furnishing skiers in Portland and vicinity with accurate weather and ski-
ning condition on Mount Hood to-
gether with yodeling records imported from Scotland.

FOLLOWING an annual custom, a five-part religious drama, The Trag-
edy of Christ, will be inaugurated over NBC-
Red network April 2 under auspices of the National Council of Catholic Men. Washington, D. C., Series will be sustaining and heard Monday through Friday, 6:15 p.m. during Holy Week. Cast will include Mary Carey, Walter Connolly and Pedro de Cord-
oba, film actors.

MRS. MURPHY's board house, Landmark of Pineville in the Josh Higgins of Pineville series on NBC-
Blue, will be given honorary mem-
ership in the National Restaurant Asso-
ciation March 17 when its President Roy W. Cooley appears on the morning pro-
gram as Josh's guest.

When the cry of "oil" aroused West Louisiana and East Texas a few years back, a new Shreveport was born. And along with it, such cities as Rodessa, Crockett, and other Waskom, Elm Grove and scores of others. * * * These are oil towns; Shreveport is their capital. To-
gether, they feed, clothe, house and entertain the 1,500,000 people who live in the world's greatest oil and gas producing area. * * * KWKH and KTBS are their stations. The only network stations within 175 miles of Shreveport, advertisers say they give exceptional results. That's no wonder. ** The new Shreve-
port is a story of oil. KWKH-
KTBS is part of it.

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<th>KWHK-KTBS</th>
<th>10,000 WATTS CBS</th>
<th>REPRESENTED BY THE GRIFFIN CO.</th>
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BROADCASTING • Broadcast Advertising

Found by WAzel

DR. G. W. TACKETT, of Hazleton, Pa., is a basketball fan. Recently while attending a game, an emergency call came to his office. The office, unable to contact the high school radio station, was able to broadcast the game over the station's emergency frequency, thus keeping the game on the air.

EXECUTIVE and news offices of the station are moving this week into new quarters in the Hilltop, occupying the floor directly under the two floors new housing studies and general offices of the station. A new studio is also being constructed and one floor is being remodelled to provide experimental laboratories for television and facsimile work by Walt Sentin, chief engineer.

PROMOTION department of WLS, Chicago, is taking the other day when Shing Leung Chou, editor of the local Chinese newspaper San Min, visited the WLS America Forward program and then wrote a long article about the patriotic broadcast. Mr. Chou kept his bargain and said he would play a larger role in the future.

KFAC, Los Angeles, has main-
tained its staff orchestra since 1931, when it was formed. The station is now seven pieces.

KFCI, Los Angeles, which has main-
tained its staff orchestra since 1931, dropped its six-piece group headed by Gino Severini last month. The station is now six pieces.

KFAI, Los Angeles, which has main-
tained its staff orchestra since 1931, dropped its six-piece group headed by Gino Severini last month. The station is now six pieces.

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tained its staff orchestra since 1931, dropped its six-piece group headed by Gino Severini last month. The station is now six pieces.
INDUSTRY OR HOBBY? LET'S DECIDE

By WALTER E. RODDA

THAT is one of the questions the industry must decide for itself, in the year 1939. Whether to forge ahead as an industry or become more and more a hobby.

With the coming of the lean years of radio, when all the world was crying depression, the voice staff was the first to feel the heavy fall of economy's axe! Voice staffs over the nation were cut to a minimum. Now, that the prospects for the coming years appear brighter, is the time for serious consideration to be given to this weakness. This must be done if the sponsor spending his radio dollar is to receive the quality of advertising he buys.

Well educated and well trained men in the voice branch of the radio industry have, more and more, been turning to fields of endeavor which offer more security. In this manner, radio is losing many men who might be valuable assets in molding higher standards, for many managers have practiced the habit of replacing paid members of the staff, with those who would work for 'glory', or if you wish 'experience'.

The Advertiser's Side

This has not only lowered the quality of the voice staffs over the country but it has lowered the value of the advertising dollar spent by local advertisers and national advertisers on local stations. This writer could cite several examples, one station in particular where the entire announcing staff was given the choice of a drastic salary cut or replacement by an entire staff of cubs. Some other stations have allowed their staffs to divide to one paid professional announcer for the more important commercials and several cubs for the remainder of the work. Such a situation will not only flood the field with hundreds of half-trained men, who believe themselves trained for announcing; speed up labor turnovers in stations unfortunate enough to hire these men, who haven't the background necessary to carry out what may be demanded of them; but will hold in check what otherwise might be a general upswing in local advertising, with the return of better times.

Radio is still new and cannot afford to be dictatorial in what it offers the man spending his advertising dollar. He deserves the best the industry can offer for what he pays. So what shall it be in 1939? "Industry or Hobby?"

Levy Stock Gift

ACCORDING to a report of the Securities & Exchange Commission, Isaac D. Levy, CBS director, on Jan. 16 made a gift of 700 shares of Class A CBS stock, and on Jan. 30 Leon Levy, also a director, made a gift of 235 shares of Class B CBS stock. As of the end of January, the SEC report showed holdings for Isaac Levy of $2,500 shares Class A and 23,115 Class B, and for Leon Levy 37,850 Class A and 44,177 Class B.

ADMITTED to listing on the San Francisco Stock Exchange recently were the Class A and B stock issues of Columbia Broadcasting System Inc. The listing comprises 961,386 shares of A and 948,674 shares of B stock, each of $2.50 par values.

WGHM, Grenada, Miss., owned by P. K. Ewing has applied to the FCC for authority to move its transmitter to a point near Greenwood, Miss., and its studio to the Leflore Hotel, Greenwood.

POKON PLANT FOOD Corp. began a test radio campaign March 3 in Detroit and Michigan, using a quarter-hour radio program, spot announcements and direct mail. Simon - Michelson Co., Detroit, handles the account.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR YOUR NEXT CAMPAIGN SELECT

The Regional Station With

The Cleared Channel Coverage

KFYR
BISMARCK • North Dakota

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand and the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

550 Kc. NBC Affiliate Let Us Sell Your Story 5000 Watts Day 1000 Watts Night

MEYER BROADCASTING COMPANY
BISMARCK • NORTH DAKOTA

National Representatives—GENE FURGASON & CO.
FCC Inquiry May End in April

(Continued from page 20)

for all maintenance and service on lines issuing from individual stations. In 1938 PBC paid Pacific Telephone & Telegraph Co. a total of $13,924.69. In 1939, for power to transmit sound programs, including $89,852 for 717 miles of Schedule "A" lines, $23,324.80 for 467 miles of Schedule "C" service, $11,900 for connection charges, $1,440 for local channels, and $6,167 for reversals and installation of special equipment.

Under the station contracts, with PBC footing all line costs except local calls, the transcribed program seven night hours free time, or double-day must be sent to the station. Mr. Haymond pointed out that under existing legislation covering copyright matters, has made performing the groups proceed cautiously, he said.

Verbal Agreement

Ties Virginia Group

Also appearing Feb. 28, for Virginia Broadcasting System, C. C. Ondarche, manager of WBTM, Danville, Va., and under direct examination by Mr. Fisher, that the network exists at present for the presentation of radio programs and events only and that under its loose organization, with no written contracts and no permanent telephone line arrangements, its assets included only the $500 capitalization "and one remote control amplifier."

Elliott Roosevelt Presents Plan for Indefinite Licenses

Now there has been a lot of loose talk about trafficking in licenses, and of broadcasters realizing huge profits from the sale of licenses. This, Mr. Elliot Roosevelt, declared, is a fallacy. He made the proposition and without license, the network as a whole amounted to less than $121,324.69 in a 24-hour day area, and 2.13% in the 2-million day area, and no duplication.

George W. Trendle, president of King-Trendle Broadcasting Corp., owner of WXYZ, Detroit, and vice-president of WBTM, Babylon, N.Y., declared, it stands for a "radio business entity" and no business entity itself, operating under arrangements with other stations in the State to carry certain accounts developed by King-Trendle.

Another handicap of the station, the northwestern network, organized in 1930, in addition to WXZ and WOOD-WASH, WIBM, Jackson; WOOF-WASH and the network, with the projected $1,000,000 in cash for the operation and duplication for the eight stations in the State hook up, under the FCC Act.

Mr. Elliot Roosevelt pointed out that the 2,018,000 population in the 25,000-mile square area receiving unduplicated service, several of the other stations in the network had "rather indefinite" ratios, inasmuch as the aggregate duplication for the network as a whole amounted to 2.13%. He pointed out that the network would continue to render a high grade radio service or can improve upon that service, and the stations in the State to carry certain accounts developed by King-Trendle.

The station, with the net revenue, or the projected $1,000,000 in cash for the operation and duplication for the eight stations in the State hook up, under the FCC Act.

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COAST TO COAST

SPECIAL DELIVERY

The only possible way to cover Montana's largest and richest trading area.

BROADCASTING • Broadcast Advertising

March 15, 1939 • Page 61

Radio programs consist of one of the most fragile things in the world—sound.

Yet thousands of these fragile "packages" are delivered each year to millions of listeners over nation-wide network facilities especially provided for this purpose by the Bell System.

The work of Bell Telephone engineers and scientists, constantly improving and extending these facilities, contributes in no small degree to the achievements of radio broadcasting in this country.
definitely describe the financial conditions of the individual MNR stations, Mr. Trendle said they were "very healthy, and I presume making money; and all are very happy to be in the network." With the affiliates wanting to carry NBC commercials, he explained further, a supplementary agreement was made, bringing NBC, King-Trendle, and the individual stations "all in one basket" as for NBC programs, both commercial and sustaining, superseding the original King-Trendle-NBC contract.

**Campbell Tells How Series Is Handled**

Concluding his testimony, in response to questions on payments made to performing rights and similar organizations, he estimated that about 15% of net income went for such fees.

H. Allen Campbell, treasurer and general manager of King-Trendle, was called to the stand at the request of Mr. Funkhouser for questions on the corporation's relations with NBC, particularly in the recording-marketing arrangement for the "Lone Ranger" series.

Mr. Campbell explained that NBC takes the "Lone Ranger"-cassette transcription service, which it will sell wherever it is wanted—"off the line" at Chicago during the 10-10 p.m. West Coast broadcast. WXYZ, he continued, reserves the major markets for itself, leaving the smaller ones to NBC, and neither invading the other's territory. NBC charges WXYZ $110 per master and $7.50 per pressing, he explained. The "talent charge," coming to WXYZ for each program, amounts to 50% of the highest half-hour of each station, and in addition, with NBC getting about $20 per program per station (less agency commission) in its territory. WXYZ also gets 50% of NBC's gross from the sales. As for MBS, it "may get something through their arrangements with their affiliates, but that I do not know." The 10-year contracts are broadcast four weeks after the live programs are heard, he said, and there are from two to three live broadcasts daily, according to season.

**Arrohead and Empire Described Briefly**

Prior to appearances for Empire State Network and California Radio System March 1938, Arthur Scharfek, counsel for Arrowhead Network, made a short statement for the record, explaining that the three-station Minneapolis network—embracing WBEQ, Duluth, WMFG, Hibbing, and WHLB, Virginia—will put on the air, in the definition of Order 37, and requesting that in lieu of personal appearance and testimony, information on the operation of the stations, filed with the FCC, be incorporated in the record.

**End E. Smith, president of Empire State Network, under direct examination by George O. Sutton, counsel, declared the network still was "in existence, but in a state of suspended animation," adding that "if conditions warrant, we probably will reopen operation," although present intentions, either to operate or dissolve, are indefinite.

Mr. Sutton explained that during 1936, NBC, mainly as a test of NBC's "strictly personal attraction," paid $110,000 to the "Lone Ranger" program. As for NBC paying Mr. Sutton's employment fees, the witness denied.

Mr. Sutton asked Mr. Sutton if he had any knowledge of NBC payments, and Mr. Sutton replied, "I have no knowledge of such payments, except to NBC." Mr. Sutton then asked Mr. Sutton if he had any knowledge of NBC payments, and Mr. Sutton said, "I have no knowledge of such payments, except to NBC." Mr. Sutton then asked Mr. Sutton if he had any knowledge of NBC payments, and Mr. Sutton replied, "I have no knowledge of such payments, except to NBC."
Suggests Changes in Communications Law

Mr. Roosevelt recommended statutory changes that would grant operating certificates, revocable only upon a showing of operation not in the public interest, that would clarify “public interest, convenience, and necessity”, and that would limit the liability of stations for what may be said over their facilities. “In general, the United States radio industry needs the help of the Federal Government to put its house in order and establish it on a stable basis.”

Asked by Chairman McNinch if a three-year license might solve the difficulty, Mr. Roosevelt declared: “Three years or six months makes little difference. I feel we should be given a certificate of operation that will hold so long as we live up to the requirements. We in the smaller stations would like to participate in the development of the industry, but we can’t do it today.”

As is now the case with the aviation industry, the Government’s permission to use public property—the air—would depend entirely on satisfactory operation, he said.

Declaring that “if the broadcast-

ually building or operating the station, or buying a station to hold it at a profit to someone else, must be differentiated from building a station with intent actually to operate it, he continued, during a discussion of the FCC’s consideration of selling prices. “I don’t think it makes any difference if a station sells for a dime or a million dollars,” he declared, “so long as the buyer as well as the seller is regulated and the station continues to operate in the public interest.”

WORTHWHILE doodling was indulged in by Benton Ferguson, program manager of Texas State Network, while his boss, Elliott Roosevelt, testified March 7 and 8 before the FCC Network Inquiry. On ordinary scratch-pad paper sketched out the “bench.” Left to right are Judge Sykes, Chairman McNinch, and Commissioner Walker in their

Weisman Tells of Inter-City Hookup

Also making a brief appearance March 2. William Weisman, vice-president and attorney of Knickerbocker Broadcasting Co., licensee of WMCA, New York, told of the operation of Inter-City Broadcasting System, under examination by John M. Littlepage, counsel.

By contract with Inter-City, the individual stations pay their line charges, with two exceptions, he said, and WMCA, as headquarters, acts as selling agent for all.

In the case of WPRO, Providence; and WOR, Washington, affiliated with CBS and MBS, respectively, WMCA pays the line costs.

In these two cases, Inter-City’s time needs are subject to the demands of the national network, whatever the station is connected with, he pointed out, and the other station—WMCA, WPIL, Philadelphia; WDEL, Wilmington; WCBS, Baltimore; WMEX, Boston; WJAZ, Lancaster, Pa.; WABC, New York; and WLIB, Lawrence, Mass.—must clear un-

sold time when needed by Inter-City.

WMCA does the great bulk of the selling, he stated; although the opportunity to sell and collect commis-

sions is open to all member stations. WMCA sells the account, collects the money and handles trans-
mision details, deducting a commis-

sion amounting to “about 10% to 15% net,” he explained, adding that any station selling a program would get this commission.

Testifying for Texas State Network, Elliott Roosevelt, president and chairman of the board of that regional chain and owner of KFWJ, Fort Worth, appeared March 7 and 8. Under direct examination by his

Worthwhile

Ladies and gentlemen of the Broaduscating audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG’s audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

Alert executives keep abreast of the times by reading their trade journals and the leading business periodicals like Nation’s Business, Forbes, Sales Management, Drug Topics and a dozen others. They must keep up with the trend of business.

In nearly every issue of the leading trade journals you will find GREENSBORO, with its fifty-mile trading area that tops even those of Richmond and Atlanta in population, value of manufactured products, annual wages paid, automobile registrations and agricultural products, listed in "white," for business is far better in this section of the country than the nation’s average.

The Greensboro area and North Carolina is topping them all in increase in value of agricultural prod-

ucts and manufactured products, and WBIG—the favorite station in this favored region—covers the rich Greensboro trade area thoroughly. This metropolitan district of North Carolina has more radio sets, more automobile registrations, and is the richest and most populous section of the South.

Write for COLD FACTS about WBIG.

We return you now to the editorial pages of Broadcasting for the latest news of radio for radio people.

Edney Ridge, speaking . . .

WBIG Business Write EDNEY RIDGE DIRECTOR for FACTS and DATA Good IN GREENSBORO, N.C.

George P. Hollingbery, Co. Net Reps.
er is worthy to operate he should have a vested right", he took the position, upon being asked by Mr. McNinch whether operators should not pay for that right, that "the industry would like to be self-supporting and I think would be willing to pay the cost of its own regulation." As for royalties to the people of the country for use of the public domain, he maintained that "they get royalties in the form of service and taxes."

Commenting on some of the recent additional burdens which have particular effect on smaller stations, he said KFJZ has spent about $8,000 and employs two additional persons simply to supply data for FCC questionnaires. Observing that this is due to no shortcoming of the Commission itself, but to the entire Government, he declared, "An inquiry into the broadcasting industry would be a valuable service, and the industry would welcome a day in court to lay its cards on the table."

When Mr. McNinch cited as "an extreme example" the sale of a "$50,000 station in Podunk for a million dollars" and asked for Mr. Roosevelt's ideas, the TSN president said, "The Commission should confine itself to the type of operation proposed. That's his business if the buyer pays that much, so long as he maintains good public service. The Commission should consider the proposed operation, with proposed rates, expenses and profits, and consider selling price only as it might affect operation."

**Advertiser and Public**

**The Best Barometers**

Observing that the public and the advertiser are the best barometers of advertising rates, he commented that although stations ordinarily charged what the traffic will bear, their business still is conducted with "altruistic motives". He cited, as a case where the advertiser would not rebel, the raising of rates following an extension of facilities and service as against an arbitrary raise "because the operator suddenly decided he should have a much larger salary."

TSN maintains a sales force in Texas for Texas business, as well as sales offices in Chicago and New York for national accounts, he said, "I am traveling myself most of the time, selling the network to advertisers," he added.

"We cater to the advertiser with full distribution who wants Texas as a package," he commented, and in the case of spotted distribution, TSN "advises" the use of individual stations rather than the whole network.

If radio is to be "a potent force" in advancing Americanism, it must operate democratically, said Mr. Roosevelt. "Radio has advanced so rapidly that the law should be given an opportunity to catch up," he said. "Once censorship enters radio in this country, we might as well follow the French, because we'll be in the same situation as radio in the totalitarian states." Observing that "the present law is antiquated and deserves to have a little streamlining", he said definite program labeling regulations would obviate the necessity for censorship.

**Censorship of Fear Is Said to Exist**

Answering further questions by Mr. McNinch on the censorship situation, Mr. Roosevelt said: "I believe there is a censorship of fear in the industry today, although the Commission may not realize it."

This is largely because operators do not know exactly what they may or may not do. There should be some provision in the law limiting the station's liability "for what someone may say on the air," he said, while operators should be held responsible for proper labeling of all broadcast material, and liability "in the case of the person actually originating or making the libelous statement."

**Most Complainants Have Ax to Grind**

"Profane, defamatory, and unclean" statements should be the only matter of concern for the FCC, he said, and "the right seems to be left to the individual operator's discretion, so long as he properly labels his broadcasts."

"The great majority of program complaints are made by people with a personal ax to grind," Mr. Roosevelt declared. With anyone free to make a complaint, "the station immediately is put in the position of defending itself." He said "great assurance" has been felt throughout the industry by the FCC's revised practice of renewing a license and then proceeding with the investigation of program complaints rather than issuing temporary renewals pending outcome of investigations.

Referring to Mr. Roosevelt's suggested changes in law, Mr. McNinch invited him to "set them down as amendments" to be offered at the time the proposed amendments to the Communications Act of 1934 are considered in Congress. Mr. McNinch frequently referred to a copy of the 1934 Act, quoting occasionally verbatim, as he queried Mr. Roosevelt. When the chairman...
Texas State Network Now Making Profit
Says Elliott Roosevelt at FCC Inquiry

TEXAS State Network's first year of operation will show a loss of about $50,000, though it was $105,783 in the red on Jan. 31, 1939, according to testimony of Elliott Roosevelt, chairman of the board and president of the 26-station regional network, before the FCC Network Inquiry Committee March 7.

TSN was started Sept. 15, 1938, and the loss resulted from burdens incident to a new enterprise, commented Mr. Roosevelt. The network has been in operation at a profit about March 1.

Mr. Roosevelt disclosed that 5,000 share certificates of no par value have been authorized and 2,600 issued — the paid in capital amounting to $62,977.89. Mr. Roosevelt and Mr. Richardson are principals in the Frontier Broadcasting Co., applicants to purchase WACO, Waco, and KBBC, Fort Worth; KSL, Salt Lake City; KXL, Portland, Ore., KWK, Wichita Falls, Texas, KDKA, Pittsburgh; KFYO, Lubbock, Texas, and KODA, Long Beach, Calif.

Mr. Roosevelt stated that the network is being operated with the idea that it is a public utility, and that the success of TSN should prove that the American people need and want radio broadcasting.

The TSN network stations are being operated as a cooperative effort, and the network is non-exclusive in its operation. It is planned to have two or more networks without overlapping and each with its own schedule of programs. The network is expected to have an estimated 25,000,000 listeners in all.

Mr. Roosevelt emphasized that TSN has more of the characteristics of a cooperative effort than any other proposal before the commission. It is not a new network in taking over old bands but is establishing a cooperative group of stations to meet the needs of the layman, he said.

The network was founded in Houston, Texas, and the headquarters are at Fort Worth, Texas. The TSN network is a cooperative effort of 26 stations, all of which are financially and legally independent.

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T O PROMOTE safety in the Twin Cities and vicinity, WMIN-FM, 90.5, has organized the WMIN Safety Club, with more than 60,000 youngsters from all city schools participating. Each Saturday a safety meeting is held and broadcast from either a Minneapolis or St. Paul station, featuring stories of the organization meet separately and broadcast weekly alternating Saturdays. A different chairman, usually an outstanding student from one of the participating schools, presides over the meeting. When the meeting reaches the halfway mark, a program chairman takes over and introduces the guest speaker, usually a well-known safety authority. After his speech a musical program is given by participating schools.

Session With Ben

ONE-MAN SHOW, with Lawson Deming playing as many as ten different characters is Uncle Ben’s Get-Together, new sponsor participation feature on WPIC, Sharon, Pa. The program is built around an old-fashioned store, with the storekeeper, Uncle Ben, and his friends discussing things in general, and listening to music of a cowboy band. Except for the dialogue which is transcribed, the entire show is written and presented by Mr. Deming.

* * *

Board the Buses

FEATURING news reports and chats with bus passengers, News & Interviews, with Porter Randall as commentator, is being sponsored on KCHS, Fort Wayne, Ind., by the Motor Coaches. In addition to straight news, the program presents interviews with the father of a grandson’s busses from the KCHS studios in Dallas, Wichita Falls and Fort Worth. The Fort Worth announcer quizzes passengers back to the other studios after a Bowen trip, thus dramatizing the line’s facilities and schedules.

* * *

Kiddie Adventures

SLANTED to juvenile listeners, Kiddie Adventures is heard on WJRD, Milwaukee, is written and read by ace Trotter, writer of children’s books, who does a tour by trailer in search of material, accompanied by his family. Their adventures are the story of the broadcasts. Script is written by Kay Ransom and Martha Jones, with Russ Winnie producing.

Sacred Drama

RADIO’S only Passion Play, adapted for dramatization from the New Testament, is heard on WMCA, New York, and the Inter-City System in a series of eight broadcasts during Holy Week April 5, 6, 7, 9, 10, 11, 12, 13. The programs featuring the Ave Maria players are under the sponsorship of the Franciscan Friars of the Averitt Monastery at Garrison, New York.

* * *

Chicago Lore

TO familiarize Chicagoans with the part their city played in the city’s growth, WJJD, Chicago, broadcasts a bi-monthly Monday night show called It Was Yesterday. Given under the auspices of the local historical society, the programs recently featured a dramatization of the Frink & Walker Stage Coach Co.

Purely PROGRAMS

New York Greeting

NEW YORK CITY, March 29. The opening of an informal half-hour of welcome to and information for New York’s many neighbors who will be coming to the World’s Fair has started on MBS with Dave Driscoll and Jerry Danzig of Mutual acting as hosts. When the program opens, the program is presented from the network’s New York studio, but generally it will be presented from the studio after the opening of the exposition on April 30.

Nuptial Garb

CLAIMED to be radio’s first, Wedding Dress Revue, broadcast from the stage of Convention Hall in Enid, Okla., was presented recently in KCRC, Enid. Thirty-one matrimony gowns, dating from 1886 to 1930, were modeled before 3,000 spectators, with loving cups for trimming dresses and models. The revue was featured as part of KCRC’s third Barnyard Frolic, and presented cooperatively by seven local firms.

* * *

Home Town News

WNYC, New York, municipal station, is arranging with about 24 cities in different sections of the country to receive by wire daily news items of local interest, which the station will condense for use on daily programs on WGBH, the New York World’s Fair this summer. Starting two weeks before opening day with the program on April 30, the program will be entitled either Your Home Town News, or Today’s Home Town News.

* * *

News From Congress

YOUR OHIO CONGRESSMAN is a new Saturday evening series on WICR, Cleveland, featuring news from the Capital and a resume of Congress activities. An Ohio Congressman is heard each week, from the WICR studio, or by transcription from Washington.

* * *

Campus Contributions

SHOWING what the University of Washington is doing for industrial advancement in the state, a new series on KJQ, Seattle, is a result of the campus, featuring faculty members who have done prominent research in industrial and scientific fields. Music is supplied by the University Symphony orchestra.

Waterfront Saga

THE HISTORY, romance and colorful stories coming out of San Francisco’s waterfront make up the new series broadcast on KYA, San Francisco, by Jack Dennham, who covers the waterfront, and sailed the seafarers for 35 years. The program is called Jack Dennham’s Column.

Welcome to Bristol

NEW ASIDE from Bristol, Tenn., are interviewed weekly on The Newcomers’ Club of WOPJ, Bristol, using the station mobile unit on a downtown city street. The episode features a guest at the homes. The sponsor presents gifts to lady guests on the studio part of the program, conducted in the WOPJ radiatorium.

FIRST movie ever attended by 72-year-old Mrs. Seay of Tuscaloosa brought the mike of WJRD to the theater entrance for an interview with J. E. Egan, commercial manager, who conducted the interview. Standing next to him is James R. Dox Jr., owner of WJRD.

Fireside Problems

WWBM, Chicago, has started a 15-minute Saturday afternoon series called You & Your Family, in cooperation with the Illinois Congress of Parents & Teachers and the local Assn. for Child Study & Parent Education. Sample dramatization of how the situation when a school boy comes home with a note from his teacher saying that he has done a nickel from the school milk fund. Discussion period follows the broadcasts in the WWBRM radio studio.

* * *

Still Another Quiz

NRC, on March 11, started a new audience participation program, It’s Up to You, on which a guest is invited to match wits with three persons picked from the audience. Dale Baxter, lecturer, acts as m.c. on the weekly half-hour program quizzes the contestants in three sections: Oral expression of fairy tales or rhymes, capacity to remember a ‘daffy drama’, and ingenuity in getting out of tight spots.

* * *

Fortune and Weight

WEIGHT-GUESSING is the best of a new game on the daily man-on-street broadcast of KWOS, Jefferson City, Mo., with the m.c. offering to estimate the avoirdupois of a watchcase, checked by a weighing machine that passes out not only weights but also fortunate-telling cards. The customer reads his own weight and takes the machine, along with a plug for the sponsor.

* * *

Exert Stumpers

A LOCALIZED version of NBC’s Information Please is broadcast on WWSW, Pittsburgh, under sponsorship of the Penn State College of Medicine. The $50 check is given to the most worthy charity selected by the experts, who donate their services.

* * *

Jr. Miss20

WHOLESOME radio programs for children presented in dramatic form from popular fairy tales and classics of juvenile literature is the aim of the Clare Tree Major Children’s Theatre, producing a series of weekly programs on WNYC, New York.

* * *

Miss America

FRANCISCAN Missions is the title of the series of programs broadcasting on KYA, San Francisco, by Father Michael Egan, Father Egan discusses the missions of the various California Missions, delves into their history and relates the present physical condition of each edifice.

* * *

Ladies’ Angle

LITTLE-KNOW facts, from the woman’s angle, are dealt daily by Kathryn Sterling on A Woman’s World. Kathryn Sterling is a well-known writer, and the program is a commentary for women, composed mostly of philosophy, answering letters from listeners and anecdotes.

Games on File

KANS, Wichita, presented a transcribed version of an exciting local basketball game to the high school students and played it before the student body the next day. Now being asked for transcriptions of future games for their files.

Congress Sketches

AN EFFORT to bring the work of Senators and Congressmen closer home, and aid them in keeping in touch with their constituents, KSTP, St. Paul, recently started presenting several Congressmen a week, via transcription during the station’s nightly news show, Night Extra. Commentaries, limited to three minutes, are transcribed in Washington. KSTP also plans to seek commentaries for Night Extra from other prominent guests as they visit the Twin Cities.

WCKY Satire

ON THEIR anniversaries, leading Cincinnati business houses are saluted by WCKY, with a history of the firm, given along with music. Programs, written by Beverly Dean, are titled Anniversary Satire. Five minute ads are awarded every day on the five-weekly Melody Quiz, sustainer. Listeners submit lists of songs played, as well as a 25-word statement on their favorite program.

Milwaukee Funnies

NEW WAY to present Sunday children’s shows is developed on WTMJ, Milwaukee, with Comic Cavalcade. Each strip is projected as a miniature drama, with “Uncle Willie” taking all the parts, from Li’l Abner Yokum to Dixie Dugan, against a musical background by Jack Martin, WTMJ staff organist.

* * *

Values for Buyers

CONSUMER’S guide, prepared by the New York State Department of Agriculture and Markets, which is the interest of many listeners when they were broadcast during 1938, have been resumed on WNYC. An evening series of quarter-hour programs entitled Consumer Values.

Montana’s Business

INDUSTRIES in Western Montana will be covered by remote in a series arranged by Mac McAllister, chief announcer of KGVO, Missoula, Montana. A new KGVO sustaining program, Parade of Business, reviews industrial and buying trends of the past week.

Mission Lore

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* * *

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BROADCASTING • Broadcast Advertising
MINNEAPOLIS progress in education by radio is largely attributed to Mrs. A. T. Towne, who has coordinated development with its stations, Parent-Teachers Association and the schools. Today, there are seven educational programs produced each week by Minneapolis public school students over Twin City stations, reaching about 2,500 classrooms, 79,000 students and about as many parents. In addition, eight other programs, mainly network and not student-built, are listened to regularly in elementary and high school class rooms. As radio coordinator, Mrs. Towne contacts radio teachers and stations and makes arrangements for school broadcasts, rehearsals and auditions. WCCO and KSTP, which have their own staff educational directors, have cooperated fully, says Mrs. Towne.

NBC has added two sustaining commentators to its staff. They are John T. Flynn, author and syndicated columnist, interpreting national and world events over NBC-Red Tuesdays, 7:30-7:45 p.m. (EST), starting March 14, and Tom Howard, well-known Washington newspaperman who on March 6 started a series of three-weekly programs commenting on Washington events on NBC-Red, Mondays, Wednesdays and Fridays, 11-11:15 p.m.

JOHN J. ANTHONY has been signed for another year by J. G. Dodson Proprietaries to conduct the Original Good Will Hour for Ironized Yeast on 60 Mutual stations, and is present working on a newspaper column.

FEATURING business trends as seen through the studies at the University of Denver, KLZ has started Business Times, produced by Dr. A. D. H. Kaplan, director of the department of government management in the School of Commerce. The radio program is to be part of the regular curriculum.

DIREC TED by Elmer G. Sulzer, director of the U. of Kentucky radio studio, a credit course designed to acquaint educators with the techniques of educational radio programs has been added to the university's 1939 summer curriculum. Members of the WHAS Louisville staff, who will lecture, are Lee Coulsou, manager; Robert Kene- nett, program director; Dudley Mass, continuity chief; Orrin Towner, chief engineer; Credo Harris, director; Joe Eaton, commercial manager; Edward Barrett, music librarian; Neil Cline, merchandising.

REPRESENTATIVES from 80 "self-appointed and career classes" of 30 Chicago high schools will participate in the new Saturday afternoon series Know Your Job, on WBBM, Chicago. A 30-minute discussion period will follow the 15-minute broadcast so that the various experts in the industrial fields may be queried by the students. UNIVERSITY of California students, representing 40 different nationalities, participated in a discussion on "Has America a Stake in the Far East?" broadcast over NBC-Blue on the Pacific coast and following America's Town Meeting of the Air.

A SURVEY made by Dr. William B. Levuson, director of the Cleveland Board of Education's shortwave educational broadcasting station, WBOE, discloses 40 school systems in as many cities reporting "the use of radio to interpret schools to the public" out of 50 systems reporting. Twenty-six of these states carry continuous programs, invariably over local commercial stations. The survey was made public during the recent Cleveland convention of the American Association of School Administrators.

CHICAGO Radio Council is distributing a manual to aid the classroom teacher in handling radio programs. It was written by staff members of the Radio Council under the supervision of its director, Harold Kent.

LARGEST Spanish class in the world is the claim of the weekly KOB Spanish School, now in its sixth year on KOB, Albuquerque, N. M. Directed by Dr. F. M. Kercheville, head of the Spanish language department of the University of New Mexico, the curriculum includes not only grammar and vocabulary, but Spanish music, games, customs and drama.

TWO NEW educational features, produced by Syracuse U's Radio Workshop, have started on WSTK, Syracuse. —The World Man, featuring a discussion between three university students and Prof. Joseph Barron on correct usage and pronunciation of words, and Who's Who at Syracuse, presenting interviews with university personalities.

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

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Winston-Salem, North Carolina
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Continental to Change

Continental Baking Corp.,
New York (Wonder bread), which has been sponsoring the Wonder Show with Jack Haley on CBS for the past six months, will discontinue the series after the April 7 broadcast. Firm will continue to sponsor the five weekly quarter-hour Pretty Kitty Kelly program on that network. Agency is Benton & Bowles, New York.

HALF interest in KWOC, 300-watt daytime station on 1510 kc, which began operating in Poplar Bluff, Mo., last May 21, has been purchased by O. A. Tedrick, local attorney, from A. L. McCarthy, local radio and appliance dealer. Don Lileston, the other partner, remains as chief engineer.

FCC Feuds, and Inquiry Proposal

(Continued from page 18)

address, laid out the McNinch-drafted Wheeler Bill as a three-man Commission as one which would "appear to be a proposal to 'unpack' the FCC with a view to eliminating minority positions." He disclosed particularly on evils of past FCC actions, particularly in connection with station transfers and leases.

"Let's have the facts and all the facts before we legislate," he stated. "And then let's enact not the Moran-Cohen-McNinch bill but legislation which will assure proper regulation of radio broadcasting in the public interest and guarantee to all the preservation of 'freedom of the air.'"

The McLeod Bill, referred to the House Interstate & Foreign Commerce Committee, may be caught in the legislative jam before that committee, now in the throes of considering transportation legislation. The committee chairman, Rep. Lea (D-Cal.), has already stated that there is little chance of legislation dealing with radio on the House side any time soon.

Victims of a Whim

In introducing his bill, Rep. McLeod issued a statement in which he said that any political party in power holds broadcasting in a "vice-like grip." Under the practice of granting licenses for only six months, he said, "the slightest whim or nod of a political bureaucrat can mean death to a station which has done no worse than try to render a public service."

"The fear of reprisals is stultifying all broadcasting and has created an alarming system of indirect censorship," Rep. McLeod continued. "No political party should thus be able to prevent access to the air of those who have a legitimate message to deliver to the public.

"If this Nation is to realize the fullest possible benefits of our tremendous broadcasting system, that system must be given some assurance that within a few months it will not be destroyed because some remark of a station may have displeased the powers that be."

"Several bills dealing with the Communications Commission have been introduced this session. Many of them contain excellent provisions. However, they are in instances so detailed that there is a possibility of squabbling over the detail the Congress may lose sight of the vital point at issue. That point, freedom of the air from political persecution is adequately covered in the bill I introduced today."

"The text of the McLeod bill follows:

That Section 307, Subdivisions (d) and (e) be amended to read as follows:

"(d) No license granted for the operation of a broadcasting station shall be for a term of more than three years, or for a term of more than six years, and any such grant may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not less than three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but applications for the renewal of a license shall be governed by the same considerations and standards as affect the granting of original applications."

"(e) No renewal of an existing station license shall be granted more than ninety days prior to the expiration of the original license, provided, that in acting upon applications for renewal of the original license, the Commission shall take into consideration any political views held or expressed by the applicant. Further that if the Commission shall refuse to grant the renewal and the applicant shall state under oath that he believes the proposal to have been based in whole or in part upon such consideration, the applicant shall have the right to appeal to the District Court for a mandamus, and pending action on that appeal the license shall remain in full force and effect.

FCC's Forms Irk Montana Stations

Association Discusses Recent Lieb, Copyright Statutes

A BATCH of resolutions affecting operations of broadcasters were adopted by the Montana Association of Broadcasters at its meeting in Billings March 6. The new Montana cable law, which, among other things, relieves stations of the responsibility of programs over which they have no control and places responsibility at the source, was explained by John Claxton, Montana attorney. He also explained Montana's new copyright law (H-B 307, March 1), enacted a fortnight ago along with the cable bill.

Among resolutions adopted by the Association were several thanking members of the U. S. Congressional delegation for acting on the Association's request that the FCC be asked to simplify its recent questionnaires on 1936 station operations. They pointed out that the FCC eliminated "certain questions from the questionnaire to stations crossing under $5,000 yearly."

Fewer FCC Forms Sought

Another resolution condemned the FCC "bombardment" of applications, questionnaires and "other complicated and troublesome forms to fill out and file" as "a great hardship" on many stations. The Association resolved that the Montana Congressional delegation be urged to request the FCC to reduce the number of forms and simplify them and also that the FCC be urged to grant licenses for longer than six months.

In addition, the Association adopted a set of resolutions dealing with copyright; building of a public domain and tax-free music reservoir; anti-censorship opposition to this nation's adherence to the International Copyright Union; support of the NAB-Lang-Worth tax-free library plan, and requested that the NAB furnish to all stations subscribing to the original public domain library new pressings of each disc because of what the Association termed the "poor quality" of the first supply.

On the subject of high power, the Association adopted a resolution urging its Congressional delegation to "stand against superpower or clear channel operation by any station in any location in the United States."

There was a 100% attendance of Montana stations at the meeting. Those present included Ed Krebsbach, KGTX, president; Mrs. Jesse J. P., KGUX; Ed Youn, KGHL; Art Mosby, KGVO; K. O. MacPherson and Barclay Craighead, KGVO; Ed Cranley, KGIR. In addition to Mr. Claxton, Ken Davis of Davis & Schweger, Los Angeles music publishers, also was present.

Conti Spots on 3

CONI PRODUCTS Corp., New York (soaps and creams), on April 17 will start a 26-week campaign of daily announcements on WIN, WNEW and WQXR, New York. Birmingham, Castelman & Pierce, New York, handles the account.

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BROADCASTING • Broadcast Advertising
TWO STATES ENACT
ASCAP LEGISLATION
TWO more states—North Dakota and New Mexico—have enacted legislation on copyright aimed at ASCAP and related licensing groups, while a third State legislature, in Oregon, failed to enact such a measure by a narrow margin.

The bills, similar to that enacted by the Montana legislature [BROADCASTING, March 1], were passed after bitter opposition from ASCAP. Measures along the same general line are pending before the legislatures of Arkansas, Colorado, Connecticut, Illinois, Indiana, Kansas, Michigan, Minnesota, New Mexico, Ohio, Pennsylvania and Washington.

The North Dakota and New Mexico bills compel copyright owners in those States to make full disclosure of the material licensed by them. Blanket licensing at established fees is permitted provided the members of a combination, such as ASCAP, also afford users the option of buying portions of the catalogs at prices determined by the owner and not by the combination.

Libel Bill in Missouri
FOLLOWING the leadership of several other states which have adopted laws safeguarding stations from liability for libel uttered over their facilities by political speakers, the Missouri Legislature is considering a measure that was introduced by Senator Donnelly, of Lebanon. Under the bill, a station would not be liable for damages for defamatory statements made by political candidates or officeholders during a speech. Liability, however, would attach if the station permitted a defamatory manuscript to be broadcast after having had access to the speaker's remarks prior to delivery. The measure follows closely that adopted in 1937 by the Iowa State Assembly—one of the first bills that nature to be enacted. WHO, Des Moines, sponsored the action, which was supported by other stations in the state.

Penner Show Dropped
GENERAL FOODS Corp., New York (Huskeys), which has been sponsoring the Joe Penner Show on CBS for more than six months, will discontinue the series with broadcast of March 30. There will be no replacement, according to Benton & Bowles, New York agency servicing the account. Termination of the contract was by mutual agreement among the sponsor, agency and Penner, because of budget problems which do not permit an evening rebroadcast instead of the afternoon. Sponsor stated it was well satisfied with the show's rating but regretted inability to continue on a basis satisfactory to all concerned. Sponsor will switch its CBS Joe E. Brown Show (Post Toasties), from Saturday to Thursday, taking over the time formerly used by the Joe Penner program effective April 6. The Joe E. Brown Show was renewed for another 13 weeks by General Foods Corp., effective April 1.

A BILL to prohibit the advertising of alcoholic beverages on the radio has been introduced in the Alabama Senate, and is being opposed by state broadcasters only insofar as it hits beer advertising.

More for Sweetheart
MANHATTAN SOAP Co., New York, for Sweetheart Soap, is buying news broadcasts on a basis of one to three quarter-hours weekly on stations in various sections of the country. Stations already signed are KFG, San Francisco; KPI, Los Angeles; WHAS, Louisville, and WSM, Nashville. The company since January has been sponsoring three to ten spot announcements weekly on a list of 40 stations, quarter-hour, transcribed programs, with Jack Berch on seven NBC stations, and programs called Melody Sweethearts on four stations of the Yankee network. Franklin Bruck Co., New York, is agency.

Iowa Newspapers Placing
Fu Manchu as Promotion
WITH its sale of the Shadow of Fu Manchu, transcribed series to the Des Moines Register & Tribune, which it announced will place the program on four stations for newspaper promotion, Radio Attractions Inc., New York, reports that the number of stations now carrying the series exceeds 30. The Iowa newspapers are placing the show on their affiliated stations KRTN, Des Moines; WMT, Cedar Rapids, and WNAS, Yankton, S. D., and will also sponsor it on KMA, Shenandoah, Ia. Other new subscribers are KANS, Wichita; KOIL, Omaha; WIBW, Topeka; KSCJ, Sioux City; KCMO, Kansas City. The latter station will have Crown Drug Co., chain stores, as sponsor.

Warner Show Delayed
THE Warner Bros. program Let's Go Hollywood, scheduled to start on Mutual network March 10, will not begin until a later date because the Redfield-Johnstone Agency, New York, which has been contacting clients for the program, has not yet lined up enough participating sponsors. The program is currently broadcast on Southern California Don Lee stations, Fridays, 8-8:30 p.m. under sponsorship of the Ford Dealers of Southern California through McCann-Erickson, Los Angeles.

FEDERAL Trade Commission has issued a complaint against Affiliated Products Inc., Jersey City, alleging misrepresentation in the sale of two cosmetic products, a "restorative cream" and "youth pack," sold under the name of Edna Wallace Hopper.

Man & Wife
on their way to the San Francisco World's Fair next summer.....

They're enjoying a dip in Great Salt Lake (where you float like a feather) during their stop-over in Salt Lake City en route to the Fair. They, with several hundred thousand kindred spirits, will spend upwards of $36,000,000 cash money in the Salt Lake area this year for meals, lodgings, supplies, recreation.

Just another reason why business is good in Salt Lake City. Residents here have money to spend, the year round. Significantly, their popular station is KDYL, where judicious showmanship rewards both listener and advertiser.
Educational Network

MEMBERS of the National Association of Educational Broadcasters and Government officials are cooperating in organizing a “cultural network”, an idea advocated several years ago by Mayor La Guardia of New York to rebroadcast non-commercial and educational programs on university and municipal stations. Tests are now being conducted to determine if WIXAL, Boston educational shortwave station, can be successfully picked up by universities in Minnesota, Wisconsin and other sections of the country. WNYC, New York’s municipal station, two months ago applied to the FCC for permission to re-broadcast shortwave educational programs to the colleges and universities operating stations.

Kentucky Council Formulates a Code To Guide Educators and Broadcasters

RECOGNIZING that a cooperative relationship must exist between commercial broadcasters and educators in the public interest, the Kentucky Council on Education by Radio, which has enjoyed close cooperation with Kentucky stations, at a meeting in Louisville Feb. 18 adopted a Code of Ethics which Elmer G. Sulzer, director of the University of Kentucky radio studio, believes is one of the first concrete statements of its kind.

The Council, of which Mr. Sulzer is chairman, comprises representatives of Kentucky State, Louisville, Eastern State Teachers College, Western State Teachers College, the State Dept. of Education and the State-Teachers Assn.

The code follows:
1. The proper presentation and broadcasting of educational programs by radio is a joint responsibility of educational authorities and radio station executives. The whole-hearted and understanding cooperation of each group is necessary to insure effective results in this field.
2. Allocation of a certain amount of time for educational purposes is a “public interest” requirement on the part of radio stations. Radio stations have a right, however, to insist upon standards of presentation that are in keeping with their program standards.
3. Avoiding Duplication
4. The selection of educational subjects for broadcasting, as well as the selection of proper techniques for such presentation should be in the hands of educators. It is important, therefore, for all educators involved in handling such programs to acquaint themselves with the latest techniques, to study the studio procedure in general, and to maintain at all times a broad objective point of view.
5. In common with other types of programs, educational programs should attempt to reach as large an audience as possible. To do so, radio educators should attempt to frame programs in the most attractive way possible—to make them interesting as well as educational, thus increasing their educational effectiveness.
6. Educational programs should be planned for limited groups, only when such groups are of an underprivileged type and can conveniently get the material in no other way, or when the nature of the program is such that a radio broadcast proves itself vastly superior to any other medium of presentation.
7. Questions of taste and censorship involve an interlocking relationship between broadcasters and educators. Broadcasters should not censor an educational program as regards facts, or as regards policies. On matters of taste, however, broadcasters have a right to insist on the usual station standards as well as discussions of certain subjects open a consideration of which is regarded as contrary to current good taste.
8. Educators owe to themselves and to the cooperating station the impartial presentation of controversial subjects. Editorialization is not desirable on controversial subjects, even on an educational program, unless all sides are fairly expressed.
9. Stations have a right to refuse time for a program that is essentially institutional promotion. A certain amount of institutional promotion is naturally present in all educational broadcasts, but the primary purpose of a truly educational broadcast must be educational.

David Sarnoff, president of RCA, and chairman of the National Music Week Committee, recently stated that the keynote for the 1939 celebration of Music Week, May 7-13, which is promoted extensively each year by radio, would be “Support Group Activities”. Particular effort will be directed toward community musical organizations and professional groups, and special attention will be given to wider recognition of the merit of productions of American composers.

‘School’ a Model

CBS, after a survey of the market requests for information on American School of the Air, discovered that several governments throughout the world were using the program as a model for similar broadcasts. For three years Puerto Rico has been translating the School programs into Spanish for broadcast; the Halifax Department of Education, Nova Scotia, has asked and received permission to use the CBS scripts; and Rumania and Denmark have requested manuals on the School to establish similar organizations within their borders. The Honolulu Department of Education has organized a school, and other communications have brought inquiries from such countries as Japan, South Africa, Australia, China and Mexico.

600-LETTER PULL IN SPOT

Opposite Mr. Jack Benny!

Yes—over 600 letters received the next day. One example of WNEW’s tremendous power.

There is a Reason:
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Get Acquainted Invitation of . . .

FOOD-DRUG-COSMETIC
REPORTS


"LET'S get acquainted," says FDC REPORTS. Send for a sample issue.

Designed for executives in the food, drug, cosmetic and related fields, advertising agency executives, radio station executives, FDC REPORTS gives a clear, concise, accurate, confidential news (and behind the news) analysis of the activities and trends of government regulation based on the all-important Wheeler-Lea and Food and Drug Acts.

Published in Washington, written and edited in lay language by expert reporters on the Washington scene, FDC REPORTS provides (1) summary of the news and regulatory trends in the four-page letter, (2) detailed accounting of the past week's developments on supplementary mimeographed sheets. Formal hearings, conferences, decisions as they affect the food, drug, cosmetic and related field are presented in detail, without bias or color.

If the Wheeler-Lea and Food and Drug Acts mean anything to you, it will pay you to investigate FDC REPORTS.

Nets Assign Announcers To Cover Spring Tour Of British Royal Party

COMPLETE detailed radio coverage of the visit this spring to the United States and Canada by King George and Queen Elizabeth of England is now being arranged between CBC and the three major networks. All broadcast plans, tentative at first, but NBC, CBS and Mutual have made plans to broadcast every important event of the royal visit from the United States. The first broadcast will be on May 15 in Quebec, until their departure for England from Halifax on June 16.

CBS has arranged for Commentator Bob Trout and a crew of technicians to join the official party in Canada and broadcast complete descriptions of each event. NBC has assigned Graham MacNamee, Ben Grauer, Ed Hicks and Carleton Smith to describe the various activities of Britain's rulers, while for Mutual, Dave Price, and Alvin Josephy will cover the itinerary. Broadcast already scheduled by all the networks include: Arrival of the royal couple at Wolfe's Cove, Quebec, May 15; official reception at Three Rivers May 16; King George's unveiling of the new Ottawa Canadian War Memorial on May 18; the laying of the cornerstone for the new Justice Bldg. in Ottawa by Queen Elizabeth May 19; and the official celebration of the King's Birthday May 20. When the King and Queen cross the border into the United States via Niagara Falls June 7, the event will be broadcast by the networks, which will also broadcast all official events while the royal couple remain in America.

Douglas Shoe Extending

The Man in the Street program, which has been doing a successful job for W. L. Douglas Shoe Co. over WEAF, Boston, since last fall, will be introduced in New York for the same company over WJZ, beginning March 27. The program, which features a sidewalk "question bee" with passersby in front of various Douglas retail stores, will go on the air Mondays through Fridays from 5 to 6 p.m. Prizes of merchandise will be given to those who participate in the broadcast, as well as to those sponsors who listen to the audience who send in questions accepted for use on the program. Because of the success of this program in Boston, plans are under way to extend it also to Philadelphia, Detroit and Chicago for the same company. N. W. Ayer & Son Inc. handles the account.

Ernie Hare

ERNEST (Ernie) HARE, who with Billy Jones make up the comedy-singing team know as The Happiness Boys, died March 9 in Queens General Hospital, New York, of complications resulting from bronchial pneumonia. He was 55 years old. The Jenes-Hare duo, who made radio history on Oct. 18, 1921, by singing into a "tomato-can" microphone at WJZ, was known as the first successful radio comedy team, one of the first to gain a sponsor, and the first to adopt a team name identifying themselves with their sponsor's product. Born in Norfolk, Va., March 16, 1885, he is survived by his mother, widow and daughter.

Canada's License Returns

ACCORDING to estimates, Canada will have collected listener licenses from 1,250,000 persons for the fiscal year ending March 31, 1939. Official figures showed collection of 1,195,000 licenses by Jan. 31. In addition to this total, the highest on record, receivers may be operated without licenses by indulgents, by those on relief and by the blind. It is considered likely that this fiscal year, starting April 1, licenses for a second or third radio in one house will be reduced to $2 instead of the regular $2.60 license fee.

NRC has shifted its programs from CMQ, Havana, to CMX in that city temporarily because of complaints that the CMQ signal was causing interference to WMC, Memphis, and WPTA, Norfolk. It is understood that the network will resume its affiliation with CMQ, which has 25,000 watts in power in contrast to CMX's 200 watts, as soon as its frequency is changed to eliminate the interference.

Delayed Sports

WOR, Newark, recently unable to broadcast a college basketball game from Madison Square Garden because of mid-evening commercial commitments, tried the experiment of sending Stan Lomax, sports announcer, to the games to make recordings of the play, which were presented on the air at midnight the same night. The experiment met with such success that the station may try future recordings of similar events with an idea of broadcasting at that hour on a regular schedule.

Airplane Accident Fatal to John Stadle, of CBC

JOHN STADLER, executive assistant to CBC general manager, Dr. Augustin Frigon, was killed in an airplane accident March 8, while on a holiday in northern Quebec. The plane, on which he was flying as a passenger from St. Felicien to Lac de la Croix, was found half submerged in the ice of a northern lake. Mr. Stadle was the son of a noted Canadian mining engineer, John M. Stadler of Montreal. He was born Oct. 6, 1906, at Shawinigan, Quebec. He was graduated in electrical engineering in 1930 from McGill. From 1932-36 he was with the Canadian government's National Research Council at Ottawa, then joined his father as a consulting engineer. In May, 1937, he represented the American Radio Relay League at an international conference at Bucharest and on his return became manager of CBF and CBM, Montreal. He became Dr. Frigon's assistant in July, 1938.

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Wallace Werble, Editor
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WASHINGTON, D. C.
Phone Metropolitan 0606
Sykes Loss to FCC
(Continued from page 18)
pointment because of the prominent part he played in the $1,500,000 A. T. & T. investigation, the final report on which is now being drafted. He was criticized sharply in many quarters and the final report to Congress is certain to occasion much controversy, with Commissioner Walker in the crossfire.

There is still the possibility that Chairman McNinch also will retire from the FCC, whether or not there is reorganization legislation at this session. Though he has discussed on a number of occasions his imminent return to the Federal Power Commission, from which he was drafted by the President in 1937, in informed quarters it is thought he may receive a judicial appointment.

Judge Sykes’ decision to enter private law practice 12 years after he became a radio commissioner was not hastily conceived. Two years ago he had reached the determination to retire from public life. The sudden death of Chairman Anning S. Prall in July, 1937, together with the resignation of Commissioner Irvin Stewart, caused him to remain until the new members were “broken in”.

While Judge Sykes has not been in sympathy with many of the policies invoked since Chairman McNinch assumed the FCC helm, he has had the confidence of the chairman and he has been the steady force to some degree. There was no compulsion associated with his decision to resign for it has been freely predicted that, should the Wheeler Bill for a three-man board pass, he very likely would be one of the three members.

Judge Sykes’ retirement comes at a time when the FCC is snowed under with work. He has sat at practically all of the sessions of the FCC Network Inquiry Committee and would have been instrumental in the drafting of that important report, upon which legislative recommendations to Congress for revision of the law presumably would be based. He also leaves the FCC with much work remaining to be done on the A. T. & T. investigation report.

Sixty-three years of age, Judge Sykes has long cherished an ambition to become a federal judge. His name twice was presented to President Roosevelt for appointment to the U. S. Court of Appeals for the District of Columbia, which handles FCC litigation and his wide experience in radio was cited as qualifying him for such a post. As a matter of fact, there is still a vacancy on the court for a sixth justice, to serve as a relief jurist. It is doubted, however, whether Judge Sykes will be considered at this time, since he has passed the 60-year minimum established by the President for Federal judiciary posts.

In 1927, when the Federal Radio Commission was first named by President Coolidge, Judge Sykes was one of the five men selected. He left a private law practice in Jackson, Miss., to accept the call and became the first vice-chairman of the Commission, although he found himself acting chairman virtually from the start. Admiral W. G. Bullard, who had been named chairman, was in China at the time and died after serving only a short time.

1933, President Roosevelt named Judge Sykes chairman of the Radio Commission with the change in administration. With the creation of the FCC in July, 1934, Judge Sykes became its first chairman, remaining in that post until the following year, when he was succeeded by Mr. Prall. Simultaneously, he became chairman of the Broadcast Division.

Attended Conferences
For nine years, from 1916 to 1926, Judge Sykes served as a member and Chief Justice of the Mississippi State Supreme Court. He retired to enter practice of law in Mississippi, coming to Washington when President Coolidge named him to the temporary Radio Commission. His vast experience in radio has included international phases. He has been a member of a number of delegations to international radio conferences and headed the delegation which represented this country in the Telecommunications Conference in Madrid in 1929. In 1932, he was chairman of the U. S. delegation to the North American Conference in Ottawa and in 1933 was chairman of the American delegation to the North American Conference in Mexico City.

Judge Sykes was born in Aberdeen, Miss., July 16, 1876. He owns a home in Washington, where he resides with his wife and family. He is a graduate of St. John’s College, Annapolis, where he prepared for the Naval Academy. Entering the Academy in 1893, he remained for 2½ years. From there he went to the University of Mississippi and was graduated in 1897 from the Law School.

When Judge Sykes convened the Radio Commission on March 15, 1927, pursuant to instructions from Chairman Bullard, who was en route from China, he called on President Coolidge.

“I hope you know,” he said to the President, “that I am just a lawyer and don’t know a thing about radio.”

To which the President replied: “I am aware of that. I have appointed the other four [Admiral Bullard, O. H. Caldwell, Henry A. Bellows and Col. John F. Dillon] because of their radio knowledge. You have been appointed to see that the Commission keeps within the law.”

17 Million 1938 Income Shown in BBC Handbook
The 1938 income of the British Broadcasting Corp. was 3,800,051 pounds (approximately $17,000,000) and of this sum 1,892,081 pounds (approximately $9,460,000) was spent on programs, according to the 1939 BBC Handbook published and available from the BBC, London, for 2 shillings 4 pence by post. Nearly all of the company’s income is derived from the $2.50 per year radio set tax. The handbook covers all phases of BBC activities during 1938, including television, and devotes a section to describing how listener opinion of programs is secured.

Instead of depending upon spontaneous letters to secure a cross-section of opinion, the BBC uses what it calls the "panel" technique. Some 30,000 persons are asked to submit answers to periodic questions by keeping logs of their listening over a definite period. The replies on the printed logs are said to furnish a "listening barometer" to guide the program producers, and they serve as a sort of substitute for box office returns by which theaters can gauge likes and dislikes of the public.

OPERA which NBC commissioned Gian-Carlo Menotti, Italian composer, to write especially for radio presentation has now been completed and on April 22 will be given its world premiere on NBC-Blue, CBC and via shortwaves.

READY TO SERVE YOU

WJLS
Now On The Air
West Virginia’s
Newest and Most Modern Radio Station
serving
the East’s highest
per capita market
BECKLEY, W. VA.
301,550 PEOPLE heretofore denied radio reception within this area will depend on WJLS for United Press News, entertainment, and other features designed for them.

BROADCASTING • Broadcast Advertising
Libel Legislation Urged in New York

Coughlin Pickets Continue; Extend Marching to NBC

SENATOR Jacob Schwatzwald, Brooklyn Democrat, and Assemblyman Ralph Giordano, Brooklyn Republican, have introduced an amendment to the New York penal law, similar to other pending measures, providing criminal penalties for those who permit the use of broadcasting stations, studios or microphones for the purpose of uttering doctrines which incite racial or religious hatred. The bill provides a maximum of $5,000 fine for offenders, with owners of stations and studios equally responsible.

A contrary bill extending to broadcasting stations the same protection of the libel and slander laws now enjoyed by newspapers will be sponsored in the Legislature by Assemblyman Moffat and Senator Couder in names of the Republicans, who feel that the radio commentator or speaker "is giving the world news that is the same cause of democracy as the press, and his freedom must be guaranteed in the same way.

Coughlin Pickets Continue

The followers of the Rev. Fr. Charles E. Coughlin, who operate WMCA, New York, each Sunday since Dec. 18, protesting against the stations' action in cancelling the Coughlin broadcasts, extended their protest to NBC on March 5, when some 750 picketers concluded their WMCA visit by proceeding to Radio City and marching around the RCA Building, while the other picketers, following the demonstration, were identified among those asking for tickets to NBC broadcasts at the information booth after the line broke up.

For several weeks previous WOR and CBS had been picketing on alternate Sundays as a WMCA aftermath, but this was the first time NBC had been included in the list of broadcasters that are in favor with the Coughlinites. Circumstances changed, however, when it was announced that on succeeding Sunday's the group would visit WMCA instead of WOR and CBS at 3 and marching to WMCA at 4 p.m.

WEVD, New York, which on Feb. 16 started a series of talks by Rev. W. C. Kernan, Episcopal minister, in answer to the weekly broadcasts of Father Coughlin, received such an overwhelming response that it has set aside a second period in its program to rebroadcast by transcription for the benefit of those unable to hear it earlier Thursday evenings.

Dr. Harry F. Ward, author, editor and theologian, internationally known for his advocacy of liberal causes, on March 17 inaugurated a series of addresses Answering Father Coughlin on WCNW, Brooklyn, and 12 other stations, to speak each Saturday evening thereafter as long as he feels it necessary to reply to the radio program made by Father Coughlin. Dr. Ward, professor of Christian ethics at the Union Theological Seminary New York, explained that he plans to expound on the social and political aspects of the priest's philosophy and will not engage in doctrinal religious discussion.

Screen-Radio Harmony Seen by Lohr, Belittling Rumors of Hollywood War

WHEN General Electric's new shortwave station, WXBE, was dedicated at the San Francisco Golden Gate Exposition March 2, the participants (1 to r) included Don E. Gilman, vice-president in charge of western division of NBC; Lenox R. Lohr, president of NBC; directly chosen in charge of planned and operated NBC stations; behind Mr. Morton, Lloyd E. Yoder, KPO-KGO manager; Leland Cutler, exposition president; B. W. Bullock, assistant manager of GE's exhibit; Raymond Alvord, GE vice-president.

WITH so many forms of entertainment competing for our spare time, and with so much more leisure time in which to seek entertainment, it is silly to say that one form of entertainment is detrimental to another.

In this manner, Lenox R. Lohr, NBC president, in Hollywood during early March, scouted fears of a "war" between motion pictures and radio. While recognizing there had been some friction in the past, because for which he said he couldn't quite discern, Mr. Lohr voiced the opinion that "the interests are all in common—to supply entertainment and to do a public service". "The motion picture industry is in a tremendous good for pictures, and there is no reason why the two industries cannot work together with advantages to both. Mr. Lohr denied he was in Hollywood to discuss the situation with film executives, although he had talked to Will Hayes, head of the Association of Motion Picture Producers, and "personally", with motion picture officials.

Far From a War

"As far as any war between radio and the movies is concerned, I don't think there is any or ever will be one," Mr. Lohr said. "I don't think the film stars are going to be a threat to the air. Radio will continue to function and Hollywood's future as a production center is secure. He feels that Hollywood's shortwave headquarters, with its high type of technical equipment, is unquestionably the "finest broadcasting plant in the country from the production standpoint."

NBC doesn't want anyone using its network to knock pictures. Mr. Lohr warned as he revealed that as a precautionary measure, Don E. Gilman, western division vice-president, is "checking personally everything that goes on the air from Hollywood". Although the NAB is formulating a radio code of ethics similar in purpose to that adopted by motion pictures, NBC already has one for its own guidance. This code, according to Mr. Lohr, is being revised and will be submitted to all advertising agencies in Hollywood before final adoption.

"There is not a single rule in it that is for our own selfish interest," he declared. "It is all in the interest of better public service."

The new entertainment trend in radio is "the tendency toward patriotic programs and tolerance, which Mr. Lohr characterized as performing a great public service:

Lohr at Shortwave Fete

LENEX R. LOHR, president of NBC, was one of the principal speakers March 2 in the inaugural ceremonies of the powerful shortwave station constructed by General Electric Co. on Treasure Island in San Francisco Bay. The inaugral marked the beginning of regular daily broadcasts by the GE shortwave transmitter, WXBE, which will be directed to South America and the Orient.

The NBC committee [BROADCAST, March 1] broadcast daily to Latin America from 3:30 p.m. to 4:47 p.m. and to the Orient from 4:47 to 5:10 a.m. WXBE is the only international shortwave broadcasting station west of the Mississippi.

N. Y. Wine Account

EASTERN WINE Corp., New York (Chateau Martin wines), after a successful campaign of test programs on several local New York stations, has signed a 52-week contract with WHN, New York, for six-quarter-hour news periods weekly, three-quarter-hour musical programs, and 36 spot announcements weekly. Other local stations will be added in the future.

Austen & Spector Co., New York, handles the account.

KOIN, Portland, Ore., furnished talent for 14 shows during the three-day Portland Advertising Auditors' convention the week of March 6. Joseph Sampietro, KOIN music director, was in charge of the entertainment.

PARAMOUNT PLANS TELEVISION TRAILER

WILL USE SPECIAL PROCESS IN MAKING TELEVISION FILMS

INTEREST OF Paramount Pictures, Hollywood, in television is taking definite shape under affiliation with Allen DuMont Television Co., Paramount plans to use the new DuMont publicity committee now being tested at Montclair, N. J., and to merchandise its pictures through the committee. According to Neil Agnew, vice-president in charge of sales, other television developments will be announced.

Proposed trailers will differ materially from the small motion picture houses. A specially processed "television" film developed by Paramount's laboratory will be utilized, and trailers will be somewhat longer. Paramount is keeping its film experimenting with television closely under cover in hopes that it will be first on the market with a scientifically correct product. Trailers due to Cecil B. De Mille's current production, "Union Pacific," and the Claudette Colbert-Don Ameche team in "Midnight," are being considered as initial subjects for telecasting.

FORSEES 100,000 SETS

Stanton Griflis, chairman of Paramount's television committee, said in a recent talk that he believed there might be 100,000 television sets in use in the country within the next 12 months. If this estimate is correct, Paramount would be well on its way tofulfilling the general public's vast television curiosity by supplying these special entertainment programs which are now in operation or in construction throughout the country, thereby effectively selling its product through this medium for the benefit of exhibitors.

"With the erection of new television transmitters at various points throughout the country and the ever-increasing number of televisions that are going into homes of the nation, it is obvious that the transmitting stations will be able to entertain the material," Mr. Agnew pointed out in announcing this radical departure. "These stations are all going to produce television programs of some sort. We believe that we should take advantage of this situation to help our exhibitor-customer by presenting interesting and intriguing trailers of our more important pictures which will accomplish the double purpose of satisfying the public's curiosity on television and whetting the same public's appetite for the motion pictures from which these trailers will be adapted."

ABSORENE SPOTS

ABSORENE MFG. Co., St. Louis (wall paper cleaner, HH paint cleaner), has placed minute discs on KLZ WMBD WWBP WCOB WJZ WJDA WBHC WYJC WCAQ WYDP WJW WCOB WWTCN WRR KMBC KOIL WCPO WNOX WMPS WJZ etc. broadcast daily. Spot announcements are to be placed on additional stations. The firm's radio spot advertiser for many years, is using discs for the first time, the 52-disc time schedule having started March 6.

ABC Market Agency is Ross-Gould Co., St. Louis.

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
Right to Appeal FCC Rulings Argued

Dempsey Takes Radical Stand in Arguing Before Court

WHETHER there can be unlimited competition among broadcasting stations by licensing of new outlets without regard to the plight of existing stations in the same communities may rest upon rulings expected soon from the U. S. Court of Appeals for the District of Columbia.

Novel arguments raised by William J. Dempsey, recently appointed FCC general counsel, and by the chief assistant, William C. Koplovitz, involving fundamentals in regulation of broadcasting, were among the amount of advertising in two cases. Similar issues raised in the so-called El Paso case, were argued March 10.

The suit with which members of the court questioned FCC and opposing counsel on the jurisdictional issues indicated the tribunal will make new law in settling these points, which involve motions to dismiss appeals essentially on the ground that the parties have no resolvable interest. The cases involve appeals by WAAB and WCOP, Boston, and WLS, Chicago, from the FCC grant authorizing WMEX, Boston local, to operate on 1470 kc. with 5,000 watts power, and the appeals of WLAC, Nashville, and CBS from the FCC decision denying the network's application for transfer of the license under lease.

A Protected Monopoly?

Mr. Dempsey argued that the broadcast business, ecologically, was whether Congress intended to create "a protected monopoly" in the broadcasting field by preventing unrestricted competition. He said that broadcasting is not in the public utility field and not subject to rate regulation. He pointed out that competition against among the public utilities inevitably results in an accommodation of rates.

Equally significant was his contention—which caused a lifting of eyebrows on the bench—that the Commission's regulatory interest does not go beyond issuance of the license and that it had no interest whatever in the point of selling, or reselling, which may be sold by stations and their ability to withstand competition with other stations or other advertising media.

Despite previous court decisions holding that existence of stations to serve public interest depends upon their ability to make a reasonable profit, Mr. Dempsey said the Commission's concept of the law was that other stations in a community have no right to pay its expenses. He argued before the FCC involving grants of new station facilities in their market.

In the KSFO case the Commission contended through Assistant General Counsel Koplovitz that the appeal should be dismissed as it was improperly taken. Moreover, he said the case "moot" since the CBS contract to acquire KSFO had expired by its own terms.

WHEN the Golden Gate International Exposition officially opened last month, the networks were there to cover the event for a nationwide audience. Here a CBS crew is standing by for the pickup from the bomber circling over Treasure Island. Seated is Paul Pierce, CBS producer. Standing (I to r) are Bob Child, announcer; Fox Case, CBS Pacific director of special events; J. C. Morgan, KSFO program director; L. V. Howard, technical director, and Joe Walters, announcer.

The arguments marked the first formal appearances before the court of the new Dempsey-Koplovitz team. Because of the significance of their contentions, a large group of Washington's legal radio fraternity attended. Three of the five Justices of the court—Chief Justice Groner and Associate Justices Stephens and Miller—heard the argument March 7-8.

Counsel arguing for the appellants included Frank Roberson for WAAB; Ben S. Fisher for WCOP; Arthur W. Scharfeld for WMEX and KTSN; Paul V. Granzam for WLAC; Duke M. Patrick for CBS, and Stuart Sprague of New York for KSFO.

The broad question of the court's jurisdiction to entertain appeals involving not only the economic issue but also FCC action raised in several other pending cases which await argument or decision. In the case of WBKB, Dubuque, decided Jan. 23, the court held the FCC legally bound to make appropriate finding as to economic injury. In this opinion, it reversed the FCC decision granting the appeal of the J. D. Van Stubbings for a new station in Dubuque. The FCC has pending before the court a motion for rehearing of this case. Without the court deny this motion, it would have a bearing on all of the cases involving this issue, since the point is raised in it.

In the El Paso Case

In hearing oral arguments on the appeal of KTSN, El Paso, from the FCC decision authorizing Durrance Roderick, publisher of the El Paso Times, to establish a new station in that city, two new justices sat. Justices Vinson and Edgerton replaced Justices Stephens and Miller to hear the arguments, with Chief Justice Groner presiding.

Mr. Dempsey raised the same issues in connection with appelleal interest in arguing the case, declaring that KTSN relied upon the question of new competition which would be brought about by the Roderick station. He declared it was the intention of Congress to preserve competition and not regulate it in enacting the Communications Act.

Mr. Dempsey also argued that the Commission is not required to issue findings of fact, pointing out that in the last year it has issued over 41,000 licenses. Alluding that most of them dealt with amateur authorizations, he said nevertheless that it must make find-ings in one classification, it must follow the same course in all cases.

Chief Justice Groner interjected that the court has said in various cases very emphatically that there must be findings of fact and declared that perhaps the Commission "assumes too much" in considering it is not required to havehearings or issue findings. Justices Groner also participated actively on the right of hearing and the right of intervention by parties in interest. He observed that the Commission must admit it has been wrong in permitting interventions if it now claims it is not required to do so.

Mr. Scharfeld, counsel for KTSN, argued that the Commission erred somewhat in its failure to hear oral arguments after membership of the Commission had changed by virtue of abolition of the Broadcast Division, but also failed to heed the mandate of the court which originated and was apparently decided grant in the Roderick application. Regarding Mr. Dempsey's contention of no right to intervene and of no appealable interest, he pointed out that the Commission's regulations prescribed those specific courses and that he did not assume the Commission counsel now was holding that its regulations were invalid.

Advertising Licenses

It was evident as soon as Mr. Dempsey began arguing the first case—WMEX—that the court proposed to go deeply into the appealable rights of stations on economic and other grounds. Immediately after Mears Roberson, for WAAB, and Fisher, for WCOP, had opened arguments raising virtually identical competitive issues and also challenging the financial responsibility of WMEX, Mr. Dempsey made his contention of no appealable interest.

Explaining that the FCC had granted the WMEX application without hearing but afterward by order of the court, he argued that the grant was based on need for the service in the Boston area. The court regarded by Justice Miller, Mr. Dempsey said he did not believe there was any difference economical competitive situation by excluding radio stations that those that affect the selling of advertising for competitive newspapers. The Commission merely issues a license for operation, not for the sale of advertising, he said. Simply because a newspaper would suffer if the court, he argued, does not give it grounds upon which to appeal to the court.

When the General Counsel argued that even if existing stations were protected "because of increased competition there would be no appealable interest, Justice Stephens inquired what recourse thestations have if the Commission in its discretion let in enough new service to destroy existing services. Mr. Dempsey replied that he felt the law was clear and that a change in law was the only recourse.

Chief Justice Groner, along with Justices Stephens and Miller, participated in the cross-fire. Justice Stephens indicated the Supreme Court's position to the contrary in analogous cases but pointed out that while the Constitution does not guarantee the right of competition, it does against arbitrary action.

Resuming his argument March 8, Mr. Dempsey pointed out that there is no appeal from the sitting Justice's plying him with questions. Broadcast advertising, Mr. Dempsey held, is only one phase of the advertising business, and consequently the Commission could do could have any bearing on the advertising business as a whole. Asserting he knew of nothing in the law which would abrogate the rule of competition in advertising, he said there is no protection against competition from broadcasters or from other advertising media which could be applied.

Denies Actual Losses

In addition to the question of the court's jurisdiction on economic phases of the case Mr. Dempsey argued the cases were properly before the court on economic grounds. WAAB and WCOP had failed to show they will suffer any damage. He held that WCOP has only been operating for a comparatively short time and that few if any stations earn a profit immediately after they begin operation. As for WAAB, he said that the station alleged a loss of $23,000 over a 34-week period, the Yankee Network was not operating when it was granted license in Boston and he believed that the company's books would show that the organization as a whole did not lose money.

Coming to his second contention that it is unnecessary for the FCC to make findings in cases in which stations are not properly before the court Mr. Dempsey said that while this may be regarded as a radical position, he felt it was based on a substance of FCC law. Both WAAB and WCOP were granted licenses originally without hearing and nowhere in the statute to give any one other than the applicant the right to appeal, Mr. Dempsey said.
only the applicant has the right to be heard in proceedings before the
Commission.

"Then he has no status anywhere and whatever right he has is sub-

Sec. 1 of the Communications Act provides for FCC regulation of broad-

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peaceful order in the law.

right, couldn't interfere, and it was

reach whether this was not a peacefull

hearing in the broadcasting field."

acted to create a "protected mono-

that the Commission has no power to regulate competition

a broadcasting station. He contended

argument before the court, urged it to

grant the FCC motion to dismiss the appeal of KSFO from the
decision denying transfer of the station

by lease to CBS.

pointing out the FCC had denied the transfer on Oct. 18,
1938, he contended the action was such that no appeal is authorized
by the Act. He contended the transfer contract, by its
own terms, was void and that even should the court remand
the case to the Commission it would have nothing upon which
it could act. He based this on the contention that the contract
between KSFO and CBS provided that unless action was taken
by June 1, 1939, it should expire by its own terms.

Mr. Koplovitz said that the White Bill (S-1520), now pending in
the Senate, carries a specific provision for appeals from denials of
transfers.

Thus, he contended, such appeals are not permitted under the law at the
present time and it would need a new congressional enactment.

Mr. Patrick, counsel for CBS, disputed the FCC's contention of
no appealable right. He said there was nothing "sacrosanct" about
the transfer and that the only factor involved is that of serving public
interest. If the new licensee is properly
qualified to take over the station,
operation, he said, the require-
ments of the law are met.

As counsel for KSFO, Mr. Sprague contested the FCC conten-
tion that the transfer is "noot",
asserting the contract between CBS and
KSFO remains in effect until all
rights of appeal are exhausted.

The two companies have so agreed, he said.

Arguing that the appeal is proper
under the law, he declared that Congress intended that there be
appeals from transfer cases. He
challenged the FCC contention that the appeal should go to a statutory
three-judge court rather than to
the Washington court, pointing out that great expense could be
entailed by the FCC in dispatching
attorneys for arguments in the field.

In rebuttal, Mr. Koplovitz asked for
dismissal of the appeal, retur-
ning that even if the case were rem-
anded there would be nothing be-
fore the Commission upon which
it could act, since the transfer con-
tract had expired by its own terms.
He contended that the case involv-
ing WLOE, Boston, decided by the
court some years ago, definitely set-
tailed the point that there is no ap-
peal from the transfer of a license
—a contention which was disputed
both by CBS and KSFO counsel.

Next time try the train

...you can't get here with networks

The vast area served by Radio Station WTBO
is isolated from the regular service of any net-
work outlet regardless of power or location.
To do an effective sales and distribution job in
and around Cumberland, you, too, will find that
WTBO is a must medium for National Advertisers.

(4) 98,400 Radio Homes.

Cumberland, Maryland

No network stations serve this city

800 kc. Clear channel

250 watts

National Representatives: Joseph H. McGillvra

Broadcasting • Broadcast Advertising

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B & W Tobaccos
Widely Promoted

Four Products Now Covered
In National Radio Drive

BROWN & WILLIAMSON Tobacco Corp., Louisville, is extending the radio promotion of four of its products—Big Ben pipe and cigarette tobaccos, Wings cigarettes, Bugler cigarette tobacco, and Avalon cigarettes.

The company will sponsor Paul Sullivan, newscaster, on WHAS, Louisville, for Big Ben tobacco, starting about May 1, it has been announced. He is to be heard on WHAS six nights weekly, 10:10-15 P.M.

On CBS-Pacific network, John P. Hughes, West Coast news-communicator, is to begin a new program of sports and news comments on March 19, for Wings. The new Wings program will be carried on stations in Los Angeles, San Francisco and Fresno, Cal.; Portland, Ore.; Sacramento, Seattle and Spokane, Wash., and Washington, D.C., Monday through Sunday, Tuesday, Wednesday and Friday, 9:45-10 P.M. Under daylight-saving time, starting May 1, the broadcast time will be 8:30-8:45 P.M. (PST), on Monday, Tuesday, Wednesday and Friday.

Hughes will also sponsor Dan Bowers, sports commentator, five nights weekly, 9:45-10 P.M. (PST), Monday through Friday, on KFSD, San Diego.

Bugler tobacco's Plantation Party, heard on NBC-Red and Blue, Fridays, 8:30-9 p.m., will be extended to 64 stations March 10. Stations were added in the Southeast and North Central station groups, and in Pennsylvania, Michigan, Iowa and New England.

This is the opening of the baseball season, Avalon cigarettes are placing sportscasts running up to six or eight hours daily on stations in major markets. Already set are WWJ, Detroit; WABC, New York; KEZ, Denver; WTAM, Cleveland; and WMAQ, Chicago. Others will be added. Announcements during and following baseball broadcasts by NBC's Regional and Colonial Network stations, with other markets carrying minute and half-minute truns, will be allocated. These additional broadcasts will supplement the Avalon Time show on NBC-Red, sponsored on March 19 and into the Fred Waring spot, 8:30-9 p.m. Saturdays. Russell J. Seeds Co., Chicago, handles all four B&W accounts.

New Circle Writers

WITH Robert Colwell and Tiffany Thayer transferred from the New York office of the Circle staff of J. Walter Thompson Co. and assigned to collaborate on scripts of NBC Kellogg Circle, sponsored by Kellogg Co., it is expected that the weekly program will undergo a change in format. George Paulkner, who formerly headed the Circle writing staff, has been given the new assignment, after which he will report to the New York office of J. Walter Thompson Co. and probably take over his former assignment, Rudy Value show. Colwell is also a account representative for J. Walter Thompson and Standard Brands Inc. Thayer has written scripts for various programs handled by the agency's New York office.

Paul Bunyan, Gargantuan legendary hero of the Northern lumberjacks, was the man who stripped the Dakotas of their timber, dug the Lakes and with the dirt thrown over his shoulders built the Black Hills. So it was natural that when Benidji, Minn., in the heart of the timber country, staged a Paul Bunyan Winter Carnival, WDAY, Fargo, should send New Editor Millard John Newkirk and remote crew to cover the event. At left is an effigy of the redoubtable Paul; at right is one of Babe, his Big Blue Ox whose horns measure seven axehandles and a plow of tobacco from tip to top. Below Babe are ranged (1 to s) Operator Juline Savold, Salesman Robert Smith, Program Director Ken Kennedy, Mr. Newkirk and two officials of the carnival.

WOR-WGN-WLW OPEN FASCIEME NETWORK

The first network facsimile broadcast took place on March 11, at 2:30 a.m. under direction of Newark, WGN, Chicago, and WLW, Cincinnati, broadcasting an hour program. Two-fifteen minutes period originated the WOR-WLW-WGN successively. Following this test program, the three-station network plans to broadcast regularly each Saturday morning from 2 to 3 a.m., beginning March 18. The stations will alternate in sequence as each presents its 30-minute contribution to the program.

Plans for the formation of this pioneer experimental facsimile network, which will be known as the Mutual Facsimile Network, were completed March 7 in Cincinnati, when technical officials of the three MBS affiliate stations announced the new service, which will be extended to all MBS stations for facsimile broadcasting. These plans materialize. Tests are being conducted with the Finch system. Around the country, facsimile receivers are in operation within the primary service areas of the three stations, and with the dirt thrown over his shoulders built the Black Hills. So it was natural that when Benidji, Minn., in the heart of the timber country, staged a Paul Bunyan Winter Carnival, WDAY, Fargo, should send New Editor Millard John Newkirk and remote crew to cover the event. At left is an effigy of the redoubtable Paul; at right is one of Babe, his Big Blue Ox whose horns measure seven axehandles and a plow of tobacco from tip to tip. Below Babe are ranged (1 to s) Operator Juline Savold, Salesman Robert Smith, Program Director Ken Kennedy, Mr. Newkirk and two officials of the carnival.

THE American radio system of war was highly praised by George F. Simon, advertising director of the London Daily Telegraph and Morning Post, who discussed the impressions of his first visit to the United States on NBC, March 10. "The development of radio in the American continent for advertising purposes is a phenomenon positively startling to an Englishman coming from a country where the BBC has the sole care of time on the air and advertising is strictly prohibited," said Mr. Simon. The multiplicity and variety of your programs is no doubt due to this development. The speed and dexterity with which so many programs are dealt is a pattern of business efficiency combined with the maximum of taste.

GOVERNOR BATH GIVEN CODE TASK BY NAB

GOVERNOR BATH, assistant manager of WMBD, Peoria, Ill., on March 10, began preliminary work at NAB Washington headquarters on industry programs and staffs, and a study of practice to be considered by the Conference on Program Self-Regulation, which meets in New York March 22-23.

At the request of NAB President Mr. Bath and MBS president, Mr. Bath was designated by Board of Directors as counsel for the industry.

The cause of WMBD's comprehensive work on program policies, Mr. Bath was selected for this preliminary assignment. He will examine proposed standards presented by individual stations and networks and whip them into shape for complete use. When the conference committee include Mr. Bill; E. B. Crane, KGRW; Walter J. Dunn, WPHG; E. H. Powell, RCB; Holister, KANS; Edward Klauber CBS; G. C. Lohr, NBC; Paul W. Stickel, WOC; WMR; S. Streibert, MBS and WOR; Karl O. Wyler, KTSM.

Abolition of $2.50 Fee For Canadian Listeners Is Ughed by Parliament

WITH the April 1 beginning of a new Canadian fiscal year, the Canadian government, under its budget proposals for fiscal 1939, has proposed a fee of $2.50 per radio license for listening by Canadians in Canada. The radio license fee is the most disliked tax in Canada, because in the United States listeners do not pay for listening.

L. W. Brockington, CBC chairman, told the committee on March 10 that CBC wants all political and quasi-political speeches removed from the air, and that the sale of radio licenses is not an appropriate way for Canada. He added that Canada, the CBC would allow the Toronto Globe & Mail a national network March 15 to air the first mass meeting of the Canadian National Leadership League, which resulted from the nationally spotted tran- scribed "The Ramsey Plan." The Parliament's inquiry into CBC muzzling of the air, Maclean Adv. Co., Toronto, confirmed the fact that the network was signed for March 15.

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Praise from a Briton

THE American radio system of war was highly praised by George F. Simon, advertising director of the London Daily Telegraph and Morning Post, who discussed the impressions of his first visit to the United States on NBC, March 10. "The development of radio in the American continent for advertising purposes is a phenomenon positively startling to an Englishman coming from a country where the BBC has the sole care of time on the air and advertising is strictly prohibited," said Mr. Simon. The multiplicity and variety of your programs is no doubt due to this development. The speed and dexterity with which so many programs are dealt is a pattern of business efficiency combined with the maximum of taste.

Blevins Davis, of the NBC Education Division, announces that Part II of his "Great Play" program, "The King and Queen" is now available at 10 cents. Part I is already exhausted but is available for study at most public libraries.
Yardstick Planned In Juvenile Field

Women’s Groups to Suggest a Formula to Broadcasters

EXTRACTION of the scarce elements from the broadcast equations was the topic of a conference in New York March 7 called by several national women’s organizations and participated in by representatives of broadcasters, agencies and advertisers.

Called at the joint invitation of four leading women’s organizations, the group was made up of the support of commercial broadcasting by the organized women’s groups; but also emphasized was the desire to elevate the quality of juvenile entertainment. On motion of Arthur Pryor, Jr., vice-president of BBD, in charge of radio, the group will present a suggested “yardstick” to the NAB Cole of Ethics Committee which meets in New York March 23.

FCC Chairman Frank R. McNichol, it was learned, will have addressed the women’s group March 10, but pressure of Washington business forced a postponement. He may address the women March 17.

Concessions Are Possible

The invitation was issued by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women’s Clubs, and of the Women’s National Radio Committee; Miss Dorothy Lewis, secretary of the New England Women’s Ass’n.; Mrs. William H. Cowther, chairman of the American Legion Auxiliary, and Mrs. N a t h a n e l Singer, president of the United Parents Ass’n. Also present was Mrs. Sadie Orr Dunbar, president of the General Federation, along with representatives of other national women’s organizations, Girl Scouts and publications in the field.

After Mr. Pryor’s suggestion, Mrs. Milligan announced she would appoint a committee representing the four women’s organizations to report on the sessions to the NAB committee and of the Women’s National Radio Committee; John Benson, president of the American Association of Advertising Agencies, will name an AAAA representative while Frank E. Mason, NBC vice-president, will represent that organization on the committee and E. N. Kirby, NAB vice-chairman, will represent NAB President Neville Miller.

Others present from the industry March 7 included Gibson V. Gray, CBS commercial continuity editor, and Julius Rich, WOR program director, also representing MBS. Several other agencies and the Westenha Corp. were represented.

It was pointed out that if children’s programs were made to follow a definite formula, with the “blood and thunder” element removed, the women would be in a position to make suggestions and sponsors and perhaps promote listening to those programs through their regularly distributed literature to housewives.

New Florida Station

THE FCC on March 13 affirmed its findings of facts and conclusions of Jan. 30 and granted the construction permit of John Alsop Jr., former mayor of Jacksonville, now public relations consultant, for a non-commercial station on 506 kc., in Okeechobee. The grant was the first under its new procedure eliminating an examiner. (Broadcasting, Feb. 15). No opposition to the grant was filed, and it became effective March 14.

LOCAL MONOPOLY

ALLENTOWN ISSUE

ANOTHER “test case” on “local monopoly” in broadcasting was docketed for hearing by the FCC March 13 after an internal fight over the so-called “Alleentown case” under which the Alleentown (Pa.) Call’s WSNW would be merged with the independently-owned WCBA.

Both stations share time on 1440 kc.

Involving no cash consideration, the application of John C. Masten, owner of WCBA, retaining 40%. Rev. Musselman is now manager of both stations and the consolidation was designed to provide the Alleentown area with more efficient service.

Commissioners Case and Craven dissented, with Commissioner Brown not participating. The hearing will be held in Allentown under the Commission’s budget permits. The Commission majority stated the applications were designed for hearing “to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operations of the stations” by the newspaper would be in the public interest.

New WRAL Control

CONTROL of the new WRAL, Raleigh, N. C., authorized for construction last July by the FCC, to operate with 100 watts night and 250 day on 1210 kc., was transferred to A. J. Fletcher, Raleigh attorney, by action of the FCC March 13. The station is expected to start operating about March 15. Mr. Fletcher owns the 100 shares owned by Earl O. Marshall, attorney, and the 35 owned by J. B. Satterfield, professor of engineering at the University of North Carolina, bringing his holdings to 165 of 150 shares.

On March 23, chairman with WDNC, Durham, N. C., will be assistant manager of the station.

Mexican Decision On Pact Imminent

AN EARLY “decision” by the Mexican Government on the North American Regional Broadcasting Agreement is foreseen in diplomatic negotiations, according to advice from Mexico City.

Word was forthcoming that the Mexican Minister of Communications has implied a March 22 “deadline” on the treaty and that definite action will be taken by that time. Embodying the basic plan for a reallocation of the 166 channels available for distribution on the North American Continent, the agreement requires action by the Mexican Government before it can become effective one year from that date. Canada, Cuba and the United States already have ratified the treaty and Mexico simply has to signify its intention of ratification for the effective date to be set.

Last fall the Mexican Senate declined to ratify the treaty, on the purported ground that it was not in the best interests of the country. Since that time, however, congressional and minority action has suggested a compromise to sacrifice a few channels available for distribution in the United States.

The new word is that serious consideration is being given to this course, with the outlook most encouraging.

Hastings, Neb. to Apply

ARTICLES of incorporation have been filed in Nebraska for a new corporation, which has an authorized capital stock of $50,000 and paid-in capital of $32,000, which will apply to the FCC for a new local station in Hastings, Neb. Attending in the project and one of the stockholders is Lloyd C. Thomas, until recently manager of WRBO, Rockford, Ill., who at one time was secretary of the Hastings Chamber of Commerce and managed the original Westinghouse station in Hastings in the early days of radio. Several local citizens are listed as incorporators and stockholders, including Fred A. Seaton, publisher of the Hastings Tribune.

DOES YOUR STATION NEED A STIMULANT?

Is your sales volume lower per hour because of a competitive condition?

On your local programs lack punch and pulling power?

Briefly —

DO YOU WANT A STATION MANAGER WITH RADIO EXPERIENCE AND A SOLID BUSINESS BACKGROUND WHICH FITS HIM TO DEVELOP WELL-PLANNED SALES CAMPAIGNS AND TO GET YIELDING MERCHANDISING METHODS?

Such a man is available. The following qualifications can be elaborated upon in an interview:

1—Proven success with a Major Network Station, in an important midwest city center. Reasonable for excellent success in sales and local and national spot sales.


3—Was Merchandising Manager—Advertising Manager and Sales Manager for two of the largest industries in the country prior to going into Radio.

TO STATION OWNERS —

Write Box AM1 for reference, and detailed information on ability and character.
is his NEHI and Ripley Qualified -11 will Consulting Radio Engineer STATION FIELD INTENSITY HECTOR An 78 March 15, 1939 Telephone Building, Washington, D.C. FREQUENCY MEASURING SERVICE They Never Miss... Station owners, managers, sales managers and chief engineers comb every issue of Broadcasting.

Mouths of Babes WHILE conducting a weekly sponsored kiddies' amateur program on WNL, Port Huron, Mich., Bill Rice, announcer and "Uncle Bill" of the program, recently was stopped by his tracks by a six-year-old guest. Rice asked her to dedicate her song, and when she replied, "I dedicate this song to my mother and father, who are celebrating their first wedding anniversary today," Rice just blinked, his neck reddened, and he said simply, "Go ahead!"

Scholl Starts Test SCHOLL MFG. Co., Chicago (foot remedies) has started a test campaign of twice-weekly-five-minute discs on WHB, Syracuse, N.Y. Fershes, Fellers & Frecha, Chicago handles the account.

Mars Signs on NBC MARS, Inc., Chicago, makers of candy bars, on April 10 will start a new audience participation show entitled "I Love You, Valentine," on 15 NBC stations, Mondays, 10:30-11 p.m. Stations include WOW, WNEW-WLS, KWK, WIRN, WREN, WOB2, WKB, KANS, WAVE, WSM, WDAY, KFYR, KOA and KDFY. Grant Adv., Chicago is agency.

Food Products Contest TWO-WEEK contest to introduce Sweet Life and Jell-o food products will be conducted, starting March 20, on WNEW, New York, during the morning participating Kitchen Kapers program. The contest, sponsored by Sweet Life Food Products Corp., Brooklyn, offers a chance to win one of five $100 cash prizes.

CLASSIFIED ADVERTISEMENTS

Help Wanted


SITUATIONS WANTED

COMMERCIAL MAN anxious for permanent connection. Six years' national sales representative, transcription, local stations; also new talent. Box A-286, Broadcasting.


EXPERIENCED ANNOUNCER AT LIBERTY. Available for interview. Write Box A-290, Broadcasting.

INSTRUCTOR-ANNOUNCER: Teach announcing, dramatics, produce programs. Box A-288, Broadcasting.


Radio operator holding first-class broadcast, second-class telegraph and amateur licenses, desires position on station technical staff. Box A-292, Broadcasting.


SALESMAAN, 50, available April 1st. Six years of successful experience in national sale and transcription field. Green-graded references. Box A-300, Broadcasting.


SPORTS announcer wants BASEBALL assignment. Has first-class announce department experience. Box A-302, Broadcasting.


Radio newscasts increasingly important. You've probably noticed you need combination man trained in police, publicity, continuity writer. Year's newspaper, also trans radio experience. Box A-282, Broadcasting.

Sales Manager seeks location. Take charge advertising department larger station, complete charge smaller station. Ten years' outstanding sales record. Box A-283, Broadcasting.

Schools


For Sale-Equipment


For Rent—Equipment

Approved equipment. B.C.A. TMV-95B field strength measuring unit (new), direct reading; Esten Radio Automatic Recorder for feeding on distant stations; G. W. radio frequencies bridge; radio oscil- lators, etc. Reasonable rental. Allied Research Laboratories, 240 East 14th Street, New York City.
Equipment

NBC recently completed installation of the new shortwave transmitter, WORL, in Hollywood Radio City. Power for the new transmitter could be supplied within the Hollywood studios by the gasoline-driven emergency power unit and in case of outside power failure, as was caused a year ago by the floods, the NBC network could be served without a break by shortwave. A. H. Saxton, Western Division engineer, directed the installation, which will be used in event of a circuit break between Hollywood and San Francisco. The emergency power supply unit is designed to furnish power to handle all the broadcast equipment and lighting within the studios.

WITH RCA preparing for an initial production of about 10,000 television receivers for the New York market in connection with the introduction of public television at the World's Fair, Francis H. Engel, for 16 years with the Camden Laboratory and factory in various capacities, has been placed in charge of coordinating and planning development of television receivers.

THE TWO 400-foot radials for the new CBC 50 kw transmitters, CRK, Watrous, Sask., and CBA, Saskatoon, N. B., are the first foxtail radials designed in Canada, and were made by the Canadian Bridge Co., Watertown, Ont. Both radials have been patented, and are of triangular cross-section vertical design, having these sets of guys extending from the structure to heavy concrete anchorages.

J. N. Johnson, head of the Chicago tower erecting company bearing his name, has returned from Grand Island, N. Y., where he supervised erection of KRMN's 325-foot tower located near Phillips, Neb.

LATEST RCA recording and broadcasting equipment will be featured at the first annual Southern California Commercial Sound Exhibition, to be staged by Otto X. Olsen Co., Hollywood distributors, March 17-23. Exposition will be held at 1560 N. Vine St. Exhibits will also include television and lighting equipment, various types of microphones, booms and numerous other RCA commercial radio products.

WRNL, LaConia, N. H., whose wooden tower was leveled by the September hurricane, is erecting a new plant on the shores of Lake Winnisquam. It will consist of a transmitter house of Colonial architecture, housing a Gates transmitter, amplifier, and a water-cooled auxiliary power supply of 9 kw. capacity. The antenna is a Truscon, 190 feet high. A new 20-B Gates studio console has been installed. All the work is being done under supervision of Manager Ed Long.

AN RCA 100 kw. transmitter has been installed by the Norwegian Government at Vagra, and recently began operation on 520 kc. Standard Telephones & Cables, London, has received an order for a 100 kw transmitter, to cost about $500,000, including Standard Line-Knox antenna, from the Norwegian Government.

KFWI, Bismarck, N. D., has purchased a new RCA distortion meter to be used at both studio and plant.

KERMIT TRACY, chief engine for Arkansas Broadcasting Co.,quer KTRA and KGHI, Little Rock, has completed extensive rebuilding of studios and control rooms for both stations.

WMBS, Uniontown, Pa., recently installed an RCA limiting amplifier.

KOY, Phoenix, has installed a new Collins audio limiter amplifier at its transmitter, under supervision of Chief Engineer Eugene Allen.

Norfolk Banter

DURING recent equipment tests on 5 kw. with the new RCA high-fidelity transmitter of WTAR, Norfolk, staff members presented an informal unannounced program from 2 to 5 a.m.,2 giving each other a "built-in" audience for the one-time program, how far their voices were reaching, et cetera. Surprised casual listeners, including some from Oregon, California and Bermuda, arrived at the studio the following week, saying that the writers liked the informality of the Norfolk program and wished it were presented more frequently.

Engineers in Conference

EXTENDING its sessions this year to six days, as against three in past years, some 60 engineers of Graybar, Western Electric and Bell Laboratories convened in New York March 13 for their annual sales-engineering meeting. New transmitting equipment and other new broadcasting equipment as well as latest developments in broadcast engineering will be discussed during the session. The meeting will be held at Bell Laboratories in New York, at Whippanny, N. J. and at the Graybar Building.

MAXWELL SMITH Co., Hollywood, manufacturers of custom built radio equipment, has announced a midget model remote amplifier, designed by Chief Engineer Leo Petri, TR-4 ultra-portable amplifier weighs 5 ounces and is described as complete for use with low impedance, dynamic or ribbon microphones, with a maximum output of 12 db at 500 ohms. It is self powered. No technician is necessary for remote control broadcasts, the announcer simply fastening his wires on the telephone loops. It is especially designed for man-on-the-street broadcasts. When used with a lapel microphone it constitutes a pack which can be entirely hidden.

WORL, Tuscola, Ill., has purchased an RCA 1-D amplifier which is being connected to a 1-DB to raise WDZ to broadcast on 1,000 watts.

FRANCE expects to have its new 450,000-watt Government-owned broadcasting station, to be known as the National Station of Allison, on the air by mid-May, operating on the long-wave of 852 kc. It will replace the 50,000-watt Radio Paris, now operating on that frequency, and will be the highest powered station in Europe with the exception of the 500,000-watt Moscow Komissar station.

Al most every key station in the country assures high-fidelity reproduction with J-M Sound-Control Materials and Methods. And, to retain leadership in their respective territories, more and more other stations are turning to the leaders in sound control for perfect acoustics.

In WRNL's new quarters, for example, J-M Engineers have eliminated reverberation and distortion in studios, transcription and control rooms—prevented outside noise from going on the air. As a result, reproduction is true and faithful... broadcast quality greatly improved.

If you are modernizing your present station or planning a new one, the J-M Acoustical-Engineering Service can help you. For details, write Johns-Manville, 22 East 40th Street, N.Y.C.

Ft. Portland

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BROADCASTING • Broadcast Advertising

March 15, 1939 • Page 79
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
MARCH 1 TO MARCH 13, INCLUSIVE

March 6

WILTH, Warren G., Brooklyn -- WLTH applied to strike proposed findings of the parf. of a complaint of CP in re granted orders take depositions and to issue findings of fact by WBBG; that WBBG be allowed 15 days from the order to file its answer to the complaint of CP in re granted orders take depositions; that WBBG be granted an extension of such time by order of the Comm., issued May 19, 1939.

NEW, Press-Union Pub., Co., Atlantic City, N. J. -- Granted motion to dismiss petition to intervene.

NEW, W. C. Irvin, Asheville, Tex. -- Denied rehearing appeal. 1500 kc 100-250 w. wul.

WKEU, Griffin, Ga. -- Denied CP move to make ajournment 5000 ft. above sea level.

MISCELLANEOUS--WAWS, Zarehheith, N. C., granted order to direct the following programs with WSM, Nashville, granted extension facsimile: WRAI, Washington; WOR, Newark; WSEA, Rochester, N. Y., granted temporary and set for hearing; WQX, Atlantic City, N. J., granted petition take depositions; NEW, Grant Union High School District, N. N. Sacramento, Cal., granted temporary and without prejudice: WJDF, Calumet, Mich., granted petition to intervene; ED--KWO-D, WOODY-WASH, Grant Rapids, granted petition to serve respondents answers and affidavits.

WEX, John Doig, Rochester, N. Y., NEW, Newtownton Best, Co., Fort Dodge, Ia., granted order to make depositions.

March 8

MISCELLANEOUS--WBLR, Sheboygan, Wis.-- Granted order to direct the following programs with KLG, Grand Rapids, and WQX, Atlantic City, N. J., granted temporary and without prejudice: WJDF, Calumet, Mich., granted petition to intervene; KES, Joliet, Ill., licensed.

KLOD, Minneapolis, granted license increase to 500 w.

March 10

MISCELLANEOUS--KVOX, Morrond, Minn. -- Granted order to direct the following programs with KEMS, St. Paul, Minn., granted license increase to 2000 w.

March 13

KELA, Chehalis, Wash. -- Granted motion license increase 500 w. to 1 kw.

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BROADCASTING • Broadcast Advertising

Ultra-High Bands Allocated by FCC

Allocations of frequencies in the ultra-high range from 30,000 to 300,000 kc., announced March 13 by the FCC to become effective April 1, 1939, renewed previous allocations to general services, including television and "apex" programs, for experimental operation except for several minor changes.

Renewing its action of Oct. 13, 1937, with respect to television, the Commission set aside the same 19 bands for this service, but specified that three of the bands (162-165, 165-168, 210-215, 215-220, and 262-265, 265-270 kc.), while primarily for television, may be used secondarily for local or general service.

This experimental stations, however, will be required to vacate these bands if operation results in interference to any television service.

As already noted, the new assignments were the assignments to aural broadcasting and facsimile of 75 channels in the band 41,000-44,000 kc. Twenty-five of these, already allocated to non-commercial educational broadcast stations, have already been assigned to 140,000-144,000 kc. in broadcasting was assigned.

"Nationwide" Television

In announcing the new assignments, no change in allocations for frequency modulation, as opposed to the single carrier system which has been made. Frequencies above 40,000 kc. provide for both types of experiments. The number of frequencies of the two types may be evaluated.

It is anticipated, the Commission said, that a result of such experimentation by properly qualified parties eventually will be developed.

Respecting television, the Commission said that it will permit it to be inaugurated on a "nationwide" basis, a minimum of 19 channels should be reserved below 250,000 mc. for television, with 3 megacycles by radio, is, it was made clear, in connection with provision of service to urban areas. This, it was made clear, with connection with provision of service to urban areas. This, it was made clear, with connection with provision of service to urban areas. This, it was made clear, with connection with provision of service to urban areas. This, it was made clear, with connection with provision of service to urban areas. This, it was made clear, with connection with provision of service to urban areas. This, it was made clear, with connection with provision of service to urban areas.

Aside from these changes, the new order is rendered with that issued in 1937 (Order 19) relating to relay, high frequency, and experimental operation.

Experimental licenses for frequencies above 60,000 kc., except those operating in the broadcast service, have been extended to October 1, 1939. Under the changes, applications for renewals due to be filed on April 1, 1939, must specify the frequencies in accordance with the allocations.
Ohio Radio Sales Forum

SPEAKERS at the Second Annual Forum of the Sales Institute for Broadcasters will be held at the Pan American Hotel in Columbus, Ohio, on April 1 at Columbus, will include E. F. H. James, sales promotion manager of NBC, and Harry Young, former president of the American Newspaper Publishers Association. Charges will be made to the advertisers. Ray Bock, sales manager of WADC, Akron, chairman of the Institute, will be Charles Caley, WMBD, Peoria, III., discussing independent station sales.

KELLOGG Co., Battle Creek, Mich. (caramel), on April 16 renames for 13 weeks Kellogg City, on 3 NBC California stations (KARM, CPRT, KTTX); Fri., 7:30-10 p.m. (PST). Agency: Black-
4th-7 Sample-Hummer, Chicago.

BERYL FLOUR Co., San Francisco (pamphlet and waffle hour), on March 31 renewed for 13 weeks 77 stations, plus in Women's Magazine of the Air on 1 NBC-Pacific stations and KWFT, 7:30-10 p.m. (PST). Agency: Black-
4th-7 Sample-Hummer, Chicago.

ESTRIN LABORATORIES, New Orleans (hand lotion), on March 25 started for 13 weeks 13 NBC stations, and in 3 CBS California stations (KARM, CPRT, KTTX); Wed., 1:45-5 p.m. Agency: John H. Dunham So., Chicago.

GENERAL MILLS, Minneapolis, on April 16 starts 24 hour program for KCTC on 20 to 30 NBC-Red stations, Sundays, 7:30-7 p.m.; switch to on 7 CBS-Pacific stations and KWFT, 7:30-10 p.m. (PST). Agency: Black-
4th-7 Sample-Hummer, Chicago.

BERRY FLOUR Co., San Francisco (pamphlet and waffle hour), on March 31 renewed for 13 weeks 77 stations, plus in Women's Magazine of the Air on 1 NBC-Pacific stations and KWFT, 7:30-10 p.m. (PST). Agency: Black-
4th-7 Sample-Hummer, Chicago.


MIXXEN Co., New York (shaving cream), on April 2 will renew for 4 weeks People's Radio on 13 MBS stations, Sun., 3:30-4 p.m., after which program will go off air for summer. Agency: H. M. Kiesewetter Adv. Agency, N.Y.


NEWセンス CRISTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 Kc to 30 Mc. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.
Television Appeal, To Aid Advertiser

NBC Sees Double Flexibility With Sight Added to Sound

"THE ADDITION of sight to sound will give more than twice the flexibility on any sound day, said broadcasting for commercial purposes, and can be expected to be many more years as effective as actual sales appeal," says Televisi- ing in Advertising, a quick-ref- erence summary. "Estimates based on motion picture technique produce fantasti- cally different results, the booklet cites the sales of some of the actual sales appeal."

Stating that the "problems of a few years ago which were purely technical have now changed to those of mixed techniques," the booklet goes on to predict that while television will require much of the same technique as motion picture production, it will demand a considerably different approach. In any case, it seems likely that program production costs of television will, on the average, exceed those of the present sound broadcasts.

The book points out that NBC does not plan any immediate sale of time, but that the network in its present stage of development has anticipated the feasibility of sponsored programs by cooperating with those who would pay a premium to lend themselves most readily to television exploitation" and would provide programs for experimental programs with advertisers in the fields of automobiles, fashions, jewelry, foods, and similar products.

Mailed to more than 5,000 advertisers and agencies with the study will be a booklet, RCA Television, containing a brief history of visual broadcasting and a description of the programming, engineering and economic problems, illustrated with numerous photographs of television actors, directors, technicians and apparatus at work.

Ramsay-Smith Tenures

EXTENSION until March 81 of the Arbitration Section of the FCC under which L. Ramsay serves as chief, with C. Alfonso Smith as his assistant, was authorized by the FCC March 6 after another flare-up in the Commiss- ion. Arbitration Section Chairman Craven, who has opposed Mr. Ramsay, proposed that Mr. Smith alone be retained, but was voted down, 4 to 2, with Payne supporting this move. Commiss- sioner Craven, who has opposed Mr. Ramsay, submitted to the FCC recent final recommendation for a permanent information organization by Commissioner Sykes, who has opposed Mr. Ramsay's re- commendation for extension of both men. Mr. Ramsay is to submit the FCC's recommendation in the matter to the Rural Electrification Administration, Mr. Smith to the Soil Conservation Service.

Late Personal and News Notes

RALPH F. LINDER, formerly managing editor and sales promotion manager for the trade division of the But- terick Co., has joined the sales promotion and advertising manager of American Record Corp. on which recently became a CBS subsidiary.

JONES SCOVEN, recently with the Los Angeles Times, has joined the Los Angeles Herald-Examiner as its advertising manager of the Los Angeles Post-Dispatch for 10 years. JONES SCOVEN, recently with the Los Angeles Times, has joined the Los Angeles Herald-Examiner as its advertising manager of the Los Angeles Post-Dispatch for 10 years.

ERNIE SANDERS, studio manager and announcer of WHO, Des Moines, Iowa, California for the Hearst Fruit Co., of Des Moines, studying methods of growing, harvesting, sorting, pack- ing and shipping, will be on the ground will be used in his Hearst fruit Reporter broadcasts. Mondays through Saturdays at 8:35 a.m.

LOH TERNAN, formerly of Spence- balla Supply Co., and W. H. Averell, for- merly of the St. Louis Globe New- stum and recently with Brown & Hig- hew and the sales staff of KST, St. Louis.

CLARE WIDENBAER, formerly of WCKT, Cincinnati, has joined WCPO, the city-owned station in Cincinnati. WCPO, news editor, is the father of a girl of 16 years old. WCPO, news editor, is the father of a girl of 16 years old.

DAVID YOUNG, for more than two years program director of KGB, San Diego, Calif., has been appointed entertainment editor of the Los Broad- casting System. He succeeds Z. Lee, who was recently appointed to the Hollywood staff of RKO. Griffin will continue as co-producer of the "Mutually Yours" on LeRoy Ford, LeRoy Ford, "Let's Go Hollywood," and Help Thy Neighbor.

CHESTER H. MILLER, former president of Transcriptions Inc., New York, assets of which were sold at public auction on March 13, is planning to continue in the radio program field independently, it was reported by Glenn H. Pickert, former chief en- gineer of the company, will join the CBS engineering department in the near future.

Milton Mendelson, formerly of the Kirkland-Dugol Co., Chicago, in agency, and more recently motion and production manager of the Cincinnati Commercial Club, joined Albert Kircher Co., Chicago, in charge radio production.

TED MACMURRAY, formerly of the CBS-Chicago production department, has joined the production staff of NBC, New York.

EDWARD ALLEN, formerly of WOR, New York, as announcer, has resigned to return to Chi- cago, where he has been engaged with the Federal Radio Project.

CLARENCE M. PETTI, director of public relations of KDKA, on March 20 becomes assistant to the manager of the Guest Relations Division of NBC, New York.

SAM HAYES, John Conte, Wendell Niles and Reid Kilpatrick, Hollywood, announcers, have been signed by War- ner Bros. for a period of one year in the film, "The Roaring Crow," now in production.

LAVINIA S. SCHWARTZ, educa- tional director of WBMB, Chicago, spoke March 21 before a vocational guidance conference sponsored by the University Women's Assem., of the State University of Iowa. She also will appear March 26 at the Cleveland Business & Professional Women's Club to discuss "The Place of Radio in Community Activities".

HILL BLACKET, vice-president and treasurer of Blackett-Sample and Hurst, Inc. of Des Moines, St. Louis. The firm will return April 1 from a month's vacation in Guate- mala.

H. G. TELFORD, formerly with the Cleveland office of Curtis Publishing Co., of Meldrum & Fevans, as an account executive.

CHARLES FLEMING has been placed in charge of the radio depart- ment of Hugo Wageness & Associates, Dayton, O., as account executive.

SAMPY, formerly screen com- missioner for WHK, New York, has joined the sales department of WMCA, New York, and will broadcast film news on that station.

GOODRICH THOMAS, account exec- utive of KFAC, Los Angeles, on Jan. 28 married Ray Kirtwood at Santa Barbara, Calif. It has been announced.

JAMES V. SIMS, formerly chief en- gineer of KICA, Cicero, N. J., has joined WILM, Wilmington, Del., as engineer.

JOHN MCCORMICK, of WHO, Des- Moines, Iowa, has been appointed Mr. McCormick, the parents of a daughter, Sharon Kay, born March 6.

BILLY BROWN, WHO sports editor, has been appointed to the Fiesta Com- mittee of the Des Moines Chamber of Commerce.

GENE SHUH, sports announcer of KSO, Des Moines, and Mrs. Shu- hite are the parents of a daughter, Sharon Kay, born March 6.

JUANE HILDEGAHOFER, of the accounting department of KSO, Des Moines, has been trans- ferred to the Dot Products position at WYAN, Yankton, S. D.

HowARD DORSY, former assistant program director of WMBD, Peoria, has joined WCRS, Springfield, III., as program director. D'Orrell Cunningham, formerly of WMBD, is now the station's program director.

HYBUM SAMA, has been named by WPHI, Philadelphia, as announcer of the two local major league baseball teams. The games will be heard on WIP, Atlantic City, and WHOR, Reading, WSN, Allentown; WILM, Wilmington, Del.; WILX, Lancaster; WIKR, York, West.; WIKR, Harrisburg; WAZL, Hazle- ton, Pa.

EDWIN MULLINAX, will describe Southeastern League games of the Ansonia Rams on WPHA, Ansonia, Iowa, with Harold Roosevelt handling commercial music.

FRANK ESCHEN, program director and sports announcer of KSD, St. Louis, has resigned his position and has started his own daily sports program, re- ceiving J. Roy Stockton, St. Louis Post-Dispatch, for forwarding Eschen daily bulletins to the St. Louis Cardinals training camp.

JACK FITZLATTEN, announcer of WJL, Denver, reports March 25 in San Francisco as the General Manager of Goodrich baseball announcers' school.

JERRY ROZMAN is announcing a three-weeks sports commentary on KYKCH, Buffalo, for the local Evans Sporting Goods Co.

HARRY MCLAY, formerly of CJRC, Minneapolis, has joined CJMD, Regina, Sask., as an announcer. Jack Hill, for- merly of WBRG, St. Paul, is now with CJRM sports announcer, and Ed Scott, of Regina, has joined the com- mercial department.

ALL THE WAY from England, 4,000 miles away, is this television image, received by RCA at its Riverhead, Long Island, station and caught by a movie camera. For over two years RCA has been receiving London's daily television images faintly during the cold sea son when the ionization density of the upper atmosphere is favorable. Reception may cease for a few days, but the 11-year cycle of solar activity is now on the downswing. Information on this scientific odd- ity has been compiled by DeWitt R. Goddard, of the RCA Labora- tories at Riverhead, where he is studying radio propagation. Tele- vision signals have also been re- ceived by RCA from Rome. Audi- ions accompanying the video programs have been received with exceptional clarity.

CLINTON V. GODWIN, former CKX, Brandon, Man., joined CJGX, Yorkton, Sask., as pro- gram director and chief announcer.

JIM WEAVER, former WCSC engi- neer, who resigned last December, has returned to the station as trans- mission engineer.

TOM LEWIS, Hollywood producer and announcer, on the CBS Screen Guild, has transferred to the Voice of the USO. He returned to the voice of the USO.

GORDON WIGGIN, of the commer- cial staff of KOT, Phoenix, and Miss Lorraine Longworth were mar- ried March 3.

LOU WITHERS, KFI-KECA, Los Angeles, announcer, has written two popular songs, "Lovely Lady" and "Love in O'ne'a-rho-n" Hawaiian, to be published by Davis & Schweger, that city.

M. R. WILLIAMS, supervisory tech- nician of WFYM, Indianapolis, and Frederic Winter, announcer, have been appearing as guest lecturers before radio classes of Arthur Jordan Or- nder, affiliated with Butler Uni- versity.

GERRY SMITH, control room opera- tor, has resigned. "The White Glove" in cold weather, is father of a baby boy, born in early March.

F. W. St. Louis, announces the ap- pointment of Wythe Walker as its representative.

WIXN, Nashville, has ap- pointed Kelly Smith Co., New York, as rep- resentatives.

HAMEL & HAMEL, Los Ange- les agent, moved to 235 S. Broad- way. F. H. HameI is radio director.
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
RCA offers a Complete Line of TELEVISION TUBES

RCA KINESCOPES WITH WHITE SCREEN

The RCA-906-P4 is a 3" Television Kinescope available at unusually low cost. Provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting-plate loading and prevents drifting of the pattern with changes in bias. $15

The RCA-1802-P4 is a 5" Television Kinescope having electrostatic deflection. Provides excellent quality television pictures. The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on 3" tubes. Separate terminals are provided in new Magnal 11-pin base for each deflecting plate. $27.50

The RCA-1804-P4 is a 9" Television Kinescope employing electro-magnetic deflection of the electron beam. Can be operated with an anode No. 2 voltage up to 7,000 volts and provides a brilliant picture with excellent definition. $60.00

The RCA-1803-P4 is a 12" Television Kinescope employing electro-magnetic deflection of the electron beam. Like the 1804-P4, this tube can be operated with an anode No. 2 voltage up to 7,000 volts, but its large size lends greater brilliance and detail to pictures, making it especially suitable for use with large groups of people. $87.50

Over 355 million RCA radio tubes have been purchased by radio users in tubes, as in radio sets. It pays to use RCA All the Way.

RCA presents the Magic Key every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

RCA RECTIFIERS

The RCA-2Y3-G is a tungsten-filament type of high-vacuum, half-wave rectifier for use in suitable rectifying devices to supply the high dc voltages required by kinescope and cathode-ray tubes. $3.00

The RCA-879 is a high-vacuum, half-wave rectifier of filament type for use in suitable rectifying devices to supply the dc voltage requirements of cathode-ray tubes. $3.00

RCA R-F AMPLIFIERS

The RCA-1852 and 1853 are r-f amplifiers offering high mutual conductance, resulting in surprisingly high gain and superb signal-to-noise ratio. Both of these tubes have the grid connection at the base, thus eliminating grid cap and decreasing feedback at high frequencies. This feature also greatly improves circuit stability. These two tubes are particularly well suited for television amplifier applications. The 1853 has remote cut-off characteristics which permit the handling of a larger range of signals. $1.85 each