The advent of Spring in this, WOR’s eighteenth year, is for us a time of plan and promise. Though the arrival of radio’s perfect state remains an event hesitant and mysterious, we endorse and enjoy the excitement of it. We shall continue to poke our nose into affairs abroad and at home and call upon the ripe wisdom of old men to evaluate man’s jousts with man, whether he be engaged in a game of bowls or a blood purge. Belmont, too, will be accorded an attentive ear, as will baseball, and jaunty people who race sloops. WOR will carry tenors singing of love and the tender life to be followed, perhaps, by the voice of a mean satirist, and something about art, music, Paris, London and other ornaments of life. You may not like all of it, but every day there will be things you can’t afford to miss. And when the seasonal lull comes to town with its first hint of the high winds, we will probably send a man out to pick up the dreamy cricket sounds in the hot August meadows. Or maybe we’ll just keep our hands in our pockets and do nothing about it. Anyway, it will be a season of surprises, packed with the unexpected. Life is like that at WOR.
WLS programs and highlights are listed in 110 newspapers in the WLS Listening Area. The combined circulation of these papers is 4,086,327. Seventeen of them publish in the Chicago Area. (Chicagoans listen to and know WLS.) 4,086,327 families can find the time of any WLS program simply by opening their local newspaper.

In addition, Prairie Farmer, twice each month, publishes two full pages of WLS publicity and complete program listings that are read in 340,000 Midwest homes. WLS programs are also listed in three national radio magazines.

When you buy WLS, your program will receive this added service. 

*One or more newspapers in each of these cities publishes WLS program listings.

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Represented by JOHN BLAIR & COMPANY, New York, Chicago, Detroit, Los Angeles, San Francisco
FOCUSING attention on your product is first of all a problem of focusing directly on the market you wish to hit. This can be accomplished with greatest precision through The Yankee Network—for, when you have seventeen markets receiving the full force of your sales effort, repeated consistently, you are bound to focus attention on your product and pull it out of the ruck of competition.

The New England market cannot resist this kind of aggressive attack. The sales curve is bound to go up. For your New England campaign The Yankee Network is essential. It is the only medium for complete coverage of this rich market—the only means of reaching directly into the city and suburban homes of seventeen important markets stretching from Bridgeport to Bangor.
EFFECTIVE April third, Paul Sullivan, repeatedly pronounced America's number one non-network news commentator, will head the news staff of WHAS.

His nightly news casts, are to be sponsored by the Brown · Williamson Tobacco Company.

When his familiar "goodnight and thirty," symbol of news as news should be, to millions of people, goes out on the WHAS wave length, it will mark another step in the upward movement of this compelling, dominant station.

WHAS is prepared to offer a sales vehicle of Paul Sullivan calibre for your product.

May we show you how effectively and economically this can be accomplished?

WHAS

50,000 Watts
CBS

Louisville, Ky.

Represented Nationally by EDWARD PETRY & CO.

www.americanradiohistory.com
He milks his cows twice a day.

She takes the subway twice a day.

They've never met... but
They’re all one family
One family—multiplied by 26,000,000! For 26,000,000 families live and listen in Columbia Broadcasting System's primary listening areas. CBS dominance in the urban segment of this audience has been acknowledged for years. And now, a new study of rural listening habits measures the dominant CBS position in rural America as well. The study, conducted by impartial investigators, shows a CBS audience, day and night, greater than that of any other network; reports that 87% of all rural families interviewed listen regularly in the evening to CBS: 72% in the daytime. And the farmer listens to the "city" programs: 80.9% of all rural families interviewed heard Major Bowes; 71.8% heard Eddie Cantor! We will be glad to send you a copy of this latest basic radio study: COLUMBIA'S RFD AUDIENCE. Write to 485 Madison Ave., New York, but before you do that—turn the page.
In the CBS-Starch studies, showing urban coverage and listening...

In the CBS-Boston University study, on radio and "The Very Rich"...

In the CBS study "Radio Goes to College", showing undergraduate radio habits...

And in the newest CBS study, "Columbia’s RFD Audience", showing rural radio listening habits...

All the evidence, basically and conclusively, points to the same fundamental fact about radio:

CBS reaches everywhere
-with the same programs
-at one cost and
-sells goods!

Columbia Broadcasting System
THE WORLD’S LARGEST RADIO NETWORK
The Comet Rice Mills wrote a letter to WBT. It says in few words what we would like to tell you about our radio station. Here is the meat of the letter:

"...we have maintained a consistent campaign on WBT for two years. Prior to this time, our distribution and sales were negligible. Today, Comet Rice has 75% distribution and sells two-thirds of all packaged rice sold in the Southeast. Not only does WBT provide dealer influence throughout the two Carolinas, but in addition it has materially helped us with dealers in Eastern Tennessee and Southern Virginia. We consider WBT the most successful vehicle for promoting a food product in the Southeast."

Only a couple of things we can add. First, our very conservative CBS Listening Area study indicates a population in our primary listening area (daytime) of over two million people. And when Crossley, Inc. made their coincidental telephone study, they found 81.1% listening to WBT among the radio homes of Charlotte’s home county—on a 5 day, day and night average.

Which makes WBT just about the most economical 50,000 watt radio station in America. And—one last point: WBT is known as “the Showmanship Station of the Nation”—a reputation based on unusual program origins. May we suggest a WBT program for your Carolina sales?
Picture an area so prosperous that seven out of ten families are automobile owners... where there is one passenger car to every 3.2 persons (the national average is 5.5)... where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the Union. That is a flash view of the "Golden Horseshoe," the market blanketed by WJR in Detroit and WGAR in Cleveland.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes"... WJR and WGAR.
Naming of Thompson Stirs Press Issue

New Publisher Member of FCC Expected to Get Quick Confirmation by Senate; Brown Ponders Retirement

IGNORING the pleas of “lame duck” politicians, President Roosevelt March 28 nominated for the FCC Frederick I. Thompson, Alabama newspaper publisher, anti-public utility crusader, and post-war member of the U.S. Shipping Board. The nomination was sent to the Senate a day after the President had accepted the resignation of Commissioner E. O. Sykes to become effective April 5.

A militant New Dealer, Mr. Thompson was a “dark horse” nominee for the Sykes post, to fill the unexpired term which ends June 30, 1941. Senator Lister Hill (D-Ala.) sponsored his appointment with Senator Bankhead, of the same State, offering his support. Senate confirmation is expected speedily, since the President is known to be desirous of avoiding a vacancy because of the possibility of deadlocked votes with only six members.

While he has never been active in radio, Mr. Thompson is not entirely unfamiliar with the medium by virtue of his experience in newspaper publishing. His son-in-law, Bascom H. Hopson, of Birmingham, is the owner of WJBY, Gadsden, Ala. 100 watt, and until last year was the operator of WAPI, Birmingham, under a lease from the three universities which own the station.

Well Known in South

Chairman Frank R. McNinch, who has been in frequent consultation with the President in connection with the Sykes successorship, hailed the appointment as “meritorious.” Mr. McNinch was not intimately acquainted with the publisher, he said he knew of him by virtue of his writings on power and his wide reputation in the South. Mr. Thompson at present is publisher of the Montgomery Journal and until recently was a member of the Alabama State Docks Commission. Personally acquainted with the President, he has been a frequent visitor to Washington. While he was not prominently mentioned for the FCC post immediately after Judge Sykes announced his resignation, his name nevertheless has been under consideration for several months by the President for an assignment in Washington.

Speculation immediately was aroused as to Mr. Thompson’s position on newspaper ownership of broadcast stations, particularly in the light of the Administration’s admittedly lukewarm attitude. As a publisher who has been high in the councils of the Associated Press, of which he was an officer and active in newspaper association work, Mr. Thompson’s views on the subject will be awaited with interest.

Sixty-three years old, Mr. Thompson is a life-long friend of the man he succeeds. One year senior to Judge Sykes, he was born in the same Mississippi town—Aberdeen. As youths the two played together, Judge Sykes recalled.

May Confer With President

Mr. Thompson was to have his first conference with President Roosevelt on March 31 or April 1 in Auburn, Ala. The President left Washington March 29 for a 10-day vacation at Warm Springs, Ga., but planned to arrive at Tuskegee Institute in Alabama March 30 and at Auburn was to address the students of Alabama Polytechnic Institute on the following day. Mr. Thompson, it was said, might leave his home in Mobile to join the Presidential party.

With the resignation of Judge Sykes and the apparent deadlock on legislation to reorganize the FCC, further speculation prevailed as to the President’s plans in connection with FCC personnel. The term of Commissioner Paul A. Walker expires June 30. Mr. Walker branded as “false” the report of his impending resignation which he said emanated from a “utility quarter,” declaring that in his conception of the office a commissioner does not seek reappointment and the duster “is wholly a matter of executive discretion.” He said the suggestion that criticism of his telephone investigation would lead him to resign would have the effect “of prompting or strengthening an attitude of receptiveness on my part.

In addition to the Walker expiration, reports are current that Commissioner Thad H. Brown, second only to Judge Sykes in seniority as a commissioner, might retire before his term expires on June 30 next year. While Commissioner Brown would make no comment, there appeared to be some credence to the report since he often has expressed a desire to return to private life. Appointed general counsel of the old Radio Commission in 1929, Col. Brown became a commissioner in 1932 and has served continuously since then on both the Radio Commission and the FCC as a Republican member.

Brown’s Plans Indefinite

While Col. Brown is not expected to leave the FCC soon, it is felt he might desire to return to Ohio to reenter the practice of law or engage in some other business. There is also the possibility he will decide to hang out his legal shingle in Washington, following Judge Sykes’ lead.

Commissioner Brown is now directing the Great Lakes and Inland Waterways survey of radio communications for shipping. The Commission is scheduled to submit its report to Congress on this work by Dec. 31. While Col. Brown has not commented for publication, it is felt he probably would be disposed to finish this task, in which he has evinced great interest, before deciding on a definite course.

While the status of Chairman McNinch remains unchanged, he oftimes has expressed his desire to leave the FCC post. It is doubted whether he will return to the Federal Power Commission despite the fact that the chairmanship of that board is still vacant. It is understood that as recently as two weeks ago President Roosevelt asked Mr. McNinch to remain at the FCC. There was still the thought, however, that he might be designated for a federal judgeship.

Status of Commission

How Mr. Thompson’s appointment will affect the McNinch working majority on the Commission is problematical at this writing. While an ardent New Dealer, his friends and acquaintances describe him as resolute in following his own convictions and disclaim any thought that he will become an Administration “rubber stamp.” Chairman McNinch’s majority has constituted Judge Sykes and Commissioners Brown and Walker, in most instances. Commissioners Craven, Case and Payne have been inclined to vote together. Thus the policy cleavage persists, Mr. Thompson will become the key figure.

Little opposition to the Thompson appointment was in evidence on Capitol Hill. Since Senator Hill, his primary sponsor, is a member of the Senate Interstate Commerce Committee, it is expected he will push for early approval of the nomination by that committee. Chairman Wheeler has made no statement on the appointment, but it is hardly believed he will oppose it.

Contacted at his home in Mobile by Broadcasting March 29, Mr. Thompson assuredly was gratified over the appointment. He said he was not going to comment on FCC or industry affairs since he will not be a commissioner until the Senate confirms his nomination. It was assumed he would take his oath of office prior to Judge Sykes’ departure April 5 if he is confirmed by that time.

NEW COMMISSIONER

FREDERICK I. THOMPSON

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New Member of FCC a Man of Action

Thompson a Journalist And Crusader for Low-Cost Power

BY WALTER BROWN
IN TIRDAYS, in the overlocking Mobile Bay for his latest appointment to the FCC, President Roosevelt chose a man who has spent most of his 63 years crusading with printer's ink in the interest of what New Dealers like to call "a more abundant life." The man of tall frame and strong and genial personality is Frederick Ingate Thompson. When he espouses a cause it becomes an obsession. One of his "obsessions" has been power, and his years of crusading against the Alabama Power Co., an affiliate of Commonwealth & Southern, made it easy for Senator Lister Hill to "sell" his candidate for the Sykes' FCC vacancy to the President, who has waged much the same kind of fight in New York.

The new FCC member was born in Alabama, Muscle Shoals, hometown of Judge Eugene Sykes, whom he succeeds. When only 17 years of age, Thompson became editor of the "hurricane," published by his grandfather. By the time he was 21 he was a daily newspaper editor, the young editor moved to the bustling cotton city of Memphis where he edited the weekly Commercial Appeal until 1902.

Former Newspaper Rep

In that year he became a member of a New York and Chicago firm handling national advertising for newspapers, but in 1909 dropped into the publishing business in his own right. His first property was the Mobile Register. In 1916 he secured the evening newspaper Mobile News-Item, giving him a combination enterprise in the Alabama port city. In 1916 he established The Montgomery Journal, the Alabama capital's daily paper. From 1922 to 1927 directed the affairs of the Birmingham Age-Herald, and from 1919 on published his operations into Northern Alabama, purchasing papers in the Muscle Shoals area, for which hydro-electric project he was a constant advocate.

Because of his crusading tactics against the power interests, Alabama Power Co. launched a competing paper, the Mobile Press, in Thompson's home city and a merry newspaper war was had until 1922 when the Press bought the Register and News-Item. Thompson's only publishing enterprise at the present time is the Alabama Journal.

Served on Shipping Board

Aside from service on the Shipping Board in Washington, 1920-25, having first been appointed by President Wilson and reappointed by Presidents Harding and Coolidge, Mr. Thompson has devoted most of his apparently endless floor of energy to his Alabama publishing business.

In 1930 he made his first and only political venture when he ran for the U. S. Senate. The writer was in Alabama during that campaign as a reporter and witnessed firsthand the unsuccessful effort of the Mobile publisher to secure the seat held by the then Senator J. Thomas Heflin.

Senator Heflin, because of his boit of Al Smith in the 1928 campaign, was read out of the Democratic party and the Democratic nomination was about to go by default to John H. Bankhead. Mr. Thompson entered the campaign with the same tireless and crusading spirit that had marked his career as a newspaper publisher.

From the jump he undertook to make power the dominating issue of the campaign. From one end of the State to the other he denounced Bankhead as a tool of the power trust and railroad interests. Special editions of his papers were flooded over the State carrying his militant editorials and speeches on Muscle Shoals, then the focal point in the then raging national power controversy.

Political Philosophy

Cheap power, through the development of Muscle Shoals and other Government-owned power projects, and cheap transportation through development of waterways, were the two issues around which he centered his campaign. His fight to abolish the convict leasing system also was cited in testimony of his liberal views. Prohibition then was a burning issue in Alabama and Thompson definitely took his side with the drys.

In a speech in Montgomery opening his campaign, Mr. Thompson thus summed up his political philosophy:

"My ideal of a public servant is one who will always stand for those things that inspire a people to better Government. To lift and strengthen men and women meshed in the toils of the day . . . take my inspiration from the Hermitage, from Monticello, and from that tomb in the Capitol of the National Capital where our great war President is at rest."

Senator Bankhead faced Mr. Thompson for the Democratic senatorial nomination by a decisive vote. The Mobile publisher remained regular and supported Bankhead against Heflin in the general election.

As Mr. Thompson reduced his newspaper holdings he began taking more active interest in public affairs. President Roosevelt appointed him as a member of the Advisory Board on Public Works in 1933, and in 1935 Gov. Bibb Graves placed him on the Alabama Docks Commission. Mobile was one of the first cities selected for a free trade zone and he was appointed manager. Gov. Dixon abolished this place only recently, leading to an open controversy with Mr. Thompson who had a two-year contract with the State as manager.

What Others Say

Mr. Thompson married a Mobile girl, Adrianna Ingate, in 1900. He is an Episcopalian and belongs to the Athelstane Club and the VeauClou Club in Montgomery.

The new Commissioner is the type of man who makes close friends. His friends say he is a man of high public principles, a hard worker, and deeply devoted to the cause of good and clean government. Those in Alabama who have felt the lash of the Mobile publisher's pen say he is biased, domineering, and will "run or ruin" anything he is connected with.

There you have a cross-section of the man who will walk into the troubled waters of the FCC after he is confirmed by the Senate. With Senator Lister Hill, a member of the Interstate Commerce Committee handling the Thompson nomination, confirmation may be expected with little delay.

MORE THAN $0,000 VISITORS have made the Radio City television tour since NBC established the exhibit Sept. 1, 1938, according to figures released by the NRC guest relations division.

FCC Lauds Sykes For Long Record

Resolution of Tribute Placed On Minutes By Commission

A RESOLUTION lauding Judge Elizabeth O. Sykes, former head of the FCC, for her 12 years as a Commissioner to enter private practice of law in Washington and adopted March 27 by the FCC. The action came coincident with the receipt from President Roosevelt by Judge Sykes of a letter accepting his resignation as a member of the FCC, effective April 5.

Judge Sykes, the President said that he wanted to assure you of my appreciation of your long service on the Commission and to extend to you my best wishes for your future success."

The FCC resolution was offered by Commissioner Case, seconded by Chairman McNinch and adopted unanimously. The commissioners ordered it spread upon the minutes of the Commission "as a token of the esteem wherein the retiring member is held by his colleagues."

Joins Law Firm

Judge Sykes will join the law firm of Paul D. Spearman, former FCC general counsel and fellow member of the Bar in Washington practice and specializing in radio and communications. Other members of the firm are former Senator Hubert Stephens of Mississippi and Frank Roberston, former assistant general counsel of the FCC.

Judge Sykes had submitted his resignation March 10 requesting that he be excused from the end of the month. President Roosevelt, however, in accepting the resignation, set an end date to April 5, presumably desiring to procure confirmation of Frederick I. Thompson for a new Commissioner, and to Judge Sykes' actual departure.

The text of the resolution adopted by the FCC follows:

WHEREAS, Judge Eugene O. Sykes has had his resignation as a member of the FCC, his term of service on said body, having expired; and

WHEREAS, he was the first chairman of the FCC and brought to the regulation of radio industry a wealth of valuable experience already gained as Chairman of the Federal Radio Commission, to which he was appointed in 1927, on which he served until the formation of the present regulatory body, making a total tenure of office as a Commissioner of 13 years; and

WHEREAS, Judge Sykes has spent his whole life in the practice of law, and has unceasingly and unswervingly devoted himself to the duties of his office, applying to his conduct the exercise of a cool and judicial judgment and the exercise of a keen analytical mind trained in the schools of the bar; and

WHEREAS, the stabilizing quality of his influence in the deliberations of this Commission, coupled with his commendable ability to grasp the essential elements of the complex issues, often proved the determining factor in arriving at an equitable solution of the pressing problems then in court;

RESOLVED: That the members of the FCC fully concord in the view which this body assumes that Judge Sykes' retirement from its councils, as a unit herewith place the decision-making responsibility more directly upon his determination to withdraw from their wholly selfless personal and official relationships with him as a member of the FCC and allow him to live in his own quietness and without the harassing care of any entanglement to which he may devote his talents; and

RESOLVED: That this expression of goodwill and esteem be spread upon the minutes of this Commission as a token of the esteem wherein the retiring member is held by his colleagues.
TARZAN CAUGHT IN THE ACT,
KGHL Flashed Tip That Killer Was Robbing Bank
KLZ First to Interview Boy Hero

KGHL, Billings, Mont., claims a scoop for its broadcast of the death of Earl (Tarzan) Durand, fugitive Wyoming killer, when he emerged from his mountain hideout March 24 to rob the First National Bank ofPowell, Wyo.

Receiving a call from an unidentified Powell citizen, who recognized Durand, saying "the bank in Powell is being robbed—broadcast it," KGHL checked quickly, decided the tip was hot, since all law enforcement officers were in the mountains to while away, and at 1:52 p.m. flashed the news. At 1:45 the bandit-killer stepped out of the street and was shot, reports Ed Yoko, KGHL manager.

Within two minutes after Durand was dead another flash was broadcast, and a few minutes later KGHL presented interviews with Robert Nelson, president of the bank, and Harri Monroe, a short-wave operator who had been kidnapped by Durand on his way to the town.

Oliver W. Stedman, county attorney of Park County, praised the KGHL staff for a job well done. "Your broadcast of the bank robbery was amazing in its speed and enabled us to save lives and to have armed men in the bank when本案 was executed to leave. Everyone in Powell has been armed to the teeth for weeks, so there was no difficulty in getting armed men to the scene." The station management credited the rapid coverage largely to the work of Ed Cooney, chief announcer, and Jack Briggs, traffic manager, who, once the story was broken, used all the station's time by arranging stations procure full time by virtue of reduction in the number of clear channel assignments and revision of station categories from three to six general classifications.

In most instances, stations are to be shifted from 10 to 30 kc. within the band 560-1450 kc. This was necessary as a means of accommodating stations in Mexico and Cuba as well as Canada. The present three-channel classifications of clear, regional and local will be supplanted by a six-class structure, with duplication provided on all save the 30-kc. band.

The agreements designated 59 of the 106 channels in the band as clear; 41 as regional and six as local. The Mexican and Canadian stations are to be limited to 5000 kw, and local stations to 100 kw, in the United States.

The convention provides that the band will be divided into three-class areas—Mexico and Canada, the United States, and Cuba and the other nations. The reason for this is the United States is to have its current and future allocations limited to only 65 percent.

The Mexican station classifications are to be based on the current station layout and the frequency spread of the new channel assignments. In the case of the Canadian stations the allocation will be based on the band assignments of existing stations.

In the Mexican and Canadian areas there will be a dividing line, to be established by the broadcasting commission of each country, and the stations on this line will be considered as regional.

One of the most serious problems involved in negotiating the treaty provision with Mexico was the fact of so-called border stations, such as those operated by Dr. John R. Angulo, of Mexico City, and by T. E. P Wolfgang, of Mexico City, who, deposed American broadcasters. Using high power, these stations present actual interference in Mexico adjacent to the American line with directive antennas designed to serve American listeners.

Under the terms of the treaty, no specific mention of these stations is made but the treaty provides that allocation of facilities shall be based on the needs of the national residing in the particular country. That would tend automatically to eliminate border stations of a ny type. The treaty also provides that channels allocated to Mexico capable of accommodating high-power stations with one exception, namely, the interior of the country, with the locations specified.

While American broadcasters, for the most part, have been satisfied that the new allocations will be under the Havana Treaty by virtue of announcements already made by the FCC, there are stations which have not yet heard the word of new frequencies which have never been disclosed. These

(Continued on Page 76)
General Mills Baseball on 67 Stations

Regional Meetings With Announcers Planned Before Opening

GENERAL MILLS, Minneapolis, in cooperation with B. F. Goodrich Co., Akron (tires) and Socony-Vacuum Oil Co., New York, will sponsor professional baseball on at least 67 stations during the season, according to a schedule just prepared. Before the baseball season actually gets under way the sponsors may announce additional stations.

While the station list is a shade smaller than last year, General Mills is expected to spend a considerably larger sum than the 1938 figure of a million dollars because of the addition of the three New York City big league teams to the schedule. Socony and Goodrich are expected to spend perhaps a half-million dollars on baseball, alternating thousands of dollars with General Mills. Procter & Gamble, which tested baseball on two stations last year, will share the New York City games with General Mills and Socony, and its cooperating sponsors to assemble all baseball games.

The annual Chicago training school for Galactic and WBBM announcers has been called off because it was deemed impracticable to assemble all of the announcers at the same time and place. Instead, WBBM and its cooperating sponsors will hold regional meetings in Cincinnatii, Dallas, Atlanta and New York. In charge of regional meetings will be Jim Kelly at Cincinnatii; Robert Devany at Dallas; M. A. Pat Flanagan, Atlanta, and Brad Robinson at New York. Knox-Reeves, Minneapolis, the General Mills agency, will direct the meetings.

In southern cities the meetings will be held the week of April 3, because the season starts earlier. The New York session is scheduled April 15.

On the West Coast, a regional training session will be held March 25-26 (see article in adjoining column).

As General Mills games will promote Wheaties this year, only merchandising planned to date covers the customary tie-ins such as window displays, counter cards and ball-park stimuli.

Special sports programs and stunts are being arranged all over the country, and scores being sold by a large number of stations.

General Mills on March 24 started its 15 sport spring training exhibition baseball games on WIND, Gary, Ind. Broadcast by telegraphic reports, the plays-by-play are by Russ Hodges with Pat Flanagan of WBBM, Chicago, as guest announcer. Russ Hodges was scheduled for Baseball Pre-View, 15-minutes preceding each game under sponsorship of Milwaukee Ave. Motor Sales, Chicago. Knox-Reeves, Minneapolis, is agency for General Mills; Harold L. Colen, Adv., Chicago, handles the motors sales account.

WBBM, Chicago, during March broadcast a series of baseball training camp campos covering featuring Charley Grimm. The special broadcast were taped at the Cubs training camp on Catalina Island and the Sox camp in Pasadena under the direction of Fox Case, CBS director of public relations of the Pacific Coast.

WGN, Chicago, announces three sponsored programs during the baseball season. On April 11, B. F. Goodrich Co., Akron, starts Bob Elson's Sports Review, Tuesday, Thursday, Saturday, 6:30-6:45 p.m. for 25 weeks. Andy Lotshaw Co., Chicago (chemicals), will sponsor The Lead-Off Man, an interview series for the first 10 minutes preceding all single games and between double header games, and 15 minutes between 2:41-3 p.m. on non-baseball days during the 1939 season. Ruthrauff & Ryan, Chair-o, is agency for Goodr-ch. Neisser-Meyerhoff, Chicago, handles the Lotshaw account.

Lorrillard Co., Old Gold will sponsor games of the Chicago Cubs and White Sox on WGN [Broadcasting, Feb. 15].

Cincinnati Sponsorship

WCKY, Cincinnati, is using the slogan "First on the air with complete scores," on behalf of its stations sponsored by Svara-Roebuck, Cincinnati, with Rex Davis as announcer. Frederic W. Ziv, Cincinnati, placed the account.

Goodrich is merchandising its Cincinnati Baseball Revue dinner-hour quarter-hour session of scores on WSAI, by distributing "0,000 schedules of Reds' games through stores and dealers. Car cards, movie trailers and window cards have been placed in 500 trolleys and buses, a dozen theatres, and many store windows, respectively. An au-

Famed athletes are joining the ranks of baseball broadcasters. Here Frankie Frisch (left photo, center) is congratulated by Mayor Maurice J. Tobin of Boston for signing a contract to broadcast Boston Bees and Red Sox games on WWAB and Colonial Network under sponsorship every other day by Atlantic Refining Co. John Shepard 3d, Yankee president, joins his former employee Shepard himself broadcast play-by-play on WNAC back in 1924. Frisch will also do an evening highlight program on Yankee. Arch McDonald (at left in right photo), Washington announcer who recently was picked to broadcast New York Yankee-Giants wanes on WABC, says goodbye at a CBS Washington party to Walter Johnson, the Old Train of baseball fame, who succeeds Arch as baseball announcer on WJSV, CBS Washington key station.

Each decision made at the meetings will be announced by the announcers. In the New York session will be Walter Johnson, WJSV; Jack Brickley, nuru B-24; Mr. Prentiss, who succeeds John Fannon; Bill Bruce, who succeeds Walter Johnson; and Bob Marshall, who succeeds Ward Lawrence.

The General Mills, Socony-Vacuum and Goodrich schedule as Broadcasting went to press was as follows (station, city, announcer, sponsorship, team, league, games to be broadcast):

**EASTERN DIVISION**

**WARLY**, NEW YORK—WARLY, week-days, WOR, Sundays—General Mills 1/2; Atlantic Refining 1/2; Senators (Eastern League) home and out-of-town games, except home games Sundays and holidays.

**WABC**, NEW YORK—Arch McDonald; Socony-Vacuum 1/2; Yankees (American League) and Giants (National League) home and out-of-town games, except home games Sundays and holidays.

**WOR**, NEW YORK—Arch McDonald; Socony-Vacuum 1/2; Orioles (International League) home and out-of-town games, except home games Sundays and holidays.

**WBC**, NEW YORK—McDonald; General Mills 1/2; Atlantic Refining 1/2; Pirates (National League) home and out-of-town games.

**WCAU**, PHILADELPHIA—Bill Dye; General Mills 1/2; Phillies (National League) home and out-of-town games.

**KDKA** (supplemented by WMWW), PITTSBURGH—General Mills 1/2; Pirates (National League) home and out-of-town games, except home games Sundays and holidays.

**WHAM**, ROCHESTER—Harry McTigue; General Mills 1/2; Senators (Eastern League) home and out-of-town games, except home games Sundays and holidays.


**CENTRAL DIVISION**

**WJW**, AKRON—Bill Griffiths; General Mills 1/2; Indians (American League) home and out-of-town games except home games Sundays and holidays.

**WAP**, CHICAGO—Thomas Graham; General Mills 1/2; Goodrich 1/2; Lookouts (Southern Association) home and out-of-town games, except first home game and holidays.

**WBBM**, CHICAGO—Pat Flanagan and John Harrington; General Mills 1/2; Socony-Vacuum 1/2; Senators (Eastern League) and White Sox (American League) home games and other major league games when neither team is playing at home.

**WSAI**, CINCINNATI, (synchronized with WWHO),—Roger Baker; General Mills 1/2; Socony-Vacuum 1/2; Reds (National League) home and out-of-town games, except home games Sundays and holidays.

**WFCO**, CINCINNATI—Harry Hartman (same games as WSAI, with alternates, substituted).

**WCE**, CLEVELAND—Jack Graney; General Mills 1/2; Socony-Vacuum 1/2; Indians (American League) home and out-of-town games, except home games Sundays and holidays.

**WWS**, COLUMBUS—Joh-v ne Neblett; General Mills 1/2; Socony-Vacuum 1/2; Reds (National League) home and out-of-town games, except first home game and holidays.

**WHO**, DES MOINES—Bill Brown; General Mills 1/2; Western Union reports of
General Mills, Goodrich Hold Baseball Session on the Coast

Merchandising Plans for Season Are Announced As Sponsors Prepare for 12-Station Drive

By J. CLARENCE MYERS

GENERAL MILLS and B. F. Goodrich Rubber Co. will jointly sponsor baseball over 12 Pacific Coast and Western stations this season, increasing the list by the addition of KNX, Hollywood with consequent and cost over their 1938 expenditure.

All games of the Pacific Coast League, home and away, in California and Oregon, and out-of-town games, except first home game and home games Sundays and holidays.

KABC, Los Angeles; KAL, Oakland; KNMI, San Francisco; KAI, Vancouver; KJR, Seattle; KGW, Portland; KWSO, Salem; KGON, Springfield; KVLY, Yakima; KZTV, Yakima; KBOR, Tacoma.

On the same evening the entire conference listened to the transcriptions and gave constructive criticism on the announcers' work. The recordings were discussed on the basis of the tried-in-the-wool talk, the lake warm fan, and the new listener.

Policy on Commercials

General Mills will promote Wheaties exclusively during the baseball broadcasts and Goodrich will stress copy on its tires, tubes and batteries. It was decided that only four formal commercials will be used during an entire ball game with the announcer permitted to ad lib briefs on the product at any time, using his own discretion.

Mr. Stafford and Mr. Knudsen opened the conference on the morning of March 25 by reviewing the basic formula of a three-way partnership—the baseball club, the station, and the sponsor—and outlined what is expected of each. The afternoon was spent in broadcasting the exhibition game between (Continued on page 87)

CBS-WBS Deal Nearly Complete

Auditors Completing Work of Examining the Records

CONTRACT by which CBS will formally acquire the controlling interest in World Broadcasting System was expected to be signed about April 15, it was announced by the auditors, who since announcement of the network's intention to take over the transmission company was made last August, have been examining WBS records and contracts, is all but completed and barring any unforeseen complication the deal will be consummated shortly.

For the present, CBS is making no statements regarding future policies or changes that may be made in WBS operations. As previously announced, the recording company will be operated as a separate subsidiary of CBS, with Percy L. Deutsch remaining as president under a three-year contract while remaining a substantial stockholder, and with the network's independent program schedules and program ideas being utilized by the network's programming department. According to the "networking" clause of the agreement, CBS will make immediate use of some 150 stations in 37 cities aggregated in a network of World stations over which WBS broadcasters air their programs.

Fate of Gold Group

A major question in the minds of industry observers has been the fate of the "Gold Group," a concept of the CBS Radio Network System, or "Gold Group," organized by Mr. Deutsch last fall to give advertisers using transmissions the advantages of single ordering and billing and the absorption of mechanical costs which had previously been enjoyed only by network advertisers. Because WBS has continued to add stations to this group over the past few months, it is now apparent that the assumption is that it will be continued on its present basis, at least temporarily.

Details of World's procedure in making transmissions of network program of CBS clients, and whether it will continue to compete for spot business of non-network advertisers, are other questions which remain unanswered.

Brinkley Loses Suit

A VERDICT in favor of Dr. Moritz Fishbein, editor of the American Medical Association Bulletin, was returned March 29 by a Federal jury in Del Rio, Tex., in the $200,000 libel suit brought against him by Dr. John R. Brinkley, operator of the Mexican border station XER, Del Rio, and former operator of KKFV, Milford, Kan.

Dr. Fishbein charged that he had been defamed by Brinkley, who, according to reports from Del Rio indicated he would appeal the decision.

Philco Shows Video

DEMONSTRATIONS of Philco's portable television transmitter, which has been shown to its dealers and potential customers (Broadcasting, March 1) were conducted at the Raleigh Hotel, Washington, March 29 with local notables in attendance.

Sheaf of Statistical Exhibits Presented By FCC to Show Network Operations

STATISTICAL exhibits, designed to offset the voluminous testimony adduced by the many companies appearing in the FCC Network Inquiry, were introduced in evidence before the administrative tribunal on March 29 and 30 by DeQuincy V. Sutton, FCC head accountant, to support the Commission's "rebuttal" testimony.

Offering a sheaf of two dozen exhibits dealing with network operations, Mr. Sutton was to cross-fire of a battery of respondent attorneys, who consistently denied the existence of relevancy in connection with the major offerings. The FCC presentation was directed by S. King Funkhouser, offered in cooperation with the networks represented by P. J. Hennesey Jr. for NBC; John J. Burns, former general counsel of Securities & Exchange Commission and Paul A. Porter, for CBS; Louis G. Caldwell of WBS, and John F. Lohnes for Westinghouse stations.

Strong objection was voiced to the admission of an exhibit showing the percentage of gross newspaper circulation attained by the afternoon daily newspaper with the largest circulation compared to the combined ratings of major network affiliates in corresponding cities. After a heated colloquy, in which committee counsel participated, Acting Chairman Walker admitted the questioned exhibit. Commissioner Brown, however, reaffirmed his position while Judge Sykes went on record with the observation that the exhibit was a fair one. Mr. Sutton, who showed only one newspaper as against four stations in the same market, said that the Commission cannot regulate the rates of broadcasting stations because they are not common carriers he felt the question of rates had nothing to do with the hearing.

Viewed as Objectionable

The exhibit showed that the newspaper one-time full-page rate in these cities aggregated $19,200, whereas the total rate of network outlets in generally corresponding cities totaled $17,512.

Studebaker Picks 63

STUDEBAKER Corp., South Bend, Ind., placing a series of disc programs nationwide to introduce its new Champion low-price model, has selected 63 stations as BROADCASTING'S property. The move is part of the company's $1,500,000 promotion campaign for the new car.

Through Roche, Williams & Cundiff and the Metropolitan Agency, the following stations had been selected by March 30:

KUOW WITC WRC WGM WAM WMBI WRCF WBS KFKB KFBK KYK WTVI WMIO WBR WFPY WNSG WMAZ WWVW WXOW WYPI WADJ WMJW WDDJ WBBB WKBW WPCR WCWE WYKH WFWP WYKQ WCNE WRSR WHBY WFCN WSVJ WPTV WQIN WCVT WIFD WCII WNBC WCCB WOAM WFSU WMRD KFMB KFRB WAMC WCCF WCFT WCCO WAMU WDMN KFBI KFLX KFRO KFGL KFJP KFWX

WCCO, Minneapolis, has ordered a new antenna from Lehigh Structural Steel Co. and expects to have it installed within the month. This new monstrosity is a 400-foot uniform cross-section vertical radiator, according to J. F. Neary, Lehigh mastman.

Mr. Sutton, under examination, said the only purpose of the exhibits was to show that no particular conclusions could be drawn from it. He said it was the Commission's intent to show the disparity in newspaper vs. network station rates with the idea of increasing rates of the former.

Mr. Burns observed that the exhibit, as admitted, might be "fished out" and used for inferential purposes. Mr. Hennessey said he felt it should be stricken not only for that reason but also on the ground that there was no possibility of any advertiser using four stations in any city simultaneously and be- cause the broadcast essentially national whereas no such claim is made for individual newspaper circulation.

Mr. Sutton explained that the various network exhibits generally come from information procured by the FCC rather than from testimony adduced during the network presentations. The exhibits covered the factors to which the various basic network stations, as shown on maps; time and revenue stations; the differences between network stations in 1937; commercial and sustained program use during 1937; optimum broadcasting rates to comparable outlet stations by networks for 1937; comparisons of rates and revenue of networks.

A rate of the data, Mr. Sutton said, was procured from Standard Rate & Data and from the Broadcasting 1936 Yearbook.

 Apparently designed to show the degree of discrimination in rates paid affiliates by certain networks, a group of the exhibits did not identify stations or locations but simply used "code" designations for them. For example, one exhibit, dealing with CBS basic stations, showed that one station of a particular class in a particular city received $686,000 in network compensation for 3,700 total network broadcast hours, whereas a similar outlet from another station in a similar market with similar facilities broadcast only about 3,000 hours.

Ballard Uses 8

BALLARD & BALLARD Co., Louisville (Owen-Ready Biscuits), on March 17 started two quarter-hour, four-weekly transcriptions featuring Smiling Ed McConnell on stations KWK, WMJ, WSB, WBCR, WAVE and WSM, Fridays and Saturdays, 10-10:15 a.m. The program is repeated on Fridays only and airs its network version at 1:45 p.m. WLW and WSMB are added to the regular Saturday broadcast. Henri, Hurst & McDonald, Chicago, handles the account.

Baume Bengue Extends


Wanna There

WFAA, Dallas, helped to prove somebody a liar the other day. Accused of doing something else the night of Aug. 30, 1937, a witness in a local trial said he was listening to Amos 'n Andy on WFBA. The opposition lawyer later questioned the witness, however, because he checked with the station. Statisti- cian's verdict revealed that he was due to a broadcast of the Louis-Farr 15-round fight blast on that night, and Andy were not on WFBA.

Border Station Is Reported Sold

PURCHASE of a controlling interest in XEW, Reynosa, Mexico, across the border from McAllen, Tex., was announced March 23 by Carr P. Collins, Dallas business manager of the acquisition, who was negotiating with a Mexican corpora- tion headed by Dr. John R. Brinkley, Del Rio, Tex., for the operator of "goat gland" fame. The purchase of the 50,000-watt border outlet was for unidentified Texas interests. With XEW's license, in an article published in the March 24 Dallas News, Mr. Collins was quoted as saying that the acquisition would be devoted to health programs. He is also inter- ested in a Mineral Wells Water Crystals, said to market Crazy Wa- ter Crystals.

The new organization, according to the Dallas paper, took control of the station March 24, with J. W. Fincher of Weslaco as manager. It also has been reported that Dr. Brinkley has disposed of his interest in XER, Villa Acuna, Mexico, across from Del Rio, Tex., but this has not been confirmed officially.

Hormel Test to CBS

GEORGE A. HORMEL & Co., Austin, Minn., on April 8, after a month of the early morning program Harmony House, on KNX, Hollywood, will sponsor the program under the title of Musical Romances on 22 CBS stations, Mondays, Wednesdays and Fridays, 12-11:15 a.m. test program, headlined by Eddie Dunstedter, includes Mary Rosetti and Harvey Hard- ing. BBDO, Minneapolis, handles the account.

Bosco May Add

BOSCO Co., New York (milk ampli- fier), is sponsoring a series of two-weekly news transcriptions featuring San Francisco Examiner on Yankee Network; three news periods weekly on WCAU, Phila- delphia, and five-weekly news prog- ramation on WHAM, Rochester, where the campaign started late in February and more stations will probably be added before the spring. Kenyon & Eckhardt, New York, places the account.

P & G Tests on 6


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Broadcasting • Broadcast Advertising
340 Stations Multiple-Owned Says FCC

Offers Many Exhibits to Show Connections Of Operators

THE STARTLING claim that some 340 of the country's 700-odd commercial broadcast stations have a "community of interest with other licensees" of stations, through interlocking directorates, multiple ownership or groupings, was made by the FCC Accounting Department March 30 in what apparently was designed to be a screening-inoex to its Network-Monopoly Inquiry.

With DeQuincy V. Sutton, head accountant, on hand, the information introduced in evidence a sheaf of 117 individual exhibits breaking down supposed multiple ownership and control of each.

The exhibits, together with a series of calculations in the nature of answers to network presentations, constituted the FCC "rebuttal" portion of the inquiry, now drawing to a close.

Calling Them Close

Few, if any, startling new disclosures were made in the multiple ownership and control exhibits. Even the most infinitesimal association of one station with another appeared to serve as a basis for tying in the "community of interest."

Along with the 117 photostats exhibits, the Accounting Department also produced four separate indexes to them. The index contained 176 separate names of individuals and companies described as represented in the ownership or control of multiple ownership groups.

Another index was to ownership groups, showing the tie-ups of individuals and companies. This list covered 118 groups. In checking it against the exhibits, it was found that if an individual held a qualifying share in a corporation operating a station, he was involved in the ownership or held a minority interest in or was employed by other stations, he was listed as part of the multiple ownership group.

A third index, covering the complete schedule of exhibits, tended to show that 341 stations, based on the Commission's records as of Dec. 31, 1938, were affected by multiple ownership or control, as against the total of 229 listed in the first exhibit which did not show such a "community of interest."

The largest single exhibit dealt basically with CBS but covered the ownership group described as "City Stores - Columbus - Gannett - Paramount Group." Listed in this tabulation were 34 separate stations. In checking it against the exhibits, it was found that an individual held a qualifying share in a corporation operating a station, he was involved in the ownership or held a minority interest in or was employed by other stations, he was listed as part of the multiple ownership group.

451 Stations Report 1938 Incomes

THE FCC's preliminary tabulation of income statements filed by licensees of one station only, covering the year 1938, follows (Column A, 358 stations with sales of $40,000 or more each; Column B, 93 stations with sales of less than $25,000 each):

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of time at network rates</td>
<td>$89,048,844</td>
<td>$89,048,844</td>
<td>$89,048,844</td>
</tr>
<tr>
<td>Sale of time at national rates</td>
<td>14,761,584</td>
<td>14,761,584</td>
<td>14,761,584</td>
</tr>
<tr>
<td>Sale of station or special advertising</td>
<td>18,000,000</td>
<td>18,000,000</td>
<td>18,000,000</td>
</tr>
<tr>
<td>Other time sales</td>
<td>704,000</td>
<td>704,000</td>
<td>704,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>124,531,808</td>
<td>124,531,808</td>
<td>124,531,808</td>
</tr>
<tr>
<td><strong>DEDUCTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commissions to agencies and representatives</td>
<td>4,890,726</td>
<td>4,890,726</td>
<td>4,890,726</td>
</tr>
<tr>
<td><strong>BALANCE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross total from broadcast revenue</td>
<td>119,641,082</td>
<td>119,641,082</td>
<td>119,641,082</td>
</tr>
<tr>
<td>Depreciation, amortization, uncollectibles, taxes and rent for broadcast plant</td>
<td>23,716,770</td>
<td>23,716,770</td>
<td>23,716,770</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>143,357,852</td>
<td>143,357,852</td>
<td>143,357,852</td>
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</table>

**EXPENSES**

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<tbody>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming expenses</td>
<td>6,096,487</td>
<td>6,096,487</td>
</tr>
<tr>
<td>Promotional expenses</td>
<td>12,000,000</td>
<td>12,000,000</td>
</tr>
<tr>
<td>Advertising, promotion, selling</td>
<td>4,964,858</td>
<td>4,964,858</td>
</tr>
<tr>
<td>General operating expenses</td>
<td>7,198,270</td>
<td>7,198,270</td>
</tr>
<tr>
<td>Other broadcast expenses</td>
<td>1,414,492</td>
<td>1,414,492</td>
</tr>
<tr>
<td>Depreciation, amortization, uncollectibles, taxes and rent for broadcast plant</td>
<td>3,605,413</td>
<td>3,605,413</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>55,785,049</td>
<td>55,785,049</td>
</tr>
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</table>

**NET INCOME**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>NET INCOME from broadcast services</strong></td>
<td>$6,543,816</td>
<td>(104,059)</td>
</tr>
</tbody>
</table>

* Loss

**Local Group Shows Loss**

Dispelling the thought that practically all stations are "rolling in wealth," was evidence in the FCC's preliminary analyses relating to 93 stations which had sales of less than $25,000 for the 1938 calendar year. These stations did an aggregate business of $1,451,204, all of whom sales and had expenses of $1,405,983, showing an aggregate loss for the year of $45,221.

The tabulation [see table on this page] covered income statements of individual licensees and excluded stations affected by multiple ownership. In other words, no network-owned, managed or leased stations or group-owned stations, which the FCC indicated aggregated some 341, were included. Also computed by the FCC as of Dec. 31, 1938, was a preliminary tabulation of balance sheets filed by licensees of individual station only covering 457 stations and including construction permits.

On the liability side, these stations showed a total of $95,000,000, long-term debts of $18,000,000, current liabilities of $13,000,000 and working capital of $42,000,000, offsetting the asset figure of $140,000,000. In an explanation, FCC officials said that included in the amount shown as investments in broadcast plant and items included in the tabulation operations "is an aggregate amount of $7,588,000, reported as good will, franchise or similar titles." Dividends in excess of $1,000,000, declared by these stations totaled $4,429,000.

The FCC Accounting Department, it is understood, is now in the process of preparing its new questionnaire to cover the 1939 calendar year, which will be sent out shortly in order to enable them to introduce appropriate bookkeeping methods.

Individual Station Incomes Analyzed

PRELIMINARY analysis of the FCC's "questionnaire study" of 1938 business operations of the over-the-air broadcasting industry released March 30 and covering 451 station returns from individual licensees revealed total net incomes of $45,- $17,108, with a net income of $6,389,757, or about 14.

On the sales side, 60% of the 700 commercial stations, the preliminary tabulation were in skeleton form for the January 1, 1938. Some stations who were shown industry-wide financial, employment and programming operations for January 1, 1938. Some stations who were shown the questionnaires sent out Feb. 15, will not be made available for about six weeks, it was indicated.

Though the returns were due back March 15, the furore raised by many stations, notably smaller ones, resulted in a number of extensions of deadlines in certain instances. Some 70 stations were given such extensions. When the FCC went to press, there were still about 50 questionnaires to be returned from individual station only covering 457 stations and including construction permits.

On the sales side, these stations covered $45,000,000 of investments by the stations not relating to broadcast operations; $24,600,000 in investments in broadcast plant and items relating to broadcast operations; current assets of $45,- $000,000, and current liabilities of $5,400,000, offsetting the asset figure of $40,000,000. In an explanation, FCC officials said that included in the amount shown as investments in broadcast plant and items included in the tabulation operations "is an aggregate amount of $7,588,000, reported as good will, franchise or similar titles." Dividends in excess of $1,000,000, declared by these stations totaled $4,429,000.

The FCC Accounting Department, it is understood, is now in the process of preparing its new questionnaire to cover the 1939 calendar year, which will be sent out shortly in order to enable them to introduce appropriate bookkeeping methods.

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www.americanradiohistory.com
NAB Opposes Bill in Senate To Ban Liquor Ads on Radio

Miller Sees Dangerous Precedent in Measure And Discrimination Against One Medium

A SUB-COMMITTEE of the Senate Interstate Commerce Committee, which was established on March 29 started consideration of a drive against all advertising of liquor with hearings on the John D. Rockefeller, Jr., offered as an amendment applicable only to radio to the Capper bill dealing with all liquor advertising.

The record of the NAB, raised the only voice against the measure at the first hearing before the subcommittee. Senator Andrews (D-Fla.), chair- man, and Senators Gurney (R-S. D.) and Johnson (D-Col.), sponsors of the bill, witness representing dry organizations attacked the radio industry's methods of controlling liquor advertising, as did Federal Alcohol Administration officials.

Miller told the committee the NAB opposed the measure because it consisted "an enticement to go for further repression legislation for radio," and because it was not necessary in view of the steps the industry had taken and contemplated taking in self-regulation. He also urged that the provision of the amendment relating to the advertise- ment of lotteries be amended in the interest of adjusting difference of interpretation between the FCC and the Post Office Department.

Critical Precedent

"In the first place, this legislation would set up a dangerous prece- dent," the NAB head said. "It may easily be the first of a series of such laws. The use of radio to one group, which may later be extended to other groups, and, in short, endanger the privilege of free radio.

Mr. Miller pointed out that to be free, radio must pay its own way and that, while liquor advertising constituted a small part of the total radio income, extension of legislation under a precedent set by passage of the Cuklin-Johnson bill, could be extended to tobacco, coffee and the advertising of any other commodity any organized minority might find objectionable.

"Once started this tendency could be continued until the life blood of the industry is sapped and we are forced to turn to a government-owned, tax supported industry," he declared.

Mr. Miller said the legislation, specifying an entire ban on liquor advertising in magazines, newspapers, billboards and other media, was discriminatory in that it permitted the continu- ation of liquor advertising in magazines, newspapers, billboards and other media. He said its dis- crimination to pressure of public opinion and the fact that stations were licensed to operate in the interests of the public were sufficient guar- antees that it would work to eliminate objectionable advertising. He also cited the greater amount of Federal- ized trade control funds and regulation that the radio industry was under as compared with other industries.

Mr. Miller said the industry was faced with difficulties in obeying the FCC act's injunction against the broadcast of advertising con- nected with lotteries and games of chance because the postal authori- ties and FCC officials had different interpreta- tions of this matter. He urged that, should the FCC act be amended, the section dealing with the ban be altered.

Replies from an NAB question- naire received from broadcasters representing about 76% of the commercial volume of the industry showed that alcoholic beverage advertising represented less than 1½% of the total revenue, he said.

Industry Discrimination

Senator Johnson said he was glad to hear the industry was studying advertising standards becau- se "your standards at present are very low," and said he was moti- vated in introducing his bill by a desire to help the industry "as you don't seem to have had much success in self-regulation of the liquor business.

Mr. Miller replied that it was unfair to compare radio with newspapers and other media.

In reply to a question by Sena- tor Gurney, Mr. Miller said he agreed with the former's stand that it was not fair to prohibit adver- tising of a commodity in radio and not in other media and that adver- tising on the radio was no more offensive, if handled rightfully, than newspaper or magazine advertising.

Federal Alcohol Administrator W. S. Alexander supported the Cuklin-Johnson bill, as did Philip Buck, chief counsel of the FAA. The former said his experience with the liquor industry had con-vinced him the ban was necessary to "perpetuate repeal.

Representatives of dry organiza- tions told the subcommittee that while the industry's ban on radio as a medium of distilled spirits ad- vertising had been almost completely successful, they wanted the use of the air barred to wines and beers also.

Miss Izora Scott, Washington, treasurer of the National Temper- ance & Prohibition Council, said that use of the air for liquor adver- tising constituted an invasion of the home.

In response to Senator Gurney's question as to whether the ban should be placed on radio alone or should be extended to all advertis- ing media, she replied, "Other leg- islative broadcast from 4 to 10 P.M. on Tuesdays. The company, whose advertising is handled by Bermingham, Gimbel & Pierce, New York, first tried network ra- dio in the summer of 1937 with an NBC program, switching to CBS in 1938.

Griffin Returns

GRiffin MFG. Co., Brooklyn, will start its annual summer radio cam- paign for All White shoe polish May 2, when it launches Time to Shine on a CBS network of more than 40 stations. Program will be the same as last summer, featu- ring the music of Hal Kemp's or- chestra and guest stars, and will be broadcast from 7 to 10 p.m. on Tuesdays. The company, whose advertising is handled by Bermingham, Gimbel & Pierce, New York, first tried network ra- dio in the summer of 1937 with an NBC program, switching to CBS in 1938.

CHICAGO'S WLS National Barn Dance celebrated its seventh birth- day behind the footlights at the Eighth Street Theater, March 19, and anniversary of its 15th year on the air will be observed April 12. Grouped around the birthday cake are (1 to r) Sales Manager Bill Cline; John Blair of John Blair & Co., WLS national representatives; Glenn Snyder, manager; Harold Safford, program director.

New Network Broadcast, More Spots Are Planned By Brown & Williamson

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleigh tobac- co), on May 2 starts Uncle Walter's Dog House on 65 NBC-Red sta- tions from Nashville, Tenn., (EST). Built around the troubles of married and engaged men who wind up in "the doghouse," this pro- gram features the music of Phil Davis with the "Prisoner's Song" for Bacardi rum. It was includ- ed in the NBC schedule to try a minute dramatization of a listen- er's story as to how he got in the doghouse. A letter from the best-selling letter each week is $10 a pipe and a pound of Raleigh tobacco is given with a tin of Raleigh for each listener who writes in.

For Avalon cigarettes, the spon- sor plans a varying schedule of from one to six weekly 15-minute sportscasts to start May 3 on WWVA, Wheeling; WHIS, Blue- field, W. Va.; WHAM, Rochester, N. Y.; WW; Detroit; WABC, New York; KOA, Denver; WBT, Charlotte, N. C.; and three-weekly-series recently placed on WBBM, Chicago, will feature Charlie Grimm, while the three- five network sportscasts on WLS, Chicago, will feature Paul Sulli- van.

In addition to the announce- ments during and following the games on the Colonial Network (Broadcasting, March 15), these stations will air a varying sched- ule of half and one-minute spots: W. N. C.; WBFB, Indianapolis; WMBS, Peoria and Chicago; WCBs, Springfield; WFXQ, St. Joseph, Mo.; WOOD-WASH, Grand Rapids; KSL, Salt Lake City; WOAI, San Antonio; KJWZ, Houston; WCHS, Charleston; KOA, Denver; Russell M. Seeds Co., Chicago, handles the account.

Brewers' Journal Retorts

The March issue of Modern Brewe- er devotes a full-page editorial to NBC's beer advertising on its networks. Most of the space is occupied with a letter from Niles Thomas, NBC executive vice- president, explaining the network's stand that network programs must be acceptable to all parts of the country and at all times, whereas beer advertising is acceptable in some communities but not in others and is much more acceptable at some times than at others. The publication's editorial comment on the letter show that in the minds of NBC officials, beer broadcasting in some parts of the country is acceptable to the public. It is unfortunate that this situation exists, but a wise brewing industry will accept it as a temporary situation and continue to strive for greater public acceptance."

WMBD, Peoria, Ill., on March 20-22 broadcast a series of basketball games from New York. At the time Peoria's Bradley College was competing in the National Sportswriters Basketball Tourney. At the time the game was Jack Brickhouse, WMBD sports- center.
"But Oscar, the radio is no proper medium for SPORTS!"

(ANOTHER OLD IDEA EXPLODED!)

Feeling somewhat kin to Daniel Boone and the late Tex Rickard, we wish to report the results of WHO's second Golden Gloves Tournament — still the only radio station in the world which has ever had the privilege of sponsoring even one of these fabulous fiestas of the flying fists!

In the first place, mark you well: WHO's mere announcements of the event brought forth the amazing number of 1,022 applications for entry blanks. Of this number, 467 filled out and returned their entries, representing aspirants from ten states and two Canadian provinces (the plus of "Iowa Plus")! Then when the tourney started 322 lads actually showed up and qualified — making what we believe to be one of the largest teams ever entered in a Golden Gloves Contest!

So much for radio's (and WHO's) "pull" with sports participants. What about the general public? Well, in the five evenings on which bouts were staged, WHO drew over 20,000 spectators — and one of the sessions was a hastily-arranged extra affair necessitated by the large entry list, which even with very little ballyhoo drew over 3500 sports-minded customers.

That's what WHO can do for you, with SPORTS! . . . Bill Brown, our inimitable WHO sports-expert — the man who put over our Golden Gloves Contest — is now available for sponsorship, Mondays through Saturdays, from 9:15 to 9:30 P. M. First come, first served. We'd suggest telephoning.

WHO

for IOWA PLUS!

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

BROADCASTING • Broadcast Advertising

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New NAB Code Would Limit Commercials

New York Meeting Makes Marked Progress

By BRUCE ROBERTSON

A LIMITATION on length of commercials employed in all programs will be a likely key conclusion in the projected Code of Ethics, as being drafted by the NAB, under preliminary plans discussed by the NAB Committee on Self-Regulation during a three-day session at the Hotel Ambassador, New York, March 23-25.

Conversation centered around a proposal which would put a time limitation on 15-minute program units, with a differential between day and night offerings. While a completed code was not produced and conversation was only general, there was considerable support for something along the nature of a 15% limitation on commercials daily and 10% at night, with an overlap of an additional 30 or 35 seconds for tented commercials.

NAB's proposed program standards [see article on this page] may be held up until the NAB committee completes its work, contemplated for the convention at Atlantic City July 16. NBC will continue its study, however, soliciting agency-advertiser comments but will hold in abeyance formal promulgation until NAB convention.

Reduction in the length of commercials, NAB President Miller said, would be in line with the existing trend in broadcast advertising and "will put a greater premium on more skilled advertising writing, with briefer, more interesting and more pertinent messages about needed products and services. The industry is simply going to put into effect, universally, those practices of progressive advertisers which are already proving their effectiveness in achieving greater and higher degree of program popularity."

Enforcement Bureau

On commercial credits and children's program, the committee feels there should be continuing studies, even after the new code is ratified. The plan also encompasses a permanent NAB bureau to enforce code provisions.

The new NAB code would embody not only those fundamental principles of good broadcasting which are essential for operation in the best public service, but a practical interpretation of their application to every-day broadcast. The real accomplishment of the New York meeting was a recognition and definition of the problems to be covered by the code and the establishment of a plan of procedure whereby these details can be worked out, so that the completed code may be presented to the broadcasting industry for ratification.

Although this committee, like the copyright group, contained representatives of the networks and of every class and type of station, there was a unanimous agreement on the fundamental point that the broadcaster must accept the task of presenting the news of the day and impartial discussions of the many issues arising out of the news, clearly and fairly. This recognition that a broadcaster cannot ethically confine his program service to pure entertainment and so escape the troubles inherent in the presentation of controversial issues in industry-wide, it was stated, a recent survey of the NAB showing that almost all broadcasters are fully aware of their public responsibility.

Another basic point on which the committee was in full agreement is the differences that exist between communities of varying sizes and in various geographical locations. A program that is definitely acceptable in a large city may be unsuitable for presentation in a rural community, and the reverse is also true. While it may be the work of codification much more difficult, the committee felt that without keeping this fact constantly in mind it would be impossible to draft a code to which the entire industry could adhere.

Most of the time of the meeting was devoted to the more difficult types of programs—juvenile, rural, etc. (Continued on page 42)

Falsity and Abuse of Sincerity Basis of Proposed NBC Bans

"IT HAS been the experience of many that any abuse of sincerity, any misrepresentation that may creep into the radio program, deliberately or not, destroys confidence in the integrity of all programs broadcast, and weakens its value to those who use it for advertising purposes. The obligation of NBC to the public reduces itself to a code of civilized behavior, respect of one man for another, honorable dealing and: Inest, intention offered with courtesy and good manners." This paragraph is quoted from the 52-page mimeographed statement of NBC program policies which, after nearly a year of Mulling by network executives, has been sent to board members of NBC and RCA, to members of the NBC Advisory Council and to a few advertising agency executives for comment and criticism. Following the receipt of advice from these sources a final code will be compiled and published for distribution to all NBC clients and their agencies.

More a setting down of the principles of practicable acceptance on which the company has been operating for some time than any altering new theory of broadcast standards, the code lists such basic program standards as:

Some Taboos Listed

The deity's name, powers and attributes are permissible only when used reverently.

Slogans and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

Material which depends upon physical, NAL imperfections or deformities, for humorous effect is not acceptable.

Seductions, profane, salacious, obscene, vulgar or indecent material is not acceptable and no language of doubtful propriety will be used.

The introduction of murder or suicide is definitely discouraged at all times, and no details as to the technique employed may be given.

No description of anti-social practice may be included.

Emphasis on insobriety is not permitted.

Figures of national prominence as well as the peoples of all nations shall be presented with fairness and consideration.

Exception in the case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

The use of the word "flash" is reserved for the announcement of special news bulletins exclusively.

False and misleading statements and all other forms of misrepresentation must be avoided.

Pointing out that public interest comes first and that advertising is only as valid as the public acceptance of it, NBC reserves the right to turn down programs advertising products and services which it does not think suitable for radio and also to require the advertiser to make changes in his programs which NBC finds inconsistent with its standards. Types of business which are unacceptable to NBC include: Professions in which it is conceded to be unethical to advertise; all forms of speculative finance; cathartics; personal hygiene products; reducing agents; products to restore natural color to hair, dyes, depilatories, etc.; all forms of fortune telling; cemeteries, morticians, etc.; alcoholic beverages; firearms, fireworks.

Children's programs must be carefully written for the child audience and the scripts must "reflect respect for law and order, adult authority, good morals, clean living. The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect, loyalty, and the desirability of fair play and honorable behavior. Cowardice, deceit, selfishness and disrespect for law must be avoided . . . ."

In juvenile scripts, torture, horror, fear of the supernatural, profanity and kidnapping are taboo. Gun play and other violence must not be accentuated and no script can end on an incident that might create hysteria in a young listener. Gun play can not be used in more than two requests to "ask mother to buy" and must be careful to avoid statements that might mislead the credulous child mind. Premiums must be harmless, must not depend on luck or superstition, and children should not be encouraged to ask strangers for box tops.

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NEW YORK MEETING MAKES MARKED PROGRESS
...as is the speed with which Transradio covers the world's news; great, too, is the speed with which it clocks up new sales for stations and their sponsors—for instance:

**DRUG PRODUCT**—using no promotion other than TRANSRADIO, a drug manufacturer jumped his sales from 0 to 2400 dozen tubes per month. Distribution rose from nothing to 100% coverage of drug chains, department stores and leading independent drug stores in greater New York.

**BEVERAGE**—nationally-known beverage manufacturer reveals that TRANSRADIO lifted sales 23%. During special "reduced price" campaign (plugged intensively on TRANSRADIO) sales of two items took 75% hop in face of severe business recession.

**AUTOMOTIVE ACCESSORY**—using TRANSRADIO exclusively, maker of automotive accessory created sufficient demand to force distribution into two large chains. Also, brought one sales territory, consistently below country par, up to level with best sales territories.

**GASOLINE**—dealer survey reveals that 75% of autoists were attracted to stations for product as direct result of TRANSRADIO broadcasts. 54% of dealers reported greater sales during year of TRANSRADIO broadcasts—40% reported increase of 100%!

Write, call or wire for further information—www.americanradiohistory.com
HOW DOES TRANSMISSION AFFECT YOUR PROGRAM RATING? DOES BIG-CITY LISTENING GIVE A TRUE PICTURE OF YOUR NATIONWIDE AUDIENCE?

GALILEO

Italian astronomer, 1564 to 1642. Following invention of telescope about 1609 Galileo was first to adapt it to astronomical use. With 32-power instrument he showed Milky Way to be collection of stars, and discovered the moons of Jupiter, the rings of Saturn and the existence of sunspots. Just as Galileo looked further and made known the unknown, NBC can show you how to get the facts about the greatest "unknown" in radio.

www.americanradiohistory.com
When you get right down to it, the big unknown that faces any advertiser, in radio as in every other medium, is

How Many Families Does My Sales Message Reach?
The major networks offer approximately equal access to listeners in some 60 cities served locally by their affiliated stations. The regular “program ratings” give a good indication of your audience in these cities—but these 60 cities contain less than half the radio families in the United States!

The other half of the radio audience is outside of these cities, where a factor heretofore ignored—the transmission factor—comes into play. This transmission factor either helps your program or harms it—depending on the network used. It may double your audience outside the cities or cut it in two. It is not so much a question of whether the area is “rural” or “urban,” as whether it receives “remote” or “local” network service.

NBC has studied this factor. Now for the first time, you can analyze your program audience on a truly nationwide basis—you can see WHY and HOW the NBC Red Network offers you the most intensive national circulation there is... We shall be glad to present these facts to you, applied to your own particular problems and interests. Call any NBC Network Representative.

DO YOU KNOW—
That 50% of all U.S. radio families rely on “remote service” from major network stations?
That the station and network preferences of these 13-odd million families are not reflected in regular program ratings?
That NBC's new survey is the first to show how the competing networks serve this other half of the radio audience?
That the Red Network reaches more of these families than any other network? Ask us why!

NBC RED NETWORK
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Administration Still Opposed To Ownership by Newspapers

But Support Seen for Craven’s View in Allentown

Dissent That Issue Is Not Up to the FCC

POSSIBILITY of a general hearing on newspaper ownership of broadcasting stations, looking toward establishment of a definite policy on this controverted question by the FCC, has official quarters in the light of recent events.

President Roosevelt’s known opposition to newspaper “domination” of broadcasting, and the possibility of a legislative study, have been described as “legislative study.” While it is generally accepted that nothing can be done under existing law to change the ownership structure, Administration forces apparently are desirous of halting any further acquisition of stations by newspapers.

In recent days, it is learned, the President again has commented privately on the growing tendency of newspapers to absorb stations.

Allentown Incident

The issue came to a head at the FCC last month when the applications of WCBA and WSAN, Allentown, Pa., were set for hearing in April. The FCC voted to hold a four-day hearing on the question of “local monopoly” because the Chronicle & News Corp., which publishes Allentown’s two newspapers, would hold 65% control of the combined stations, now separately owned but which share time on the same frequency [BROADCASTER, March 16].

Because Administration forces appear convinced that newspaper ownership as such cannot be blacklisted in the same way, the majority, headed by Chairman McNinch, appears to be following the procedure of denying applications for other reasons, thus avoiding the real issue. In other words, it can deny on technical, economic or general “public interest” grounds without getting the direct newspaper issue.

In the Allentown case, the notice of hearing was held from the public. Washington’s legal fraternity, however, is watching for the notice with interest. If no motion is made of the newspaper issue, it will confirm the view that the Commission’s majority is seeking to avoid the newspaper question. No money consideration is involved in this transaction, which simply involves combining two existing stations.

Commissioner T. A. M. Craven’s strong dissent from the action in setting the Allentown applications for hearing, he said, “would open the whole issue into the open. Commissioner Case voted with him. Pointing out that the applications arise from a relatively small city in on one side, he said, “do not provide a satisfactory setting for a decision on the policy questions involved, he said a general public hearing is needed. A legitimate question is necessary if these policies are to be decided. He said, however, that he saw no necessity for a special hearing, “for the reason of changing policy with respect to newspaper ownership.”

In his memorandum on the Allentown case, Commissioner Craven declared that the only question possibly involved is that of newspaper ownership policy, since there is no opposition to the consolidation of the two stations. He said that “the application, if approved, would virtually result in a monopoly on the airwaves, resulting in the absence, despite the fact that the application has been before the FCC for over a year. He said that the applications have been set for hearing because it is understood that the FCC is interested in avoiding the law or the regulations, less regard for and appreciation of the needs and desires of the public, a greater tendency to avoid any application involving such ownership, he said.

Says FCC Lacks Power

Pointing out that as of Jan. 16, 238 broadcast stations in the country had newspapers identified with their ownership, Mr. Craven strongly defended the operation of such stations and classified them as among the pioneers and the most progressive outlets in the industry. If the Commission is to adopt a principle by which newspaper ownership becomes a disqualification for license, “it must be prepared to extend it to all cases, existing and future,” he said. “It must be prepared to refuse to renew the licenses of some 240 broadcast stations and to destroy or hand over to others the investments which their owners have in these stations.”

“Of the most vigorous manner at my command,” he said, “I desire to record my vote against the adoption of such a policy and to state my reason for so voting.” He held the Commission has no power to adopt such a policy; that even assuming that it did have the power, it would be contrary to public interest; and that a hearing on the particular applications “is not a proper or fair method of determining whether such a policy should be adopted.”

In arguing his point, Commissioner Craven declared that to say that newspaper publishers should be declared ineligible necessarily implies that the service rendered by such stations as a class will be inferior to that rendered by other stations, because of less meritorious programs, lower standards of advertising, more tendency to violate the law or the regulations, less regard for and appreciation of the needs and desires of the public, a greater tendency to avoid in unfair practices or to indulge in partisan use of the station, or its use to further power resulting from the combination.” The continuous record of 18 years in newspaper ownership of stations disprove all that, he went on. He contended that the records will show a far smaller average of complaints against newspaper stations than for all stations.

Facsimile Seen a Factor

It is common knowledge, he added, that the newspaper extras of former days have almost disappeared, that broadcasting stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are both important customers of news services and creators of news agencies. Facsimile, he believes, means that the newspaper of the future will be transmitted by radio into the home, he said.

Chairman McNinch, in commenting on the Craven statement, inquired “what objection can there be to allowing the people directly affected by a proposed local monopoly of communications to say what they want in an open hearing? What the Commission has done is to set this case for hearing at Allentown.”

WBBZ, Youngstown, Ohio, on April 1, becomes an ABC affiliate, which links all stations of the Oklahoma Network.

Publisher Granted Asheville Station

The three-year effort of Harold H. Thom, publisher of the Asheville (N. C.) Citizen-Times News, to secure a CP for a new local broadcasting station, was rewarded March 27 when the FCC granted his application for 1370 kc. with 100 watts unlimited time, effective April 3. The license previously had been denied on the ground that Mr. Thom was not shown to be possessed of “good character,” primarily on the ground of a conviction growing out of the publication of a political article in his newspaper.

Although unfavorable in the U. S. Court of Appeals but was reheard solely on the question of reputation, and the Commission concluded that Mr. Thom enjoys an excellent reputation and has “a good moral character.”

Favored by Examiner

Following the original hearing on the application in 1936, the Commission held a further hearing on April 9, 1937. In each instance, the examiner recommended a grant. In January 1938, the FCC denied the application on the grounds that the station was not “satisfactory to the public, a great tendency to avoid unfair practices or to indulge in partisan use of the station, or its use to further power resulting from the combination.”

The continuous record of 18 years in newspaper ownership of stations disprove all that, he went on. He contended that the records will show a far smaller average of complaints against newspaper stations than for all stations.

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WCAJ PRESS DEAL

FORTH YEAR

WHAT the FCC reports as the first press-cast records in which a broadcasting company acquires a newspaper, was decided March 27 by the Commission when it approved the transfer of WCAJ, Burlington, Vermont, from the Burlington Daily News, Inc., to the WCAJ Broadcasting Corp. Chairman McNinch dissented on the grounds that the newspaper was not shown to be in the public interest, and Commissioner Walker dissent- ed on the grounds that a hearing should precede the Commission’s action.

The station, a local outlet on 1200 kc., has for many years been licensed to the newspaper corporation, headed by H. Nelson Jackson, president of a local bank. Charles P. Hasbrook recently contracted to buy both the newspaper and radio properties for $85,000, of which $17,000 is designated as the valuation placed upon the radio property. In (i to r) are listed the whole interest in the broadcasting corporation. Mr. Hasbrook is former publisher of the Richmond Times-Dispatch.

The opinion of the Commission was the fourth since last Jan. 1, to newspaper interests, the others having been as follows: the Oconto (Wis.) Herald; WGH, to the Newport News Daily Press and Times-Herald; KVOA, Tucson, Ariz., to the Arizona Daily Gazette & Gazette; and KOKA, Oklahoma City, in its majority opinion, the Commission since Jan. 1 has authorized new stations owned by the following companies: N. J., and Asheville, N. C., and one with newspaper stockholders at Goldsboro, N. C.
Sow Your Sales Seed in the Rich Detroit Market

There's no doubt about it, the rich Detroit Market this spring offers one of the most fertile sales fields in America. Here are major factors which are contributing substantially to exceptional business activity.

- BUILDING — The value of building permits issued during February was 69% above February, 1938—the highest February since 1926!
- EMPLOYMENT — The industrial employment index as of February 28, stood at 99.3, or 25 points above the same date last year!
- AUTOMOBILES — Automobile production for January and February, 1939, was 55.8% above that for the same months of 1938!
- AUTO SALES — Passenger car deliveries in Detroit and Wayne County for the first two months of this year showed an increase of 74.3% over the same months of 1938!

Yes, Detroit is a key market now, and WWJ is the key radio station in this big active market. For, WWJ not only reaches more Detroit homes than any other station, but its 18-year-old heritage of fine programs and constant effort in the interests of its listeners has won for WWJ a standing in the community not enjoyed by any other station.

America's Pioneer Broadcasting Station
Owned and Operated by The Detroit News
Member Basic NBC Red Network

George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta
NAB and RMA Cooperating in Plans For Radio Week to Start on April 17

 DESIGNATING the week of April 17 for the inauguration of its campaign of “promotion and goodwill”, the leadership committee, representing the NAB and the Radio Manufacturers Association, has set in motion machinery for the launching of the first all-industry cooperative campaign.

NAB member stations, totaling more than 400, RMA's 125 manufacturer membership, and some 56,000 dealers are encompassed in the continuing broadcast designed to increase hours of listening and set sales. As the opening gun, NAB and RMA headquarters in Washington sent to their members a 25-page brochure outlining the April 17 "Radio Week" campaign and the scope of the promotion. The plan was drafted by committees representing both the set manufacturing and broadcasting industries, with the production supervised by Ed Kirby, NAB public relations director, and Bob Weger, NAB vice-president of RMA, collaborated with him.

Four Basic Points

The theme of the campaign, it is brought out, is "to promote radio through radio". The four primary objectives are: (1) To sell the American system of broadcasting and the part each broadcaster plays therein; (2) to sell the diversity and excellence of the daily American radio program service; (3) to increase the amount of listening; (4) to increase the quality of home reception.

"The sum total of the American system of broadcasting," says the brochure, "is the sum total of desirable radio programs that can be clearly heard by the greatest number of listeners.

During the April 17 week, the drive will include special programs bought by networks, stations and networks and transcription services; a National Radio Open House, in which the public will be invited to visit studios and transmitters, to learn the inside story of radio firsthand; collateral advertising and window trims by manufacturers and dealers; and special meetings of the dealers, distributors and factory representatives, with radio in the feature role as host and presiding officers to introduce the year-round project in each area.

It was also urged that local or regional radio councils be established, to give radio the "united front it needs for both the promotion and protection of the best interests of American radio."

In addition to the activities of stations and the NAB, the campaign will include cooperation of advertising departments of manufacturers in placing emphasis on programs offered through stations, in promotion and advertising; providing special window trims through radio window displays, selling significant aspects of the free and competitive national broadcast service of American radio; individual station window displays depicting the range and personalities of its program service, and a number of other promotional tie-ins.

NAB-RMA pamphlets, including ABC of Radio, will be placed in the hands of the eight or ten million new sets to be sold in 1939. New programs and tie-ins of RMA broadcasting companies will furnish programs aimed at the promotion of American radio.

Freedom in America

Throughout the campaign it will be emphasized that American radio is independent and without censorship; that through the airwaves they want to hear rather than what may be prescribed for them. To give the campaign wide scope, emphasis was placed on the suggestion that local or regional radio councils be formed. And in that manner, the broadcast service can be set up through which material and ideas may be freely and effectively routed. Moreover, it will provide regular opportunity for the discussion of radio problems by all those whose livelihood depends upon the medium.

Specific recommendation was made that broadcasters invite dealers and distributors to a meeting which would result in the establishment of such councils with no by-laws, no officers and no dues but purely as a voluntary association of those naturally drawn together by Broadcasters' common interests and problems in radio.

For these meetings, NAB and RMA will prepare the explanatory literature and information, with a 30-minute transcription which will present the entire story of the NAB-RMA campaign.

Grouch Club Successful, General Mills Expands It to National Hookup

FOLLOWING a successful 26 weeks test over KFWB, Hollywood, and 7 CBS Pacific Coast network stations, General Mills, Minneapolis, Minn. (Korn Kix), on April 16 will expand sponsorship of the weekly half-hour Club programming on a national basis. An innovation will be inaugurated by releasing the exclusive half-hour broadcast over the NBC-Red network Sunday, 6:30-7 p.m. (EST), with the West Coast rebroadcast through KFWB and 7 CBS Pacific Coast stations (KNX KSFO KARM KOIN KVI KIRO), 9:30-10 p.m. (PST).

Program was tentatively broadcast Tuesday, 9:30-10 p.m. (PST), will continue to originate from the Warner Bros. KFWB studios in Hollywood, with Owen Crump producing. It is written by Nat Hiken. Jack Lescone, Jr., is master-of-ceremonies. They are also co-originators of the show.

Jack Lasen, radio executive of Blackett-Sample-Hum-mert, Chicago, agency servicing the account, was in Hollywood during complete development of the setup for the new program—Warner Bros. is producing a series of short films based on this script.

General Mills for Biquick, has started John Gambling's Musical Clock, second, Monday, Tuesday, Wednesday, Thursday, and Friday, half-hour. The film also sponsors the show three weekly for Korn Kix.

Mr. Campion, radio executive of Minneapolis, handles the account.

Dunhill Using 4 ALFRED DUNHILL CIGARETTES, of New York, on April 10 will start a new quiz program entitled Name Three on the Mutual stations WPEN, Chicago; WOR, Newark; WFIL, Philadelphia, and WEAN, Providence. The quiz show, which will be aired Monday, Tuesday, Wednesday, Thursday, and Friday, 9:00 p.m. for 13 weeks, will be in charge of Bob Hawk, currently handling the quiz section of MBS' People's Rally program, while Dave Terry's orchestra will supply the music. Biow Co., New York, is handling the account.

National Biscuit Spots NATIONAL BISCUIT Co., New York, on April 10 will start a five-minute spot campaign for National Biscuit Bread consisting of 15 spot announcements weekly on the following list of stations: WEN, WKBW, WBRC, WSCC, WRK, WGBA, WESC, KFRC, KDKA, WPSG, and WKNY, and WOAI. McCann-Erickson, New York, handles the account.

Solvay Using Spots SOLVAY SALES CORP., New York (chemicals), is sponsoring a campaign of five-minute spot announcements in the list of Southern stations which were not available through the agency handling the account, Atherton & Currier, New York, and each station is placing the spot in its own medium. Each city by a representative of the Solvay Corp.

ENTRY of the Crosley Corp., into the low-priced automobile manufacturing field was announced March 26 in Cincinnati by M. Crosley, executive vice-president. The name Crosley was chosen and the new factory will be located at New Albany, Conn., site of the new factory of the Crosley Radio Corp., to Crosley Corp., in anticipation of the automotive operations.

KBTA will be the new station at Cross, Texas. The station is to be owned and operated by the Cross School for Boys, and will originate local programs and carry network programming.

Page 26 • April 1, 1939
THE CHART and the map tell most of the story of WRVA's new 50,000 watt market! Our figures are from the U. S. Dep't. of Commerce 1935 Census of Business. The Norfolk "Metropolitan Market" figures (including six cities) are quoted by a Norfolk radio station. WRVA in Richmond--Virginia's only 50,000 watt station--provides this area with both Columbia and Mutual programs.

PAUL H. RAYMER CO., National Representative

WRVA 50,000 WATTS
Copyright Formula Is Adopted by NAB, Getting Early Start

Committee Unanimously Favors Paying Royalties Only on Income Derived From ASCAP Catalog

SEEKING to avert the turmoil of past years in negotiating an equitable performing rights contract with ASCAP, the 15 members of the recently re-elected National Broadcasting Advisory Committee on March 21 adopted a resolution authorizing the management and its counsel to undertake new contract negotiations to supplant that now in effect and expiring at the end of 1940.

United, unanomously, the committee adopted a resolution authorizing NAB President Neville Miller to undertake the negotiations for a new contract based on "the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of copyrighted works".

This is substance in the form of the so-called newspaper radio columns. In fact, there are many forces with many newspaper-owned stations. The general contract now operative and agreed to by broadcasters in 1935, specified that stations pay to ASCAP 5% of their receipts from all program service plus a $250 yearly fee.

United Action Urged

The Copyright Committee met at the Ambassador Hotel, New York, March 20-21 at President Miller's invitation after he had made a study of the problem, which has been one of radio's most controversial issues practically since commercial broadcasting began. The problem is that industry's most pressing problem is satisfactorily solved only by united action. Networks went along with independent operators in all the resolutions which seeks definite acceptance of the new principle from ASCAP by May 31. That the recommendations on it can be considered by the NAB membership at the convention scheduled for Atlantic City July 10.

Optimism prevailed among committee members following adoption of the resolution. The general view was that progress had been made in aligning "a united industry front" to deal with the problem, which involves payment by broadcasters of an estimated $2.5 million dollars annually to ASCAP for the right to perform its music.

Coincident with the meeting, it became evident that ASCAP is unlimbering its big guns in an offensive against the broadcasting industry. E. C. Mills, chairman of ASCAP Administrative Committee, in a published interview, declared that the NAB "with characteristic solicitude over the shortcomings in making the playing industry 'the goat'.

Bitterly attacking what he called the industry's policy of "real discrimination", he said that if it continues, the song writers of America will refuse to license use of their works by any broadcasting station when the present contracts expire.

The March 23 issue of "Ken Magazine" carried an article by Lloyd Morris, plus a two-page report of a seminar dealing with ASCAP. The article described ASCAP as "one of the most powerful organizations in the world." It pointed out that for 13 years it has enacted laws forbidding it to function in their borders and that it can take jazz music off the air.

"It dictates terms to a group of industries whose annual revenue exceeds five billion dollars, and derives wholly or partly from the owners, to their cost, also know that they cannot operate using copyrighted music."

The article stated that in 1937 ASCAP gross revenue from licensed stations amounted to $6,000,000, of which 62% was derived from broadcasting; 21% from theaters and movie houses; 12% from restaurants, hotels and cafes; 3% from dance halls, and 2% from miscellaneous enterprises.

Discussing expiration of ASCAP contracts with stations, the article stated that Gene Buck, ASCAP president, in 1932 held "a big stick" over broadcasters by threatening to take ASCAP's repertory off the air.

"So long as the radio interests refuse to meet whatever new terms he imposes next year, he will undoubtedly resort to the same threat," the article continued. "And he will be ready to carry it through. He knows—and the broadcasters, to their cost, also know—that they cannot operate using only music more than 56 years old."

Although present ASCAP contracts are to expire May 31, 1940, the resolution adopted

THE IMPORTANCE OF RADIO COLUMNS

Shown in Survey by Fortune; Over Half Read—Them Habitually or Sparadically

ALMOST one-third of the nation's reading newspaper radio columns, faithfully and another third sporadically, according to the April survey of "Fortune" magazine. This is about as good an average as the readership of the women's and sports pages, Fortune declared. Adding that the radio pages probably have a greater following and interest than commonly credited them.

Answering the question: "Do you read the columns in the newspaper radio column faithfully, and another third sporadically, according to the April survey of 'Fortune' magazine. This is about as good an average as the readership of the women's and sports pages, Fortune declared. Adding that the radio pages probably have a greater following and interest than commonly credited them.

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As Good As They Look

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?
Ways of Increasing Potency of Radio Shown in Report on Princeton Survey

"ANYONE who uses radio for some purpose is interested with the question of how to increase its effectiveness," writes Dr. Paul F. Lazarsfeld, director of the Princeton Radio Research Project. "The introduction of the forthcoming special radio issue of the Journal of Applied Psychology.

"The educator, the advertiser, the entertainer, the molder of public opinion, all want to communicate, and so they are all faced with the following standard set of questions: To what degree are people ready to accept the message? What is the best specific form in which to put it on the air? With what potentialities of listening must we reckon, if we use radio rather than another medium of communication? To what extent has our message reached its mark?"

How They Listen

The 20 papers in the volume, based largely on the preliminary work of the Princeton project are all concerned with the tasks of Dr. Lazarsfeld states, but they "do not answer material questions; they report how people answer about seeking these answers." His own contributions are a paper on "Influence Analysis in Indicators of Economic Influences," and one on "The Change of Opinion During Political Campaign." Dr. Frank Stanton, research director of CBS and associate director of the Princeton Research Project, writes on the "Factors Involved in 'Going on the Air,' a paper pointing out how the large amount of data, collected each year by the broadcasting industry has created a rich new field of material for the social scientist.

Despite the emphasis on technique, a number of the papers contain material of interest to broadcasters, advertisers and agencies as well as to the research specialists. Reporting on his index of intelligence and its applications, Francis Olity and Ellis Smith of the Princeton group found that while a "party" of young people listen more than older people; there is a direct correlation between time and length of listening and little evidence of "psychological deafness" or "tinnitus auditory," despite hearing; the more radio-minded people are, the less interested they care apt to be in cultural programs. Comparing three indices of attitude toward radio advertising, Jeanette Sayre of the Princeton project found "a few people who were violently opposed to radio advertising, but now nothing was going on." For the average listener, the group was somewhat higher than the hypothetical average, but he by no means listened. The majority interviewed was not so opposed to radio advertising as had been expected. While the average was high, when people were asked how much they would be willing to pay each month to have more programs on the air, the respondents were not satisfied with the average, but that the average for the group was somewhat higher than the hypothetical average. The study also demonstrated that the group interviewed was not so opposed to radio advertising as had been expected. When people were asked how much they would be willing to pay each month to have more programs on the air, the respondents were not satisfied with the average. The study also demonstrated that the group interviewed was not so opposed to radio advertising as had been expected.

HEADS together, Dr. Frank Stanton, CBS research director (right), and Dr. Paul F. Lazarsfeld, director of the Princeton Radio Research Project, examine some data. With Hadley Cantril, general director of social psychology, Dr. Stanton is an associate director of the project.

Free Air Is Urged by Senator Byrd

COMMENTS on radio freedom in this country was urged by Senator Harry Flood Byrd (D-Va.), speaking March 17 at WRVA, Richmond, and CBS network on the occasion of WRVA's dedication of its new 60,000-watt transmitting plant. Senator Byrd declared that a limited radio in this country was unthinkable, citing the example of the dictator nations, and he paid tribute to the owners and operators of WRVA in recalling the station's inception.

Every station in Virginia joined in saluting WRVA during a seven-hour broadcast starting at 5 p.m., which was carried over the network. Gov. James M. Price of Virginia was the other principal Senator. Byrd's talk was picked up from Washington.

Salutes to WRVA were carried from WTAG, Norfolk; WGH, Newport News; WCHV, Charlottesville; WSWA, Harrisonburg; WWH and WLR, Roanoke; WDBJ, Roanoke; WMBC, WRNL and WHTD, Richmond; WBT, Charlotte, N.C.

Reviewed during the program was the progress of WRVA from a 1 kw. station that took the air over the air in 1925 to the present 100 kw. station under supervision of Calvin T. Lucy, general manager. In a special section of the Richmond News Leader the conception of the station in the mind of Charles Larus, founder of the Larus & Bro. Co., owners of WRVA, was recalled along with the exciting experience of young Lucy and his "own station by his uncle, Pleasant L. Reed, now president of the firm.

Installation of the new equipment was completed in four months. Ground was broken Sept. 29, 1938, and equipment tests were begun last Jan. 12 on the 100-acre tract, "Edgewood," historic site adjacent to the early home of John Rolfe and his Indian Princess bride, Pocahontas. The site was selected by J. P. Godley, engineering consultant.

The transmitter building was design by architects of Richmond, and is of James River architecture. Two 470-foot Blaw-Knox towers radio the directional signal, which covers the entire Tidewater area.

WBT, Charlotte, N.C., presented an array of outstanding performers March 22 in broadcasting a salute to WRVA, one of a series presented by CBS stations.

Mary Pickford Test

MARY PICKFORD COSMETICS, New York, is sponsoring a two-week radio test series of spot announcements, six to nine times weekly on WSYR, Syracuse; WRAL, Raleigh; KRLD, Dallas; WWIN, New York, using the three copy appeals of price, "romance" and quality. The test will end later this spring. Campbell-Ewald Co. of New York places the account.

H & H in Midwest

H & H CLEANER Co., Inc., Des Moines (rug, carpet, upholstery cleaning) opened a campaign of one-minute thrice-weekly announcements on nine Midwest stations. John H. Dunham Co., Chicago, handles the account.
Plans Completed For RCA's Video Exhibition at Fair

Half-Dozen Other Firms Will Market Televisions Soon

WITH RCA definitely scheduled to bring television demonstrations in the New York World's Fair, starting April 30, and with at least a half-dozen other manufacturers preparing to place televisions on the market at that time, Ralph R. Beal, RCA director of development, on March 25 announced completed plans for the RCA exhibit at the Fair and made known that 10 hours of programs will be broadcast daily from NBC studios in Radio City via the Empire State Bldg., transmitter.

Revised exhibit plans call for division of the television exhibition and demonstrations in the tube-shaped RCA Bldg., at the Fair into eight sections or displays: Hall of television, indoor living room of a radio studio living room of today, telemobile unit, television camera setup and model television transmitter, laboratory model of "flash" type of television receiver, stock model of television receiver in clear glass cabinet.

Hall of Viewing

Early plans for the ground floor of the building have been rede- signed by architects to include a suitable hall for viewing television reception, and new equipment also has been completed. Instruction period for this equipment will start about April 1.

By RCA exhibit building, now completed, is shaped like a huge radio tube attached to a base and the whole sides. The base forms the front section of the building. The tube proper, or rear section, is where the television hall has been located. Approximately square in shape, the hall will accommodate, in addition to its equipment, the normal number of people. It will be luxuriously ap-pointed, and will have special air-conditioning to avoid effects and acoustical treatment.

The equipment to be installed consists of RCA's newest stock model television receivers and a projection-type receiver which is still in the laboratory stage of development. The projection receiver will be set up on a 6 x 10 foot screen across one corner of the room. The stock model receivers will be arranged in three tiered semicircular rows behind the projection unit. This arrangement will permit spectators to view the images on the stock receivers and compare them with the projected images on the screen.

Ten hours of television programs daily will be picked up on the receivers in the RCA exhibit, starting at 11 a.m. and running continuously until 11 p.m. The programs will consist of presentations from the NBC studios in Radio City, broadcast via the Empire State Bldg., transmitter, outside playout by the telemobile unit on the RCA exhibit grounds, on the Fair grounds, in the Radio City, and motion pictures picked up locally by means of a special television device.

Some of the most interesting shows are expected to come from the telemobile unit. After seeing the exhibits in the RCA building, visitors will enter the gardens at the rear, where a large special field of spectators is located. Here, "vox pop" television presentations will be made, wherein the visitors them-selves will be the announcers, and be interviewed by announcers. At other times, the telemobile equipment will be used to bring more spectacular events staged by the Fair and outdoor events of various forms to New Yorkers. This activity will follow the pattern of the recent RCA-NBC demonstration at Washington (Continued on page 45)

CBS Plans First Tests of Television

In May as Transmission Work Advances

INSTALLATION of the CBS television transmitter atop the Chry-sler Tower in New York is nearing completion, and the network hopes to make its first test telecasts sometime in May. Dr. Peter Gold-marck, chief engineer for CBS, stated March 21, when he conducted a group of radio editors on an inspection tour of the 73d, 74th and 75th floors, where the equipment is located. A laboratory transmitter, built by RCA, embodies the latest principles of television design, he stated, and has a power output of 7 1/2 kw. and 15 kw. for day and night operation.

The antenna, not yet installed, is of a new design worked out by Dr. Goldmarck in collaboration with consulting engineers. Because this antenna will permit the focusing of the video signals in a vertical di-rection instead of spraying them out spherically, the CBS signals will be found at higher points than those of the NBC television transmitter, although the newer output is identical, he said. CBS engineers have chosen this laboratory model of "flash" type of television receiver, stock model of television receiver in clear glass cabinet.

Costly Preparations

Actual installation of the trans-mitting equipment on the top of the tower began in January, although prepara-tory work in the tower has been under way since last fall, Dr. Gold-marck explained. Apparatus for both video and audio transmission is now in place, and when the antenna has been erected and the power brought in, testing will begin. CBS will have expended about $500,000, before the first video program goes on the air, he said, including the cost of the apparatus, $400,000, and about $200,000 for installation costs.

For the present, at least, CBS has no thought of building other than the transmitter in New York City for transmitting in sight broadcasting. Neither does CBS expect to make any video programs from the top of the tower, he added, but will broadcast all its experimental visual programs from a studio on the floor of the RCA Bldg., across the street from the Chrysler Bldg.

Planning the largest studio to be used in broadcasting, the CBS quarters consist of a single room 270 feet long, 60 feet wide and 45 feet high. At one end a control room, where the programs will be monitored, is located, in the center a television room, and at the other a projection studio for use in television moving pictures is also under construction. Work on the transmitter will be completed in May at about the time the transmitter is ready to begin regular program transmission. The cost of television programs for CBS, for more than a year been planned, will be about $500,000, but he has not yet made any announcement regarding them.

Installation of the transmitter apparatus at Fair Park, which previously presented many problems to Dr. Goldmarck and G. S. McAllister, CBS director of engineering, has still been completed. The building elevators were needed during the daytime for normal traffic and were available to the construction crew between 7 p.m. and 6 a.m. Furthermore, the regular freight elevator went only to the 60th floor. An elevator was constructed to lift the bulky equipment the rest of the way through an opening in the heavy equipment from elevator to hoist and from hoist through narrow corridors was another problem that was only solved after much careful calculation.

Raising the cable from the base- ment level to the 74th floor, on another stickler. Because the cable almost filled the conduit it was feared the lead covering would break away from the heat of the friction and jam, but coating the conduit with heavy grease avoided this trouble. Dr. Goldmarck in his cab and using the drum, the cable was hoisted without install- ing any rails or winches, a thought which had been thought necessary at first.

At present the engineers are working on the problem of air-condi-tioning the tower to maintain the required constant tempera-ture of 90 degrees, which means changing the type of equipment from elevator to conduit. Three of the con- duc tors make anchorage a problem that has not been solved. The an- tennas are being made of withstand a wind velocity of 150 miles an hour, with a large additional safety margin.

Anthony Seeks Television

EARLE C. ANTHONY, Inc., operating KFI and KECA, Los Ange- les, made known its intention of entering the television field March 25 when the FCC granted an application for an experimental visual broadcasting station to operate within the City of Los Angeles.

The station would be located at a site to be determined in Los Ange- les, and the equipment would be a standard model.

The Anthony television application is the fifth now pending before the FCC's television committees, the other four being those of WTVM, Mil- waukee; Crosley Radio Corp., Cin-cinnati; Don Lee Broadcasting Sys- tem, Inc., San Francisco; and Zenith of Chicago.

All of the applications have been referred to the FCC television committee.

Crosley Acquires Television Studio

LEASE of the entire 48th floor of the Carew Tower, tallest building in Cincinnati, for construction of television studios, was announced March 23 by James D. Shouse, vice president of Crosley Corp. in charge of broadcasting. The tower is 5/4 feet high and on clear days commands a view of more than 25 miles, making it ideally suited for transmission of ultra-high frequency "line of sight" television transmission, he said.

The Crosley application for a 1,000-watt television transmitter to use the 50,000-56,000 kc. band, was referred March 20 by the FCC to its television committee, comprising Commissioners Cr ayen, chairman, Brown and Case. Simul- taneously, an application of Don Lee Broadcasting System for a similar station in San Francisco using the same band, was referred to a committee.

Both applications are designed to develop television broadcasting as a program service and as a means of testing public reaction rather than for technical development. Apparatus experimentation, however, is contemplated. A similar application of WTVM, Milwauke, was referred to the FCC tele- vision committee several weeks ago, which also had before it considera-tion of definite standards for tele- vision development.

Crosley announced that the entire top floor of the Carew Tower is being renovated for construction of studios, control rooms, observation rooms, and air conditioning equipment. Tentative plans call for a projection room for motion pic-tures, a large studio with raised stage, plus the transmission equip- ment. Because the tower is one of the tallest structures in the Mid-west, Mr. Shouse declared it ideal for television transmission. The corps of television experts will be employed by Crosley to assist in the construction.

... resemblance in this telecast to any person, living or dead, is purely coincidental.

This creation is the combined work of A. B. McCall, KDKA sales promotion manager, and Lynne Mason, multi-talented KDKA salesman. Any resemblance of the television figure to Milton F. Shouse, NBC announcer, is purely accidental, McCall warns.

www.americanradiohistory.com
You Don Lee boys haven’t got a good enough story with 28 primary stations and 9 out of every 10 Pacific Coast radio homes within twenty-five miles of a Don Lee transmitter, you gotta stick a mail hook on some of your sustainings to prove, fer gossakes, that these Don Lee fans are really listening!

Get a load of this . . . 3 announcements on Fulton Lewis* at 4 P.M. and I throw a hip out of joint packing 25,000 letters . . . you give away a pamphlet on Haven of Rest* at 8:15 A.M. and it’s 22,000 . . . and to top it all, 3 plugs on Shafter Parker* at 6:15 bucking Lux, We The People, Texaco, Good News, Major Bowes and Orson Welles, bring in 32,000 and they’re still coming. I oughta tell Jim Farley!

You bet they’re listening to Don Lee . . . from Mexico to the Canadian border. They’re listening in Los Angeles and Seattle, and San Luis Obispo and Wenatchee where they can’t hear anything except Don Lee. They’re listening to their own LOCAL station within their own trading area. It’s this kind of coverage that pays the kind of sales dividends that attracts the kind of sponsor that depends on the good judgment of a perspicacious time buyer like you.

*These three proven programs are available for sponsorship. Want prices?
Lineup for Radio At New York Fair

Complete Coverage Is Planned By Networks and Stations

RADIO Department of the New York World's Fair has released a general survey to publicize as completely as possible radio and television facilities which will be used to send programs originating at the Fair and exposure around the world and to provide information for those who visit the Fair about how these three modern devices for mass communication have progressed.

Mr. Young A. A. Schechter, NBC special events director, Paul White, CBS director of public events, and G. W. Johnstone, MBS publicity director, have been meet-
ing constantly during the past month with program directors of radio and television for the Fair, to lay plans for complete coverage. Meetings at the exposition are expressing interest in broadcasting from the grounds, and a large number of the network shows will probably originate there. A list of these will be announced later.

Special Programs

WLB, Cincinnati, owned by the Crosley Corp., which is building a 1,000-kilowatt transmitter at its own building in the Communications Zone, WNTC, New York, and WPTF, Raleigh, have announced plans to participate particularly active as the voice of New York, covering daily special events from the Fair, and the studios in the Municipal Building. Two programs already set by WNTC are Today in the World Fair, a daily calendar of events, and Pleased To Meet You, a series of interviews with distinguished visitors. Other New York stations are planning to rent studio space to pick events of local interest.

SPECIAL BROADCASTING LABORATORIES, New York, will have a studio-office at the Fair and will broadcast many programs from the Fair and its pavilions.

Special broadcasts saluting the Fair will be heard on the associ-ated stations of the network, starting April 2, to be heard each Sunday afternoon from 2:30 to 3 as an extension of the foreign salutes from European nations which are now featured on the networks. The programs, known as Intercity Salute, will end some time in May with a special return salute from WMCA, New York, featuring the World's Fair officials and entertainment by a group of New York talent.

The theory and practice of television will be demonstrated in seven distinct sections of the RCA building, [see story, page 36]. General Electric Co. will give visitors an opportunity to see television equipment in action as part of its programs. Visitors to the Westinghouse exhibit will also be invit-ed to speak to the television camera. A receiver will be installed in the executive lounge of the Westinghouse exhibit.

Crosley Corp. will stage a demonstration of facsimile, exhibiting the Crosley "Redo," designed by Finch Telecommunications, Cleveland, which will show the transmission of printed matter and pictures as they are recorded on paper at the receiving end. RCA will exhibit a facsimile scanning apparatus, WJW, Cleveland, in material from a city newspaper and reproduce it.

The public address system will be operated in parallel by several depart-ments. Located in the Communication building, both will be headed by the Board of Control, recording library, two sound trucks for pick-ups, portable equipment and 16 outlets located in United States, Canada, Europe and entrance gates, Court of Peace, Court of States and various bridges.

On MBS, Philip Morris & Co. & has changed What's My Name program to The Ford Hour, succeeding the Telephone & Western Railroad Co. (Blue coal).

CBS cancels its program on March 19. CBS loses the following for season: General Mills (institutional), H. V. Morton's Daily Round and the company's exclusive sponsorship of base-ball.

Cheesborough Mfg. Co. (vaccine), Dr. Scholl's & Co. (foot care), Continental Baking Co. (cookies), W. R. Grace & Co. (coffee), General Foods (Kitchens), Joe Palmer, April 6, to be replaced by Joe E. Brown, heard on NBC, March 3, Fibber & Forz, (My-Finple desserts). The Middle Show, April 2, General Foods (Banana), Wh, The People's Name, April 1, 2, through the summer except for a three-week period in August.

Nine CBS programs, because of Daylight Saving Time, will cease to send from the mid-west stations now carrying the early broadcast to Mark, schedules, as follows:

General Foods (La France & Satina), Mary Margaret McBride, effective May 1, KABC, KARM, KROY to re-broadcast.

General Foods (Post Toast), Joe E. Brown, effective April 6, KZL, KONY, KOY, KTJO, effective April 15, KJSO, KVOY, KFYY to re-broadcast.

General Foods (Fruit Comp.), Joe E. Brown, effective May 1, KFBM, WNS, KMOX, WAPI, WAPR, KCLA to 6:30 re-broadcast.

General Foods (Limey), to New York for the Print Shop until early broadcast effective April 15 to 6:30.

General Foods (Pepsi-Cola), Joe E. Brown, effective April 15, KTUS.

General Foods (Jolly Rancher), Joe E. Brown, effective April 15, KQW, KFOK, KFYI to re-broadcast.

General Foods (Kitt's Candy), Joe E. Brown, effective April 15, KWTF, KFMY, KQGO, WCCO, WLBZ, WMYC, WAPI to re-broadcast.

Pet Milk Sales Co., Mary Lee Taylor, effective April 15, KQGB, KKB, KFXD, 3:30 to 4 re-broadcast.

Rexall Drug Co. will continue The Magic Key of RCA on CBC-Blue may discontinue the program late in April, although plans at present are not sufficiently definite to be announced.

WRNL, Richmond

WRNL, Richmond

GRANTED FULLTIME

SUSTAINING a previous decision granting the application, the FCC March 21 granted WRNL, Richmond, authority to operate full time at a power of 800 kw. on 1210 kc., in lieu of its daytime operation on the frequency with 500 watts. The station is owned 50% by John Stewart Bryan, publisher of the Richmond News Leader, and 50% by Thomas C. Bryan of that newspaper and 20% by Douglas S. Freeman, its editor.

In granting the application on a petition for rehearing, the FCC Commissioner SYk's decision was vacated March 18, the FCC action decision of July 21, 1938. The grant specifies installation of a directional antenna.

"The proposed operation will not adversely affect the service of any existing station within its full-time effective radiated power. "

"The proposed operation will not adversely affect the service of any existing station within its full-time effective radiated power."

WPTF Salutes WRL

WRL, new local in Raleigh, N. C., operating with 100-250 watts on 1210 kc., was saluted March 20 by WPTF, Raleigh, an hour before the station went on the air. Thomas H. Mason, WPTF manager, personally welcomed WRL in the程序。
When the sign lights up to announce that your fifteen-minute broadcast is "on the air," that fifteen minutes becomes the most important quarter hour in the broadcast day to you. But to your cash register the other 17 3/4 hours are equally important. For any radio program, like any man, is known by the company it keeps.

In the Denver-Rocky Mountain region your program steps along in the van if aired over KLZ. KLZ's careful attention to its program structure attends to that. Local productions are constantly creating interest that makes renewal of sponsorship profitable year after year. Star-studded CBS network productions add the biggest names in radio. And KLZ's newscasts, the region's most popular news source, attract and hold such a following that never have they lacked sponsorship since their first day on the air four years ago.

KLZ has a way of making friends . . . with listeners, because it brings them the type of entertainment, the cultural, educational and newsworthy features they want . . . with advertisers, because it brings them increased sales through the consumer acceptance which KLZ gains for their products.

But what of the OTHER 17 3/4 hours?

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Time</th>
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<tbody>
<tr>
<td>CBS Network Programs</td>
<td>12 Hrs. 24 Min.</td>
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<tr>
<td>KLZ-produced Programs</td>
<td></td>
</tr>
<tr>
<td>Musical</td>
<td>1 &quot;</td>
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<tr>
<td>Newscasts, Special Events</td>
<td>4 &quot;</td>
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<tr>
<td>Sports</td>
<td>49 &quot;</td>
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<tr>
<td>Audience participation</td>
<td>30 &quot;</td>
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<tr>
<td>Women's programs</td>
<td>22 &quot;</td>
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<tr>
<td>Farm programs</td>
<td>20 &quot;</td>
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<tr>
<td>Religion</td>
<td>14 &quot;</td>
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<tr>
<td>Public Health</td>
<td>13 &quot;</td>
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<tr>
<td>Civic Welfare</td>
<td>10 &quot;</td>
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<tr>
<td>Children's programs</td>
<td>9 &quot;</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>15 &quot;</td>
</tr>
</tbody>
</table>

"THE OTHER 17 3/4 HOURS" ON AN AVERAGE KLZ DAY

During 1938, KLZ's average broadcast day was divided as follows:

KLZ is a CBS Affiliate at 560 kilocycles affiliated in management with the Oklahoma Publishing Company and WKY, Oklahoma City - represented by the Katz Agency, Inc.
Meetings Planned To Discuss Radio Issues in Canada
CBC and Private Operators To Talk Over Problems

By JAMES MONTAGNES
OFFICIALS of the CBC and the privately owned Broadcasters will meet in a number of informal conferences to smooth out the problems of Canadian broadcasting, it was decided at a meeting of the CBC board of governors and committee of the CAB at Montreal, March 22-23. As a result of the discussion, delegates felt that the private broadcasters learned some of the problems facing the government-owned CBC and the latter became acquainted with some of the problems of private broadcasters. It was felt that the conference cleared the air and that the board of governors will better understand the private broadcasting industry as a result of the sessions held behind closed doors.

While an official statement was issued by L. W. Brockington, chairman of the CBC, it was learned unofficially that the CBC will likely relax its regulation on price mention in favor of stations near the international border are concerned. These stations, principally in Eastern Canada, had made mention advertising from powerful United States stations which are as readily listened to as local Canadian stations. The impression gained by some of the delegates was that the CBC will allow the private broadcasters to such cities as Toronto and Montreal to experiment with price mention. The result, from the opinion of one delegate, will guide a future decision on dropping the price mention pricing regulation.

Second Net Discussed
"The policy of the corporation is to maintain a network of temporary auxiliary hooksup subject to its control and direction, and consequently, in the temporary restriction effective during the last few months," Mr. Brockington stated.

Broadcasters attending the meeting mentioned that a second national network was discussed, but no decision was made pending further consultation after the CBC has decided how to tie in its new 60,000 kw transmitter at Olds, Sackville, N. B., and CKB, Watrous, Sask. Meanwhile, private networks will be allowed with permission of the CBC. It is thought that as a result of the conference, Canada may play at the competitive national networks, one operated by the CBC and affiliated private stations and others by entirely privately owned stations.

No decision was reached on the CAB request for relaxation of the existing transcoding legislation. Further conferences between CBC and CAB officials are expected to smooth this problem out, especially as it affects stations with little local talent.

The CBC made it clear to private broadcasters that there was no chance of facsimile, television or further shortwave expansion going into private hands. The facsimile and television developments will be entirely operated by the CBC, if, and when the stations come into these fields, and no move shortwave developments are in view for private broadcasters until such time as the CBC has its shortwave station or stations in operation, dependent on finances.

So well pleased was the private broadcasters with what they accomplished in the meeting with the CBC board of governors, that on March 24 Harry Segdwick, CAB president, wrote to Chairman Beaupre of the Canadian Radio Committee that the CAB withdrew its request to be heard before that body. He stated that the CAB gave events had not heard the CAB grievances and they were being ironed out.

Present at the conference was practically the entire CBC board and attending also were Maj. Gladstone Matthews, general manager; Dr. Augustine Frigon, CBC assistant general manager; E. L. Bushnell, general manager; H. N. Stovin, CBC station relations supervisor; Harry Segdwick, CFRB, Toronto, CAB president; M. Elliott, CFCF, Montreal; Hon. P. R. du Tremblay, CKAC and CHL, Montreal; Phil Lalonde, CKAC, Montreal; M. Lefebvre, CHLB Montreal; Vicar Nelsen, CFCF, Montreal; Stewart Neil, CFNS, Fredericton, N. B.; Major C. Borrett, CHNS, Halifax; H. Gooderham, KCOL, Toronto; L. Col. K. S. Rogers, CFCY, Charlottetown, P. E. I.; J. N. Thivierge, KCHC, Quebec; Dr. G. M. Geldert, CKBC, Ottawa; John Imrie, CJC&A, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; C. A. Campbell, CJRM, Regina; Gordon Love, CFON, Calgary; F. H. Elphick, CJMC, Montreal; A. A. Murphy, CFQC, Saskatoon; G. C. Chandler, CJOR, Vancouver; P. H. Morris, CFPL, London, Ont.; Guy Herbert, CKOC, Hamilton, Ont.; M. Taylor, CFAC, Calgary; T. A. Evans, CAB secretary-treasurer, Toronto; Aime Geoffrin, K. C., and Joseph Sedgwick, K. C., counsel for the CAB, Montreal.

NEITHER flood nor fire deterred intrepid mobile unit crews of KMA, Shenandoah, la., and WIOD, Miami, from carrying descriptions of disasters to their audiences in mid-March. After April 1, Goodale, KMA's transmitter, fell into knee deep in the flood that engulfed the mainland near the station's transmitter, caused by torrential rains; for three days he broadcast from various points, including orders for evacuation of the little town of Hamburg from which no messages had been heard. At this point the authorities gave the order that the WIOD mobile unit covering a muck fence in the Everglades over a 50-mile front. The blaze at one time engulfed the mobile unit and trapped the radio crew was narrowly averted by driving over rough ground to a side road.

Canada's New 50 Kw.
FINISHING touches are being put to the transmitter station of Canada's newest 50,000-watt station, CBA near Sackville, N. B., and the station will make its debut April 6. It will be operated by the Canadian Broadcasting Corp., using 1050 kc., and is designed to cover the Maritime provinces. Its sister station is expected to go on the air April 17.

CBS, the policy of the corporation to allow only one CBC and the latter is expected to make an announcement within the next few weeks. It is expected that the station's transmitter, which is to be the first in the world for mobile use, will be located in the town of Hamburg from which no messages had been heard.

Canadian Liquor Ruling
BREWERS in Quebec Province may remain on the air, the CBC ruled at Montreal, March 22, thus reversing a ruling of the CBC that liquor advertising must be off the air. Following presentation of the breweries in Montreal before the CBC board of governors, and a suggestion by the committee on Radio at Ottawa for reconsideration of the ruling, theCBC allowed the reactivation of liquor in Quebec on the understanding that the sponsor may only make a sponsorship announcement at the beginning and end of each program. In all other provinces, provincial legislation bars liquor advertising in any form.

Canadian Radio Homes
WITH 1,525,000 Canadian radio listener licenses issued in the fiscal year ending March 31, 1939, only 49% of Canadian homes are radio equipped, according to testimony at the Parliamentary probe of the CBC. It was pointed out that in the United States 77% of homes are radio equipped.

Radio's High Standards Of Advertising Laundered By Banking Publication
EFFORTS of the broadcasting industry to maintain high standards of advertising are commended by the New York Trust Company in its publication The Index, which presents an article on advertising. "Two factors have tended to prevent establishment of a matter (honest advertising) than would be possible by means of law," the Index finds. "In the case of the leading publications that it pays to foster the confidence of readers by publishing the审批 appearing in their columns.

"Radio broadcasting, because of its mission to the home, imposes even more severe self-censorship. The second factor is the discovery that simple, sincere, straightforward advertising is most effective and that advertising which is deceptive or in bad taste generally defeats itself in the long run.

In general, advertising should tend to reduce the cost of selling a given product, and, by its contribution to the volume of production, the unit cost of manufacture. Advertising can be used to perform a valuable service to business and consumer alike by assisting in the sale of goods and services upon which the prosperity of the country depends."

KSF's OPERATORS, HURT BUYING KROW
THE PROPOSED sale of KROW, Oakland, Cal., fulltime 1,000-watt station on 930 kc., was disclosed in a series of letters in last week's edition with the FCC, asking authority to transfer approximately 98% of the station for slightly under $110,000.

The purchasers, if the deal is approved by the FCC, would be Wesley L. Dumm, owner of KSF, San Francisco, who would acquire the KROW ownership; Fred J. Hart, recently manager of KGBM, Honolulu, and maximum of KQW, owner; Joe, 30%; Philip G. Laskey, manager of KSF, 17.5%; and Wallace F. Bond, and the Tomashke-Elliot agency in Oakland, 35%.

H. P. Drey, holding 37.5% of the stock and manager of the station, heads the Educational Broadcasting Corp., licensee of KROW. He would dispose of his holdings along with the stock and management of the station.
Washington State Acts On Milk Advertising Bill

A BILL to advertise nationally the dairy industry of the State of Washington is now being formulated in the State Legislature. It is said the advertising may develop into a $200,000 yearly account. The plan calls for industry advertising similar to the state's own apple advertising campaign, which is handled by J. Walter Thompson Co., Seattle.

The program, according to the bill, would be financed by dairymen with a levy on butter fat of about 1½ cent per pound. A five per cent commission of dairy products producers would be set up to develop new markets for the milk and dairy commodities by means of national advertising.

It is expected that all media, including radio, will be used. The bill already has been passed by the lower branch of the Legislature, and is expected to have clear sailing in the Senate. Through the new bill advertising would be an official act of the State.

Durkee-Mower Extends Yankee Net Campaign

DURKEE-MOWER INC., Lynn, Mass. (Marshmellow Fluff), extended its current Fluffette musicale series on WNAC-Yankee for four more 15-minute broadcasts to April 30, 1939. A contract also has been signed for a series of 34 quarter-hour live programs with the same talent beginning Sept. 10, 1939, and ending April 28, 1940. The programs will be heard Sundays, 6:45-7 p.m., through WNAC, WTIC, WEAN, WTAG, WICC and WCHS, now carrying the current series.

To fill the summer months, a series of 18 participations in the Yankee Network's morning Gretchen McMullen HouseHold Hour has been contracted, to be heard weekly, starting May 12 and ending Sept. 8, through WNAC, WTIC, WEAN, WTAG, WICC and WCHS, weekly, through WNAC, WTIC, WEAN, WTAG, WICC and WCHS, now carrying the current series.

Ipana Disc Serial

BRISTOL-MYERS Co., New York (Ipana toothpaste), on April 3 will start Life of Mary Sothern, a transcribed serial to be heard five times weekly on WCCO-Minneapolis; WOW, Omaha; RMBC, Kansas City; KOA, Denver, and WLS, Chicago. After a test period of 13 or more weeks, the programs will probably be shifted to a network hookup. Transamericain Broadcasting & Television Corp., New York, prepared the transcriptions, which are placed for Bristol-Myers by Pedlar & Ryan, New York.

Lucas Paint on 3

JOHN LUCAS & Co., Philadelphia (paint), has started a regional campaign on three Corn Belt stations to run through the spring painting season. Daily announcements are heard on WOW, Omaha, and WHO, Des Moines, with weekly announcements on KCI, Sioux City, Ia. Expansion of the campaign is being considered by the agency, Lewis Edwin Ryan Inc., Washington, D. C.
These six words convincingly testify to a station's ability to provide the finest technical facilities for the job of broadcasting.
Legislative Snarl Complicates Annual Appropriation of FCC

Congress Busy With Rail and Other Measures; FCC Inclusion in Reorganization Was Urged

BY WALTER BROWN

IF CONGRESS runs into July, the FCC will have no money to run on unless a special appropriation bill is enacted for it.

The first deficiency measure has passed, the second is already written with no provision for the FCC and the third and final is never expected until the closing days or a session. Because the FCC was eliminated from the independent offices bill passed last December that reorganization was contemplated for the FCC. Members of the committee that included FCC chairman Woodrum, when the committee was of the F2 appropriation of $2,008,175 should not be included in the bill, and after the reorganization there was no assurance that the proposed bill would have been adopted and the President could have reorganized the FCC subject only to negative action by Congress.

Possible Amendment

This shows Chairman Wheeler is still thinking of FCC reorganization but just when he intends to call the matter to the attention of his committee is another indication. This speaks for a sweeping investigation of the FCC and all phases of radio and communication. It has been in effect since its inception.

Woodrum Explains

Seldom has this procedure been followed by the Appropriations Committee and this particular action was controversial at first time as a slap at the Committee.

Rep. Woodrum (D-Va.), a ranking Democrat on the Appropriations Committeee, told broadcasters in March 29 that no thought had been given to the FCC appropriations since the last independent bill passed from the House.

"Chairman McIninch came before us and said a reorganization plan would be presented and that we might be called to the floor to vote on it," Woodrum told the broadcasters. "We understood that procedure would be taken and we would vote on it."

Mr. Woodrum said the FCC was not in the second deficiency bill but pointed out it could be taken care of in the third deficiency.

The appropriation tangle is typical of the confusion which surrounds the FCC reorganization legislation. Bills proposing a reorganization of the agency, including the Administration's bill, have been introduced by Chairman Wheeler, of the Senate Interstate Commerce Committee, and Chairman Lea, of the House Interstate Commerce Committee, and the measure sponsored by Senator White (R-M.) all remain tucked away in committee.

Although nothing was printed about it, the FCC was almost included in the Government reorganization bill which would affect both houses and would shortly go to the President for signing. This bill gives the President power to reorganize agencies of the Government but provides that all reorganization orders must be submitted to Congress 60 days before they go into effect.

Under the bill the FCC, along with 84 quasi-judicial agencies, is exempt. At one time during the Senate debate, Mr. Wheeler, who fought for an amendment requiring affirmative action by Congress before orders went into effect, went to Senator Byrnes (D-S.C.), who handled the bill, and asked his attitude regarding an amendment removing the FCC from the list of agencies exempt. Mr. Byrnes said that since he thought there were entirely too many exemptions in the bill and believed the President should have as free hand as possible, he would oppose such an amendment. The amendment was never offered by Senator White. Had the amendment been passed it probably would have been adopted and the President could have reorganized the FCC, subject only to negative action by Congress.

THE ROOSEVELTS go regional as Mrs. Franklin D. (upper photo) participates in one of Gall North's morning programs. It was the first time son Elliott's Texas State Network and as James (lower right), now considered the guest of Hal Styles on the latter's Help Thy Neighbor program on the Don Lee Network, Mrs. Roosevelt was the guest of her son and daughter-in-law at their Dutch Branch Ranch home near Fort Worth. Jimmy Roosevelt, speaking from KHL, Los Angeles, lauded the work of Hal Styles program which has found joy and purpose for many since it started in January, 1937.

BETTER FACILITIES GRANTED

Five Stations by FCC

FIVE broadcasting stations were awarded improved facilities by the FCC in decisions announced March 29.

WDEL, Wilmington, Del., was authorized to install a new transmitter and increase its daytime power from 500 to 1,000 watts on 1,120 kc., continuing with 250 watts after sunset.

WEAU, Eau Claire, Wis., was authorized to increase its daytime power from 1,000 to 5,000 watts on 1050 kc., operating with 5,000 watts until local sunset at Eau Claire but with 1,000 thereafter until local sunset in Abilene, Kansas. WBLK, Clarksburg, W. Va., was granted 250 watts daytime in lieu of 100, which it will continue using at night on 1370 kc.

KFQ, St. Joseph, Mo., was authorized to operate with 3,500 watts until local sunset in St. Joseph, but was granted authority to continue with 500 watts until last sunset in San Francisco, using 680 kc.

WPRA, Mayaguez, Puerto Rico, now operating, with 100 watts night and 250 day on 1370 kc., was authorized to shift to 750 kc., using 1,000 watts night and 2,500 watts until local sunset.

TRAMMEL TO BOARD

NILES TRAMMEL, NBC executive vice-president, on March 24 was elected to the board of directors of Napier and Waring's NBC, operated regional network, the NBC Board of Directors, which is precluded by NBC policy from选拦选 its officers. Mr. Trammel was appointed executive vice- president last fall after serving as vice-president in charge of NBC's central division for more than nine years.

KOIL, Reno, has asked the FCC to shift it from 1380 to 1030 kc. and increase its power from 300 to 1000 watts.

KFEL AND KVOQ GIVE FULL TIME

TWO time-sharing stations in Denver-KFEL and KVOQ—have authorized March 21 by the FCC to increase both hours of operation and power giving them each full-time region status.

KFEL, operated by Gene O'Fallon, was granted a construction permit to increase its power from 1000 to 2,000 kw. at 920 kc., which it now shares with KVOQ, to 1,000 watts unlimited time, except during special national anthems at night. Both grants, to become effective March 27, were subject to the express condition that the station(s) for this purpose shall be satisfactory in that the transmitting equipment to be used would meet FCC requirements and that the antenna towers would be properly marked and lighted. Commissioner E. O. Sykes dissented from the KFEL decision.

KVOQ is an NBC Blue outlet which has been using private MBS but also broadcasts certain Blue programs under the time-sharing arrangement.

NBC Chicago Sales Up

WITH sales for February of $200,000, NBC-Chicago local sales division under Oliver Morton reports the biggest month in history, an increase of 55% over the same month last year. Represented in the figures are KEN, for local items, and WMAQ and WENR, Chicago, plus spot business placed for other stations under NBC management. The NBC-Chicago division is a part of the business for the NBC-Chicago stations represented an increase of 78% over sales for February, 1938, and the last 23 accounts negotiated in February, exclusive of political broadcast, are KEN, New Yorker Grocery, on Maytag Co., on KDKA and WTAM; Oliver Farm Implement Co., Amsome Mfg. Co., Hartz Mountain Products, Chappell Bros., McLaughlin Coffee, on WMAQ; Ralston-Purina and Rival Refrigerator, on KDKA; John Morrell & Co., on KDKA and WBZ; Aurora Labs. Inc, on WBEZ; H & H Cleaner; on KNBC; and General Mills, on KDKA. These accounts, plus regular time sales, actively, a 90-minute disc show on KDKA, effective April 3.

KFSD Joins McClatchy

EXPANSION of the California Broadcasting System, McClatchy, operated regional network, to include KFSD, San Diego, was announced March 26 by C. Hamilton, president. The network, which has its headquarters at KFBR, San Trento, and which is commercially directed by Howard Lane, now embraces nine stations besides KFBR and KFSD, its outlets are KPWB, Hollywood; KKYA, San Francisco; KJMJ, Fresno; KVG, Stockton; KERN, Bakersfield; KFSD, Long Beach; KTMS, Santa Barbara.

WITH KFMA, Yuma, Ariz., operated by the FCC to cease broadcasting April 1 for alleged violation on regulation 5,120 kc., March 24, E. W. Sturdivant, who operated the station, was granted a certificate of convenience and necessity to operate a station at Yuma to be owned by H. Sherman, has applied to the FCC for a new station in Yuma to take over the operation.
9th Region Lauds Copyright Action

Tax-Free Library Is Favored; Sykes, Miller Are Praised

AT A MEETING of the Ninth NAB District (Ill., Wis.) in Chicago’s Palmer House March 27-28, Gene Dyer, owner and manager of WGES and WCBX, Chicago; and elected director for the ensuing two-year term to succeed Walter J. Damm, manager of WTMJ, Milwaukee. The nominating committee, composed of William West, of WTMV, E. St. Walker, WIBA, Madison, Wis.; Gene Dyer, WGES, Chicago; W. E. Hutchinson, WAAF, Chicago, had reported the nomination of Mr. Damm and Mr. Dyer, but Mr. Damm declined to run in view of his membership on the copyright and program committees.

NAB President Neville Miller discussed industry problems at the meeting, including the progress of the copyright and self-regulation committees, educational fund, Federal and State regulations pertaining to libel and slander suits, the FCC policy on questionnaires and the question of payment to ASCAP on network free hours.

Endorsed Copyright Stand

A resolution was adopted endorsing the action of the NAB Copyright Committee in New York on March 21 concerning inequitable licensing by ASCAP. Edgar Bill, owner of WMBD, Peoria, Ill., was appointed to draft a resolution of appreciation to Judge Eugene Sykes for his service to the industry while a member of the FCC. Further resolutions were adopted to encourage a tax-free music library and the collection of the balance of the FREC fund due from stations in the Ninth District. A final resolution drafted by Glenn Snyder, manager of WLS, Chicago, expressed the district’s appreciation to Neville Miller for his discussion of industry problems. C. O. Langlois, of Langworth Feature Programs Inc. and Carl Haverlin, of Davis & Schweger, discussed their plans for tax-free libraries. Paul Kats, NAB director of research, talked on the RMA-NAB cooperative campaign to promote radio.

Sales Managers Meet

On March 28, the Ninth District sales managers met under the direction of Charles C. Walley, commercial manager of WMBD, Peoria, Ill. Discussions centered about rates and selling problems including selling department stores, adjacency of announcements on programs when supplemented with the many diversified products, more than one chain break at a time. Distribution of competitive spots between national representatives and local salesmen was also discussed at the meeting.

WENTY-YEAR-OLD twin of Jones and Hare, the original “Happiness Boys,” which was dismantled recently by the sudden death of Ernie Hare, is being continued with the addition of Marilyn Hare, 13-year-old daughter of the veteran trouper, who became a permanent member of the cast on the regular broadcast on WMCA, New York, March 19. Tutored by her father since she was four years old, Miss Hare had been filling in during his illness.

U.S. Supreme Court Asked to Review Setting Aside of Grant to Watertown

THE SO-CALLED “Watertown case” bobbed up in the U. S. Supreme Court March 20 with the filing of a petition for review by Black River Valley Broadcasts Inc., which originally had been granted a construction permit for a new local station in that city. Through Counsel Elliot C. Lovett, the company asked the Nation’s highest tribunal for a writ of certiorari to review the decree of the U. S. Court of Appeals for the District of Columbia, which had sustained the action of the FCC in setting aside its original grant to Black River and in ordering a hearing “de novo” or back to the beginning, with additional parties permitted to participate.

The petition brought out that in September, 1936, the Commission granted the Black River application for an unlimited time station in Watertown to operate on 1420 kc. with 250 watts day time and 100 watts night. Watertown Broadcasting Corp. at that time had an application pending for a daytime station on 1270 kc. and the Brockway Co. also had pending an application for a daytime station on 1270 kc.

Grant Set Aside

Black River, the petition continued, spent “several thousands of dollars” pursuant to the issuance of the construction permit. Then, in December, 1936, the Commission set aside the grant and ordered instead the hearing de novo to include not only the application of Watertown but also that of Brockway which had never been heard, and which had been amended to request the removal of WCAD from Canton, N. Y. to Watertown, and the entirely new application of St. Lawrence University for voluntary assignment of WCAD to Brockway. Moreover, Watertown amended its application to apply for the same facilities which had been granted Black River.

Black River filed a bill of complaint in the District Court in Washington to restrain the Commission from proceeding with the de novo hearing which was opposed by the FCC and the Court subsequently dismissed the bill on the ground that there was an adequate remedy at law by appeal from such decision as might be rendered by the Commission adverse to Black River after the de novo hearing. This action was affirmed by the appellate court.

In this brief, Mr. Lovett said the questions involved are whether an applicant before the FCC has the right to seek injunctive relief from an "arbitrary, capricious and unauthorized" act of the Commission which does not constitute a decision of which the applicant may request a review by the Court of Appeals, and whether the Commission "under the pretense of a rehearing, has the right to order a hearing de novo and include new parties, new pleadings and new issues.

Record your remote pickups with this new PRESTO recorder

Scores of leading broadcasting stations are now recording their man-on-the-street programs, descriptions of local news events and interviews with celebrities at airports, hotels, offices, golf clubs or baseball parks.

By using the Presto Recorder, they can get to the scene of events on a moment’s notice... avoid the uncertainties of short wave transmission... and broadcast their special programs without disturbing the program schedule.

These special broadcasts have become so important that many stations have asked us to design a light-weight Recorder combining all the features required for this work. Here it is.

The new Presto Model M Recorder enables you to make high quality 12" records continuously, without interruption. The original records may be put on the air, or the best features of each may be dubbed onto a 16" transcription. The Model M consists of two dual-speed 12" recording turntables, a recording amplifier and two-microphone mixer—all mounted in a single carrying case which measures 10" X 15" X 35" and weighs only 62 pounds. For field work it may be operated from storage batteries using a 120 watt, 12 V DC to 110 V 60 cycle AC converter.

Write today for bulletin giving complete technical description.
DON LEE AND AFRA REACH AGREEMENT

DON LEE Broadcasting System, Los Angeles, and AFRA have nego-
tiated and consummated on behalf of various networks, stations, and programs from coast to coast. The agreement is indicated by the "junior reallocation" designed to give KXOK, St. Louis, Station KXOK, full-time regional assignment on 630 kc.

WHAT promises to be one of the biggest and most hotly contested proposals ever reached by the FCC will be heard hereafter by the FCC as a result of a new agreement reached by the FCC. The agreement is indicated for the "junior reallocation" designed to give KXOK, St. Louis, full-time regional assignment on 630 kc.

Notices sent out by the FCC to interested stations include 30 li-
censes or applicants as respondents. In addition, permission is being asked by various groups to the FCC to consider the petition of KSO, KSO and other groups to the FCC the petition of KSO, St. Louis Post-Dispatch station seeking full-time on-air service for the station and its present shared operation on 650 kc. [BROADCASTING, March 1].

WKRC, CBS-owned in Cincinnati region, used only one of its present shared operation on 650 kc. [BROADCASTING, March 1].

Frequency Shifts

The three applications which KSO seeks to have the FCC alter their operation and assignment of the station were filed Jan. 17. At that time KXOK, operating full-time on 630 kc, applied for station KFRU in Columbus, which was also owned by the Star-Times, applied for a change from its present part-time assignment on 630 kc, and WGBF, Evansville, Ind., asked for a change from its part-time assignment on 630 kc to the 1250 kc. channel which would be vacated by KXOK.

KXOK challenged the legality of the KSO petition, asserting that Section 303 (1) of the Communications Act was never intended to be used in the manner "attempted by the Petitioner Publishing Co. and KFRU Inc." continued the answer, "are, however, perfectly satisfactory. The proposal to abandon the station KXOK and discontinue its operation in the city of Columbus is proper and desirable." The Petitioner and Mr. McNary that his firm had been engaged in negotiations with the KXOK company and that a sale in the radio properties had been in excess of $4,000 for the week.

stations notified March 18 by the FCC of the hearing on the KXOK situation and that the KFRU Co., which was also owned by the Star-Times, applied for a change from its present part-time assignment on 630 kc, was not likely to be used to supplement the network show. Henri, Hurst & McDonald, Chicago, is agency. For E-Z Cut hams, the firm has started a total of 35 weekly-‐five-‐minute programs on KXX, KHJ, KFI, Los Angeles; KDKA, Pittsburgh; WOR, Newark; WBZ-WBZA, Boston, and key Program Notes-‐Times CO and WOR, New-

Wurlitzer Extends

RUDOLPH WURLITZER Co., Chicago (musical instruments), in late March, started its third weekly quarter-‐hour series "Say If With Music to WOR, New-

BROADCASTING • Broadcast Advertising

CHATTING about Government doings and plans during a special broadcast arranged by WGST, At-
lon, Fla., before the annual meeting of the Georgia Legislature, Gov. E. D. Rivers (right) and Attorney General Whidden, president of the State Senate, were interviewed by John Fulton, WGST program director, in the Governor’s office. The interview was presented by the Capitol, and included the keynote was Speaker Harris of the House of Representatives, and the Lt. Governor of the state.

material and to present it in an entertaining fashion. She said that women would be glad to patronize programs whose programs meet a decent cultural standard and that women’s organizations would cooperate in publishing such programs to their members.

It was decided that in drawing up the section of the code dealing with juveniles, broadcasters, the code commit-tee would confer with representatives of women’s groups, the AAAA and the ANA in an effort to find the most mutually satisfying solution. This same practice will also be followed in the preparation of all debatable parts of the code. Committee members consulting religious leaders, political leaders, industrial leaders and others on the cooperation. Not only will this result in the best possible code for the broadcasting industry, it was pointed out, but it will also win in advance the cooperation of the various groups whose support will be needed in enacting the code’s provisions.

Department Planned

The present plan is for a sub-committee, working at the NAB office in Washington, to sit down and draft the general lines of the code. Their next step will be to send it to Washington. The new sub-committee will be composed of: J. M. Simpson, of Chicago, with the National Broadcasting Co., and John Wilson, of New York, with the New York City Board of Radio and Television.

In the field of education, the committee felt that ample time is now at the disposal of educators to make the soci-ety work. As soon as possible, the sub-committee will send its recommendations to the board of directors. The statements have been in education for the last 20 years. It was the point out, children’s books have been lifted out of the former state and today many of them. The children are as acceptable to parents as to the youngsters.

Radio can do the same thing, she said, if it will employ the facilities with ability to dig out worthwhile
LIKE FATHER
LIKE SON

ABOVE: Beautifully landscaped transmitter site of WKY in Oklahoma City. RIGHT: With Pikes Peak and the Rampart Range of the Rockies as a backdrop, the transmitter site of KVOR, Colorado Springs, is one of the most beautiful in America.

WKY'S 19 YEARS' EXPERIENCE GUIDES KVOR

- The experience of the most thrilling years in radio...years that have seen WKY grow from a scientific curiosity to one of the greatest voices of the nation...has been lavished on Colorado's KVOR since its association with The Oklahoma Publishing Company a little more than two years ago.

KVOR's strides during these two years have been spectacular. Its studios rebuilt, its old transmitter replaced with Western Electric equipment, its personnel more than tripled...KVOR today occupies a higher place in the hearts and homes of Southern Colorado than ever before in its history.

Like father, like son! The showmanship and technical knowledge and aggressive selling that have made WKY a standout station from coast to coast, are working merchandising miracles still through the agency of its lusty offspring.

No other station located in a city the size of Colorado Springs can compare with KVOR in equipment, experience or professional standards...no other station has the heritage which The Oklahoma Publishing Company has brought to KVOR.

KVOR Colorado Springs

CBS AFFILIATE • 1000 WATTS • FULL TIME

THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN
WKY. OKLAHOMA CITY • KLZ. DENVER (AFFILIATED MANAGEMENT) • REPRESENTED BY THE KATZ AGENCY, INC.

www.americanradiohistory.com
**Merchandising & Promotion**

All Over Cincinnati—Cracker Barrel Cards—Trips
For Kiddies—Cover in Silver—$1 Free

**Guests at Airport**
KELLOGG Co., Battle Creek, Mich. (cereal), as a promotional tie-in with its CBS Howie Wing serial dramas of the boy aviator, recently staged a Howie Wing Day at Los Angeles Union Air Terminal and invited young followers of the program to participate. For two Corn Flakes premiums the youngsters were given virtually carte blanche to the airport facilities; the guests of Kellogg were taken on an inspection tour of all new TWA planes, hangars, and terminals. A gift of each envelope of photo-work developed and embroidered with autographs of TWA pilots.

**Boost for Comics**

**Promoting six new comics being added to the Sunday edition of the St. Louis Post-Dispatch, R.S.D., St. Louis, is presenting a series of six daily dramatizations, New Adventures, running one for each new strip. The dramatizations, written to quicken interest of the characters and their activities, carry letters from each one to the point where the Sunday paper picks it up, leaving the listener at the point of climax.**

**Dallas Guidebook**

GUIDEBOOK explaining technical intricacies in layman language, "Your Visit to WFAA," has been published by WFAA, Dallas, for distribution to the many points of their trip through the station transmitter. Central theme of the booklet is the new 650-foot vertical radiator, with pictures of the plant, technical staff, mobile unit and other transmitting equipment at the transmitter near Grapevine, Texas.

**In Country Stores**

PLACARDS are distributed in the general stores of country towns in Mississippi, Alabama, Louisiana, and Florida calling attention to Mark Bartle's Wednesday farm program on WITG, New Orleans. Mr. Bartle, representing the Farm Credit Administration in New Orleans, tours the towns, hears the troubles and problems of farmers, and then advises them on his broadcast.

**Pillow for Puss**

KILOCYCLE XVI is the new name of the cat that's been hanging around Chicago's Eighth Street Theatre for two months. The star, recently moved in with its Born Dances. Mrs. C. M. Fuller of Rockford, Ill., won the WLS contest to name the cat, which was awarded the WLS Eye Emblem. While pillow filled with feathers sent in by listeners from 41 States, the audience was impressed with autographs of WLS artists.

**Kansas Troopers**

COMPLETE cast of Kansas Round-up, weekly variety show of WIBW, Topeka, was on the air in neighboring cities, where the program is produced before a local audience and broadcast by remote lines. The entertainers, more than 30 in all, jaunt about the State in a double-deck bus labeled "WIBW Good Wind Wills" and received a warm welcome in every one of its calls.

**Jamboree Pennants**

BRILLYANTLY colored pennants are being sold by WWWA, Wheeling, at its Saturday night barndance called "WWWA Jamboree," for 25¢ apiece; the pennants carry the names of 54 cast members and the sounds "WWWA Jamboree Whooper-Uppers" in silver on red. George W. Smith, manager of WWWA, used a new Whooper-Uppers design in each of the 150 whooper cards, and is on the air in Wheeling making cards selling a recent sales trip to Chicago.

**Uncle Don's Tour**

UNCLE DON, popular children's favorite on WOR, Newark, has announced the group of 20 judges who will pick the two most talented children in the metropolitan area at the New York World's Fair this May. The winners will fly to Holly- wood via United Airlines to make personal appearances at the San Francisco Exposition, and on several California radio programs.

**Texas Bucks**

GENUINE dollar bill enclosed in the latest mailing piece of WOAI, San Antonio, is sure to catch the attention of the pamphlet's theme, "Here's one you have lost if you have not been using WOAI to tell your- sages." The pamphlet and dollar were sent to 200 San Antonio advertisers.

**People's Photo**

PHOTOGRAPHY by Lee Everett, the Old Salt of WDL, Washington, conducts the daily 7:30-8:30 a.m. Station PDS Presents for the local People's Drug Stores, is enclosed with each envelope of photo-work developed and printed by the photofinishing department of the company, containing with it a printed message on its back.

**Promotion at the Fair**

MILTON S. A U M U E L, NBC San Francisco press manager has arranged with WNIW where NBC press material is used in facsimile reproduction demonstrations in the RCA exhibit at the San Francisco exposition. NBC programs are also promoted in recordings.

**WSAI's Big Drive**

WSAI, Cincinnati, is using trolleys, buses, two electric billboards and a local theatre promotion drive directed by Manager Dewey H. Long. The trolley- bus and billboards are placed in key locations, and the promotion, including press, radio and television, is moving full speed, and has a mailing list of 2,500.

Brochure Compilers

WITH Edgar L. Bill, operator of WMBD, Peoria, as president, and M. V. Watson as vice-president and sales manager, National Radio Personality Inc. was incorporated last month in Illinois to publish "Personality," albums for radio stations. It has reported already published books of pictures of staffs and artists of WLAC, Nashville, WMBD, Evanville, Ill., as well as WMBD, and has orders from other stations.

* Cover From Paris

COVER OF NBC's quarterly program book, dated March 16, with red and gold coloring on the cover and silver backed, was printed in Paris and is said to be the first commercial use in the country of a new process that permits color printing on metallic paper. Cover was created by J. Makowsky of Paris.

* Pants for Stumpers

ROUGH RIDER MFG. Co., San Francisco, buying OK Ties, to be sold on KPO, is offering a $5 pair of slacks to each student of university, high school or grammar school who submits a question which teachers quizzed on the program are unable to answer.

**Brochures**


KNX, and as always dial KNX (1050 kC.) for the popular programs and their regularly changing cast of Hollywood types in 200 homes in Southern California.

NBC: "Behind the Scenes" brochure promoting Inside Story, on NBC.

KGV, Missoula, Mont.: Two-color brochure combining coverage data with testimonials from local advertisers.

NBC: "It's Where You Find It . . ." brochure for KPO, San Francisco, containing to a miner's pan containing nugget meant to carry out the Golden West theme.

KXW, Philadelphia: Illustrated folder with St. Patrick's Day theme.

WMZ, Cedar Rapids: "Radio Riders" departmental mailer attached with minted coins, войны to the personalities covered, along with answers in the cutlines.

2KO, Newcastle, Australia: Three-color graphic listener survey report.

KIDO, Boise, Idaho: "Captain Kidd" brochure, contains private's map, and containing 26 letters from national radio station commentators regarding Kiddo's merchandising cooperation.
CBS to Make Changes In New Gotham Building

CBS is planning extensive alterations to modernize the Juilliard Musical Foundation Bldg., 49 E. 53d Street, New York, which it recently purchased. A modern workshop in which musicians, actors and directors can achieve the best effect in their respective fields is contemplated. Two studios seating more than 300 persons and designed for size radio productions, such as symphonic programs or shows with orchestra and an extensive cast, are planned, while radical innovations in technical equipment and methods of handling studio activities will be effected.

Television Transmitters Planned by Farnsworth

THAT Farnsworth Television & Radio Corp. intends to market television transmitting as well as receiving apparatus, was disclosed March 27 when an underwriting group headed by E. H. Rollins & Sons Inc. announced an offering to the public of 600,000 shares priced at $8 a share. Other underwriters participating in the offering are Eastman, Dillon & Co., Humphrey, Noyes & Co., Hallgarten & Co., Ritter & Co., H. M. Byllesby & Co., William Cavaller & Co. and O’Melly, Wagenknecht & Durst.

Part of the cash proceeds will be used to buy the assets of Capehart, Inc. at Fort Wayne and General Household Utilities at Marion, Ind. The prospectus states that 40,598 shares of additional common stock will be issued in connection with the acquisition of Capehart, and 25,000 additional shares in connection with General Household. Both plants will be used for the production of radio and phonograph as well as television equipment. About $2,000,000 will be set aside for working capital and inventory. Receiving equipment is expected to be ready for the market by next autumn and transmitting apparatus 12 to 18 months later.

KGAR Becomes KTUC

CALL letters move closer identifying the stations, both the broadcastings were adopted in March by KGAR, Tucson, Ariz., which is now KTUC. The station, a CBS member of the Arizona regional network, is owned by Tucson Motor Service Co., and managed by Frank Z. Rowe, one of the chief stockholders. It operates with 100 watts night and 250 day on 1570 kc.

O. B. Hanson, vice-president and chief engineer of NBC, and O. W. Farrer, television coordinator, and Thomas H. Hutchison, manager of the television program division, in a discussion of television during the ABC - Blue, 12:30 and 7:30 on NBC Blue, Bill Farrer, NBC announcer who conducts the shows, were written by James Costello, conducted the interviews.

RCA Preparing for Television Bow

(Continued from page 32)

Chief changes at the transmitter since the last series of experimental broadcasts have been the installation of a new wideband antenna system and the addition of a wideband filter. Improvements have also been made in the modulator unit to accommodate higher frequencies and to obtain greater output, which will produce clearer images on the receiver.

The first tests indicated that the wide band-pass will transmit without discrimination a frequency band four times the width required by present video standards, maintaining a "flat" characteristic throughout the entire range of transmitted frequencies.

This means better pictures, since telecasting high-definition images requires using frequencies ranging from 30 to about 4,000,000 and since "favoring" any frequency between these extremes would produce distortion in the received pictures. The new filter widens the upper sideband and eliminates the unused portion of the lower sideband, thus increasing the amount of picture detail.

Staff Enlarged

Seventeen men have been added to the technical staff to meet the demands of regular television broadcasting, Mr. Hanson said, making it possible to set up a permanent operating group and freeing some of the engineers who have heretofore operated as well as maintained the equipment for laboratory work in developing new and improved apparatus.

At the Radio City studios the television program staff is engaged in putting on dress rehearsals of the programs prepared for telecasting after the regular schedule begins on April 30. Chief purpose of these dress rehearsals, according to Thomas H. Hutchinson, manager of NBC’s television program division, is to familiarize the production staff with the greatly altered studio technical facilities.

Quarter Hour Transcribed Programs Now On The Air In 22 Cities

• The programs consist of exciting, dramatized events in the lives of celebrities, climax by the presentation of their actual voices. These famous voices were recorded by yesterday’s miracle — the Edison reproducing machine—and the priceless old cylinders have been modernized and amplified, to bring to the radio audience today actual VOICES OF YESTERDAY.

“Voices of Yesterday” is not only fascinating history, it is fascinating entertainment.

THRILLING • EDUCATIONAL • DRAMATIC • ROMANTIC

Exclusive Rights Granted. Write or Wire.

Harry S. Goodman
19 EAST 53rd STREIT at Madison Avenue...NEW YORK CITY

BROADCASTING • Broadcast Advertising

April 1, 1939 • Page 45
PROBLEM: Free & Peters, Inc., station representative firm, has conducted a promotion campaign in three advertising trade publications based on its humorous and hard-working little Colonel. Free & Peters wanted to determine (1) advertising agency reaction to the campaign (2) relative effectiveness of the publications used.

METHOD: Questionnaires were mailed early in 1939 to top-flight executives of 409 top-flight agencies in 21 large cities. Included were these questions: (1) "Have you seen any of our trade paper advertising?" (2) "Do you recall in what publications?"

Wrote James L. Free, President, Free
jority of the replies came from top-
radio men, it was remarkable to me
FINDINGS: Of the 148 executives who answered, 109 (74%) remembered the series in trade publications. BROADCASTING was the dominant first with 50 mentions. And BROADCASTING was named more often than Publications B and C combined as the only magazine in which the advertising had been seen.

The 148 agency responses came from 53 presidents and partners, 11 vice presidents, 24 account executives, 12 managers, 34 time buyers and space buyers, 14 radio directors.

&Peters Inc: "Inasmuch as the ma-
notch agency executives rather than the way BROADCASTING led the field."
Minds of Scribes

CROSS-SECTION of America’s most literate minds is supplied in new quiz program, \textit{Author! Author!}, scheduled to begin on WOR-Mutual April 7, 5:30-9 p.m. With Ogden Nash as m.c., aided by Ellery Queen, of detective story fame, the program each week presents two authors in the literary spotlight. Guests for the April broadcast are Ruth McKenney, whose book of short sketches, \textit{My Sister Eileen}, was a 1938 best-seller, and Carl van Doren, celebrated author of \textit{Benjamin Franklin}. Guest authors, confronted with a hypothetical ending to a short story, will extemporaneously reconstruct events leading to the conclusion. Prizes are offered listeners for story-ending ideas.

News of the Week

NEWSPAPER stories which made weekly headlines are narrated on WHN, New York, every Sunday afternoon during the new \textit{Hold the Press} programs, while during the speed reading section at work is supplied to contestants are asked to predict the results of the current week’s sports battles.

Songs on the Sabbath

GROUP-SINGING of old-fashioned hymns, quotations and puns at the expense of studio guests form the informal, homespun framework for \textit{Sunday Parlor}, conducted by Storm Whitey on KUAO, Siloam Springs, Ark.

\textbf{AN INSURANCE Policy}

A GOOD policy pays good dividends. Experience proves that a Sales Policy from WTIC, as well as the other progressive stations we represent, insures Results That Count!

\textbf{Purely PROGRAMS}

\textbf{KSTP, St. Paul, is airing a series of weekly Capitol Conferences with Governor Harold E. Stassen. During the programs, which are also fed to the Minnesota Radio Network, the new regional of which KSTP is the key outlet, the Governor tells of administration activities. Talks are patterned after the Roosevelt Fireside Chats, and are broadcast from the executive offices each Wednesday night.}

\textbf{He Finds Out}

KECA, Los Angeles, has started a new type of question and answer program titled \textit{Mister Find-Out}. The five-weekly quarter-hour program is conducted by Walter Horsaday. He answers all important questions sent in providing the desired information is not obtainable through the usual sources. Political and controversial questions are not accepted.

\textbf{THIS WAY IN!}

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener-confidence has made WAIR a volume sales producer.

\textbf{WAIR}

Winston-Salem, North Carolina

National Representatives Sears & Ayer

\textbf{AN INSURANCE Policy}

\textbf{WEED AND COMPANY}

\textbf{Page 48 • April 1, 1939}

\textbf{Not Cancelled}

BITTER WINTER weather often necessitated cancelling the scheduled daily interview program, \textit{N-Feekings}, conducted on the platform of the Northern Pacific Railroad in Fargo, N. Dak., after a lapse of several weeks, during which the ordinary “program scheduled for today” will not be heard” announcements came through regularly. Manny Marget, who handles the features for KGKO, Moorhead, Minn., was introduced as he resumed the series by Arr Johnson, manager of the studio, with: “The program usually cancelled at this time will now be heard.”

\textbf{Public Matters}

TITLED \textit{The Public Forum}, a program presented under the auspices of the Property Owners’ Assn. of California, made its bow March 33 at stations of the Califonia Radio System (KFBK, KWG, KRM, KERN, KFOX, KTM5). The program, heard Monday and Thursday nights, brings public officials to the microphone to discuss some phase of State legislation. It originates at the State Capitol in Sacramento and is in charge of Gene Deminone, director of Today at the Legislature, broadcast daily by CBS.

\textbf{Precinct Gossip}

TO REVEAL the news behind the local political situation as it develops week by week for members of local clubs in New York City, WCNY, Brooklyn, has started a weekly program, \textit{Club House Politic}, directed by Wellington Wright, WCNY’s political commentator. District leaders of all parties are invited as guest speakers to take part in the programs.

\textbf{Auto Auction}

POSTCARD auction sale, with auctioneer’s hammer, spiel and “the business” broadcast daily on \textit{What Am I Bid?} on WEW, St. Louis, is used to market used cars by Marvin Yates Pontiac Agency. A car, delivered actually in sale, is delivered directly to the listener sending in the highest bid on a penny postcard, and the bids have proved excellent leads for additional car sales, according to the sponsor.

\textbf{Rubbery Rubinations}

WILD YARNS by a sheriff, chiroprist, Shrine potenate and postmaster featured the initial broadcast of the new \textit{Tall Tales From Texas} program on KGKO, Dallas. March 26, heard Friday evenings with Jimmie Jefferies as master of ceremonies, personalities appearing on the feature are selected for their news value and draw good publicity in local papers, according to KGKO.

\textbf{Facts for Anglers}

A QUARTER-HOUR Friday night series of broadcasts on fish, tackle, locations in which running official weather forecasts and similar data of interest to fishermen has been started on WNEW, New York. Mark Truscott, prominent Long Island surf-caster, conducts the series as \textit{The Fishcaster}. 

\textbf{BROADCASTING • Broadcast Advertising}
Tacoma Recruits

REAL INTEREST was given a courtesy program for the Washington National Guard on which KVI, Tacoma, broadcast an actual enlistment of a new National Guard recruit. The entire enlistment ceremony was conducted in the studio by Major Kenneth G. Whyte, of the Medical Corps, and marked the first time a guardsman ever had been enrolled on the air.

Grip Ringers

A DEVICE to test the grip of guests on the man-on-the-street broadcast at KWOS, Jefferson City, Mo., is one of the newest program angles on the old WOS motif. Interviewer picks out a likely prospect, challenges him to test his grip. If he rings the bell on the machine gets a prize.

Fun of the Week

NEW variety show, This Mad World, designed as a satire on the news of the week, with press agents, actors and newspaper columnists participating, is heard weekly on WMCA, New York.

Bread at the Mike

WITH recording equipment set up in grocery stores, shoppers are interviewed during the day and the transcription broadcast in the evening on Listen to Yourself, sponsored on KTSW, El Paso, Texas, by Rahn's Bakery. Frank McIntyre, program commentator, gives each interviewee a loaf of bread.

Composers Interviewed

MEN and women who have written outstanding song hits are interviewed by Nellie Revell, well-known radio commentator and philosopher, on a new series of weekly broadcasts, Meet the Song Writer, on NBC-Blue. Miss Revell continues to broadcast her regular weekly Meet the Artist program on NBC-Blue, during which she interviews microphone headliners.

Faculty Quizzed

FACULTY MEMBERS of Washington State College are interviewed by Judy McWhorter, journalism senior, on the new We, the Faculty program on KWSC, Pullman, Wash.

Guests of the Week

TO GIVE a more imposing picture of the large number of celebrities which visit the Twin Cities each week and to fit the interviews into its schedule, KSTP, St. Paul, has devised a new method of presenting them. Short interviews with visitors are recorded through the week and put together in one show on Saturday nights under the title of Nation's Crossroads, carrying out the idea that the two cities draw an unusual percentage of celebrities to their doors.

New Castle Novices

BEAVER VALLEY amateurs get their chance on Trial of Talent, sponsored on WKST, New Castle, Pa., by Ellwood Furniture Co. The program, conducted by "Judge" Milton Kearns and announced by Sherwood Durkin, has drawn about 6,000 pieces of mail in two weeks.
A STATION IS JUDGED BY THE AUDIENCE IT KEEPS

...and the advertiser is the judge

A BIG, LOYAL AUDIENCE—that's what advertisers and agencies demand, and that's what they get when they use the stations of the World Program Service.

For these stations enjoy the exclusive local rights to the greatest repertory of music ever recorded for radio . . .

- 2500 separate musical numbers, new and old, modern and classical.
- 150 artist and orchestra names not available on phonograph records or by any other medium.
- Newest musical numbers constantly recorded for member stations.
- 65 weekly program scripts, built to present World library music in a wide variety of appeals.
- Recording by the famous Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

With the finest library in radio, World helps stations build audiences that attract advertisers. After all, a station is judged by the audience it keeps—and the advertiser is the judge.

A few open markets are available. You are invited to write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.
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**World Program Service Subscribers**

- Alabama: WRLC, WSC
- Arizona: KVOX, KBX
- Arkansas: KLYC, KTBK
- California: WJRC, WRUR
- Colorado: KDRC, KDRC
- Connecticut: KNOX, KNOX
- District of Columbia: WJWU, KJHW
- Florida: WRLB, WRLB
- Georgia: WROR, WROR
- Hawaii: WJJC, WRJX
- Illinois: WJLC, WJLC
- Indiana: WJLO, WJLO
- Iowa: KMCR, KMCR
- Kansas: KGRC, KGRC
- Kentucky: WJRG, WJRG
- Louisiana: WJRE, WJRE
- Maine: WJRE, WJRE
- Maryland: WJRG, WJRG
- Massachusetts: WJRF, WJRF
- Michigan: WJRG, WJRG
- Minnesota: WJRG, WJRG
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- Virginia: WJRG, WJRG
- Wisconsin: WJRG, WJRG
- West Virginia: WJRG, WJRG
- Wyoming: WJRG, WJRG
Lest We Forget

With familiar fanfare, and largely the same cast of characters, preliminary work has started on negotiation of new ASCAP contracts under which radio once again will strive for an equitable arrangement covering music performing rights from that well-organized and hitherto impregnable combine. Present controversy centers for the moment around ASCAP's rejection of royalty offers from stations, expire Dec. 31, 1940, culminating a five-year run of comparative peace.

The resolution adopted by the NAB Copyright Committee, seeking for the industry what amounts to the so-called "newspaper contract", under which stations would pay royalties only on revenue derived from the sale of time for programs using ASCAP music, is sound in principle. There are, of course, corollary considerations, such as the amount of the percentage or the cost per program for music, availability of a complete guaranteed catalog which stations can use as performance guides, and placement of responsibility at the source, which must be met, assuring ASCAP is willing to deal on that basis.

Coincident with the NAB meeting, it was interesting to note a couple of trial volleys from the ASCAP camp which to "old timers" were reminiscent of earlier negotiations. E. C. Mills, former ASCAP general manager, now chairman of the ASCAP executive committee, issued a typical broadside against "NAB stupidity"; purported NAB espousal of State anti-ASCAP laws (which is questioned by broadcasters themselves who have been seeking NAB support); and then, as always, threatened withdrawal of ASCAP music.

At about the same time, the magazine Ken yielded to ASCAP's propaganda spell by devoting a comprehensive article and a double-truck of pictures to "The Case of ASCAP". It talked of ASCAP's "1,250,000 pieces of music", when the U. S. Copyright Office registrations show only an aggregate of 508,000 titles including piano rolls, and when ASCAP does not lay claim to all performing rights. It talked of protection for thousands of composers when Dr. Isaac Goldberg, in his book Tin Pan Alley, brings out that 80% of the really popular hits are written by a total of only 15 composers. Their popularity is made possible by a "vast system of exploitation", with radio as the key medium.

With 21 months to go before expiration of present contracts, NAB as industry negotiator is starting none too early. The copyright history of 1932 and of 1935 should not be forgotten. In each instance, broadcasters, with their backs to the wall by virtue of division in their ranks, of "pre-negotiation" of contracts by certain groups and of discriminations openly practiced by ASCAP, found they were forced to accept its terms under pain of withdrawal of performing rights.

Radio cannot again afford a house divided. ASCAP is quick to move in on such situations even though it has had, and still has, serious internal troubles of its own because its publisher members do not see eye to eye with composer members who constitute a reported minority. ASCAP's potent lobby in Washington also has been used with telling effect in frustrating efforts to enact equitable copyright legislation.

We feel that in the current conversations the byword should be open covenants openly arrived at. In that way, there would be no secret deals, no discrimination and no eleventh hour deadlock. All stations are affected. Networks and independents, newspaper and non-newspaper owned, NAB members and non-members should be on equal footing. It is fair to assume that ASCAP will be satisfied with its present royalty "take", variously reported as between $3,500,000 and $5,000,000 a year. But it obviously will ask for more. Broadcasters do not begrudge payment of royalties if they can do so under conditions which do not entail duress and under circumstances which would involve payment only for what they use—not what ASCAP dictates as a "privilege tax".

Washboard Dramas

Before attempting these lines, we gummed to the door, quickly glanced up and down the corridor, pulled down the shades and started our customary peck-and-hunt pounding. We wanted to be sure another "program crisis" wouldn't interrupt our essay.

Censorship or no censorship, there will be program issues as long as there are programs. The trend toward program standards, voluntarily invoked by the industry, is perking up at this writing, and the NAB is now in the throes of producing a streamlined version of proposed standards. That is moving in the proper direction.

Meanwhile all appears to be serene for the moment on the program front, we propose to take the offensive. Our text deals with the tendency toward program cuts—the tendency of so many sponsors to follow the leader because the leader has achieved results. We have in mind the daytime drift which appears to be making every day wash-day. We refer, if you please, to the washboard-dramas.

Advertisers are that way: They are interested, of course, in ringing the cash register, and they take what appears to be the easiest route. In not a few instances, if they spent more on preparation of copy and less on Hollywood talent, and used finished announcements rather than circus barkers, their offerings might be more enticing.

In radio's earlier days, radio advertisers found it expedient to harangue and shout prices and incite 100-yard dashes down to the corner grocery. Experience, time, and taste, however, have led to deft handling of commercial credits, at least during the evening hours.

Just as surely, the same trend must come in daytime schedules. We are confident the diversity that makes night programs so well balanced for the listener likewise will filter into daytime offerings.

NOT SINCE the latter '20s, when O. H. Caldwell set as a member of the Radio Commission, has a radio regulatory body based a practical newspaperman on its board. Frederick J. Thompson, who has been identified with the censorship campaigns of the veteran judge E. O. Sykes, is a militant publisher whose editorial crusades are almost legendary in his native South. Now we will gainfully that the FCC hasn't plenty of fight, but usually of the wrong kind. We trust Mr. Thompson will inject into the FCC some of the regulatory vitamins it has lacked so long.

Pap-Happy Radio

We thought radio had learned a harsh lesson last fall when the movie moguls decided to blow a million on newspaper advertising in their "best entertainment" campaign, while ceding very nice "sustainers" from broadcasting. But, alas, our broadcasters still fall for the free-time ploy.

NBC announced that on April 1, at 8 p.m., its Blue network will celebrate the world premiere of the Warner Brothers picture, "Dodge City", featuring stars of the picture and others for an hour stint. Warner's promotes its picture gratis by radio (if the affiliates come through), but it still buys newspaper space.

Simultaneously, S. Charles Einfield, Warner's director of advertising and publicity, announces that his company will spend 98% of its advertising appropriation for 1939-1940 in the newspapers! During the six weeks following March 15 newspapers will get $180,000.

We also learn that Cecil B. DeMille will tour the country to promote his latest epic, "Union Pacific", visiting 30 cities with a short-wave transmitter aboard the train. His plan is to rebroadcast over local stations as the train approaches each city. In view of the advertising methods of the talkie titans, it seems to us each station manager would do well to present Mr. DeMille, et al, with his rate card upon arrival.
TO THE FIVE senses that most men have, add one that few men have and there's Frank Westby Ferrin, newly-elected vice-president in charge of radio of Henri, Hurst & McDonald, Chicago agency. The sixth sense is a “sense of people”, and how Frank Ferrin got it is a story splashed with color. His is the easy, open manner behind which lurks business acumen and a distinct will of his own.

Westby FERRIN

In Chicago he auditioned at NBC and got on the air sustaining. Bill Hay, of Amos 'n' Andy fame, suggested that Frank have the act recorded. In the process of making the transcription, the act got interested in that phase of radio, decided to enter the transcription business. Back in Minneapolis, Frank got interested in the old F & R Circuit and in 1932 opened Midwest Recordings Inc. with Louis Knopp, who heads the firm today.

From scratch, the company rose to $750,000 annual recording sales. As vice-president of Midwest, Frank handled sales and promotion, sold extensive spot campaigns to such impressive clients as General Motors, General Mills, Chrysler Corp., and Balston-Purina.

In December of 1937, Frank left Midwest Recording to become director of the rapidly growing radio department of Henri, Hurst & McDonald. For his firm he directs the placement of all spot and network radio. Acme White Lead & Color Works, Detroit (paints), and Ballard & Ballard Co., Louisville (four, feed and Oven-Ready Biscuits), have "all radio" advertising budgets, while John Morrell & Co., O t t u m w a, la., nationally-known packers and makers of Red Heart dog food, spends much of its advertising budget on radio. For these accounts, Mr. Ferrin uses national network shows, shrewdly supplemented with extensive spot campaigns. Other important accounts handled include Blatz Brewing Co., Perfect Circle Co., Fairbank Morse Co., International Shoe Co.

Mr. Ferrin married the charming Barbara Steen of Cincinnati in 1927 and have a son, aged seven and two. Radio men visiting in the new Ferrin suburban home know Frank's hobby, for among his pets are a fox terrier and champion Great Northern pike of the 1937 season—weight 26 pounds and 11 oz. Well-known among fishermen in the lake districts of Minnesota, Westby admires fishing near his home for his fishing equipment and tackle. His hobbies are riding and hunting.

Frank still "traveling the circuit" a great deal, but this time it's a circuit of important radio advertisers. When in Chicago his office is just a few streets away from his home. His method of getting know one-and-one-half belongs to the TV set—radios.

Perhaps his bosses have written his finest tribute. In the large waiting room of Henri, Hurst & McDonald there is a book called "Men Behind the Names", which includes the biography's of 250 of the advertising agencies and their business callers. Of him his bosses say, "Mr. Ferrin's experience dates back to the beginning of radio and he knows every phase of the broadcasting industry—production, direction, writing, casting, and the purchasing and selection of networks and radio facilities. He not only has imagination, but he is also a showman, but a sound, sensible businessman who has handled top-flight national accounts."—F. C. B.

R. J. E. SILVEY, director of listener research for the BBC, is in America, was the guest of honor at a luncheon sponsored by CBS in New York on March 21. Luncheon was attended by Felix Greens, New York representative of the BBC; George Gallup, director of American Institute of Public Opinion; H. E. Hotch, executive director; Archibald Crossley; Percival White, Market Research Corp.; Arnold John-son, research director, WJTL; Robert R. King, research director, BBDO; Hugh M. Young, president of the A. C. N. S. of NBC; Dr. Frank Stanton, director of research, CBS.

W. C. W EST E R, formerly of WTAG, Cohocton, and WAI, Manitowoc, Wis., has joined WBZ, Muskegon, Mich., as sales manager, succeeding Philip Sanford, who resigned recently to join the sales staff of Old Dutch Refining Co. in Muskegon.

FOX CASE, CBS western division director of public affairs, Hollywood, has been appointed a member of the California State Board of Agriculture.

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, recently won several local badminton tournaments.

A. A. SCHECHEER, director of news and special events, NBC, addressed the faculty and student body of Beaver College, Jenkintown, Pa., on March 23.

JOHN CHILES recently resigned from the KYA, San Francisco, sales manager, and entered his career at sea as a mate on one of the steamers of the American Presidents Line.

L. B. WILSON, president and general manager of WBYC, Cincinnati, recently presented a trophy to the outstanding radio announces in the Kentucky-Illinois-West Virginia basketball tournament, played recently in Cincinnati. Robert Drennen, gauri on the winning radio team, who won the award, was interviewed by John Shear, municipal recreation department supervisor, on his WKY program, "Mus Sports."

HERBERT M. BINGHAL, Washington, D.C., and Mrs. Bingham on March 21 became the parents of a 9 lb. 2 oz. daughter. She is their third child.

WILLIAM S. PALEY, president of CBS, and Lenox L. Rohr, president of NBC, have been named co-chairmen of the "Committee to Rebuild the Greater New York Fund Charity Drive."

SID MORGAN, managing director of SKZ, Melbourne, Australia, arrived in Hollywood in late March and will visit stations on the West Coast six weeks. He will later go to New York and London.

DON THOMPSON, owner of CFCM, North Bay, Ont.; CJKI, Kirkland Lake, Ont.; and CKGB, Timmins, Ont., reports two Monte M. Hummert stations after a three-month holiday in Europe.

DON FISCHER has been promoted to the vice-presidency of WTAD, Quincy, Ill.

BRYAN SHAYER, co-owner of KSAM, Huntsville, Tex., married Madeline Yarbrough, Huntsville, March 30.

GAYLE GRUBB, manager of WKY, Oklahoma City, addressed a breakfast meeting of the Oklahoma City Business Leaders Assn. March 24 on "Radio: Showmanship and Future Trends."

JOHN HARVEY, recently with Blackett-Sample-Hummert in Chicago, where he was assistant executive on the General Mills account, has joined the sales staff of KMOX, St. Louis.

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Didos and Tomatoes

TOM CROXTON, of WIOD, Miami, an old-timer, saw it coming, and had named the tomato throwing contest which began the Dania tomato festival, as no contest. White coveralls. In spite of all precautions, however, the tomatoes smashed into the faces of new school girls in bathing suits, took out time to shower Croxton with a barrage of ripe tomatoes, passed through the coveralls and splattered his unprotected face and head, and finally struck the microphone, signing off with the description of a squash thud.

WCKY, Cincinnati, broadcast an intimate account of the salute Mayor Stewart of Cincinnati gave the piece of genuine Blarney Stone, brought from Ireland by B. T. Babbit Corp. to promote its David Harum program on NBC. Rex Davis, of WCKY, behind the mike, with Miss Helen Glendenning, of the WCKY promotion staff, donned Irish attire for the event.

Cisler Moves to WGRG

S. A. (Steve) CISLER on May 1 will leave the general managership of KTHS, Hot Springs, Ark., to become general manager of WGRG, New Albany, Ind., across the Ohio River from Louisville. Mr. Cisler has been supervising WGRG since last June through J. Porter Smith, who will become commercial manager. He has contracted to manage the station for five years, and has purchased a controlling interest in the company. He recently announced that WGRG is a 250-watt daytime station on 1370 kc, but has applied to the FCC for fulltime on 880 kc.

James C. Kassel

JAMES C. KASSEL, 31, of the WGY staff, Utica, N. Y., and his wife were found dead in their home March 21. They were found fully clothed in a bed room where a gas fire was burning. Death was due to inhalation of gas fumes, according to a report filed by the Oklahoma City coroner. Mr. Kassel, whose father operates a large Oklahoma City Music Store, joined the WGY staff orchestra in January, 1937, after acquiring a national reputation among musicians with several name bands. He left the better known organizations in order to live in his home town where he intended to take over the managerial duties of his father's store.

George T. Corcoran

GEORGE T. (Red) CORCORAN 38, Hollywood radio writer and former network comedian, died a Queen of Angels Hospital, Los Angeles, on March 27. He had been convalescing at the hospital for several weeks following an emergency appendicitis operation. He had been in radio for approximately eight years, having been a featured comedian on the old Hi-Jinks program on Don Lee. More recently he turned his talents to writing and was with the Al Jolson program in that capacity since September, 1938. Surviving is his widow.
WKY's transmitter building, with towers supporting auxiliary antenna. 300 feet back is WKY's regularly-used Truscon vertical radiator, shown at right.

WKY once needed an extra tower . . . and had one to spare! When lightning blew out the condenser in WKY's new vertical radiator, the signal was automatically switched over to stand-by equipment . . . to a set of $6,000 towers maintained for just such an emergency. Not many radio stations carry a spare tower . . . but then, nor many stations can match WKY's readiness to meet any emergency.

To bring WKY's listeners up-to-the-minute details of storms, floods, fires and human interest situations, one of the country's finest 200-watt mobile transmitters stands ready at all times. Intricate and costly control boards automatically throw spare equipment into operation at the first sign of difficulties.

The harmonious operation of men, methods and machinery in Oklahoma's finest radio station is responsible for its nation-wide acceptance as Oklahoma's most listened-to station. WKY is the station with a tower to spare. It controls a listening audience with money to spare for products exploited over it.

WKY Oklahoma City

NBC AFFILIATE  900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.  THE DAILY OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN  MISTLETOE EXPRESS SERVICE  STATION KVOR, COLORADO SPRINGS
RADIO STATION KLZ, DENVER (AFFILIATED MANAGEMENT) REPRESENTED BY THE KATZ AGENCY, INC.
EDLY ROGERS, manager of KALB, Alexandria, La., and sports announcer for Louisiana Network, recently completed a series of eight transmitted interview programs featuring members of the New York Giants in spring training camp at Baton Rouge. Two players were interviewed on each quarter-hour disc, and the programs are used by Louisiana Network stations to publicize the Giants’ exhibition games.

BEN PURNELL, formerly soloist with the Bulloch Rogers and Richard Cole orchestras, has joined WHBL, Sheboygan, Wis.

J. LEONARD TAYLOR, formerly chief announcer of WKT, New Castle, Pa., has been promoted to program manager. Grant Thomas, 30-year-old announcer, has been named news editor, and Sherwood Durkin, production manager.

TY TYSON, sports commentator of WJR, Detroit, is in Lakeland, Fla., at the Detroit Tigers spring training camp, supplying first-hand last-minute news for his daily spot show, conducted in his absence by Harold Priester. He also is presenting daily five-minute transmissions, Ty Tyson’s Baseball Previews.

ROBERT DWAN, producer at NBC, San Francisco, recently returned to his duties following an appendectomy.

PAT FLAHERTY, production manager of WOAI, San Antonio, recently married Anna Kaye Carroll, of the WOAI continuity staff.

BOB ANDERSON, newscaster at NBC, San Francisco, and Margaret Hanley, secretary in the CBS sales department, San Francisco, have announced their engagement, with the wedding planned for autumn.

EDWARD C. AMES, news commentator of WSPD, was named Torrence Park announcer for 1938. He is shown here (right) receiving the Achievement Award of the Junior Chamber of Commerce for his work in inaugurating and putting into successful operation the local hospital service plan. The award, a gold key, was presented by Burton L. Ford (left), national counselor for the Junior Chamber.

(pa.)

JOHNNIE ERP, who has been in charge of NBC news service for the Observer program in Kansas City, rejoined the NBC-Chicago staff March 26 when the Kansas City origination of the program was discontinued. Chicago and New York will continue as points of departure for the Observer Farm Radio News heard five days weekly on NBC-Blue stations.

STUART DUNBAR, sports announcer of KSAL, Salina, Kan., has been assigned to handle all home and away games of the Salina Mules of the Western Association.

RICHARD SIMPSON has returned to the Spiritual Life Department of the Southern Canada Baptist Association, New York City, after a five-month trip to Europe. Mr. Simpson had been a member of the European Division of the Southern Baptist Sunday School Board for the past three years.

WALTER GATES, formerly assistant supervisor of announcers at NBC, San Francisco, recently announced that his duties have been increased to the post of supervisor of announcers and night programs. He succeeded Richard Sp küçük, who left the staff recently. Grant Pollock was named Gates’ assistant.

THE CALIFORNIA RADIO SYSTEM
McClatchy Broadcasting Company
Sacramento

EDWARD SINGER, formerly connected with the NBC and Columbia Broadcasting Systems, has been retained by the California Radio System to serve as an advertising representative.

CRS is now the only regional network which offers stations in each of California’s eight leading markets.*

The nine CRS stations give the advertiser CLEAN-CUT coverage of the Golden State— the kind of coverage that pays BIG stations, located in the BIGGEST markets, where 92% of California’s population resides!

*The eight markets
Los Angeles - Long Beach
San Francisco
San Diego
Sacramento
Fresno
Stockton
Bakersfield
Santa Barbara

In California it’s...
FORREST W. CLOWGH, formerly of the merchandising department of the State Auto Ins., has been named educational director of the network, in charge of all college broadcasts, educational feature films and schools, and broadcasts of student interest.

LEE BENNET, formerly with WBOA, Rome, Ga., and WRDX, Augusta, Ga., has joined the announcer staff of WHYN, Albany, N.Y. Pollock, journalism graduate of the University of Georgia, is now a staff announcer at WSBA, Atlanta, under the same direction as WAGA.

BOB BULON, Chicago, base- ball announcer, has been in Los Angeles, during the training period of the Chicago Cubs and White Sox.

AL GODWIN, announcer of WVL, New Orleans, is to marry Thora Spalding in a private ceremony.

ROBERT BARNES, Hollywood writer, has sold his radio serial, The Great Gatsby, to 4XY, Melbourne, Australia, thru its representative Howard C. Brown, located in the former city. Station has also acquired American rights to the serial, Life of Leonardo da Vinci, by Mr. H. A. Udry, of Chicago.

CONSTANCE SPAY, woman commentator, on March 23 started a new series of weekly morning programs over WBOA, New Orleans, giving advice on flowers and home furnishings.

MANNY PROCHNIA, formerly assistant traffic manager of WNK, Oklahoma City, has been transferred to WOKY, Oklahoma City, as director of radio activities.

JERRY LYNOTT, Hollywood writer-producer, has joined the staff of Adeline M. Alvord, author and producer of the Five Little Puppies, as director of radio activities.

KEN HOUSEMAN, formerly of WJS, Columbia, S. C., and WJIM, Lansing, Mich., has joined WHA, Greenfield, Mass., as director of its continuing staff of KUOK, Des Moines, Iowa.

HOLLIS (Doc) HULL, formerly a junior announcer at WCJZ, Carthage, Ill., has joined the announcing staff of KWOV, Jefferson City, Mo., and has been assigned the vacancy of the announcing staff.

JACK DONNELL, chief announcer at KWSO, Jefferson City, Mo., and former producer of the continuity staff of KUOK, Des Moines, Iowa, has been assigned the vacancy of the announcing staff.

Gerald Christie O'Brien, head of the artist bureau of WIGA, Ashtabula, O., has been transferred to the announcing staff of the station's10-city television division to head production at Cleveland, Tarrant, and Lexing- ton, and to fill the position of the vacancy of the announcing staff.

JACK MCELROY, formerly of KPH and KANS, Wichita, and KGFF, Fort Worth, Tex., has been assigned the announcing staff of KTUL, Tulsa.

JOHN CONTE, Hollywood announcer, has joined the announcing staff of the CBS Div. News program sponsored by Lever Bros.

Eddie Butcher, student announcer of KWPI, Pullman, Wash., is a member of the Washington State College ROTC rifle team which recently won first place in the Pacific Northwest Area collegiate matches.

MAURICE HAZAN, formerly of WCBS, New York, has joined XERB, Mexico, as joint announcer, KONG, Long Beach, Cal.

Marvin Dewitt, RAE, promotion manager of WZMX, Dallas, March 29 married Marjorie Bellows of Plano, Tex., and Lazarus, of Chicago.

Burke Crofts, photo editor of NBC's press department, on April 1 is being transferred to the network's studio production staff to become head of production on the mobile unit, which NBC is expected to see with outside video pickups under all conditions of light and weather.

Bob Moon, formerly chief announcer at KPH, has joined the CBS Hollywood announcing staff.

Harold Fair, program director for WLS, Chicago, has joined the announcing staff of WLW, Little Rock, Ark.

Ann Montgomery, formerly of Radio Digest, Chicago, has joined the Hol- lywood Service as writer. She replaces Rob- erta Woodburn, resigned.

Rynn Williams, formerly of the management staff of WJAS, Brooklyn, has joined the announcing staff of KFRO, Long- view, Texas, as the announcer for Frank Hol- ly, who recently resigned to free lance.

Dave Roberts, formerly of WBOA, has joined the announcing staff of KDSP, Los Angeles. He succeeds Tom Frand- sen who resigned to free lance.

Tom Mathews, newspaperman, has joined WLS, Los Angeles, as an announcer and will handle sports as- pects of its KFRO-AM.

Ben Freeman, Hollywood writer, has been added to the script staff of CBS Texaco Star Theatre, sponsored by Texas Co.

Louis Pierce, announcer of WIP, Philadelphia, has resigned to move to Texas. His place was taken by Lee Thomas of CBS.

George Spears has discontinued his weekly Between the Lines pro- gram for March 30, but has stated he will now in New York to complete de- tails for publication of his book, which reveals the Americanization of an Eng- lishman. Spears is Engaged in London.

Florence Cummings, traffic manager of WSB, Syracuse, is re- covering from an appendectomy, and will be in the studio in about a month. Al Parker, announcer, is back at work after a similar opera- tion.

Del Camp, formerly program di- rector of WJDE, Waterbury, Vt., has been transferred to KSB, St. Louis.

Christian Phillips, account executive of Davis & Schwenger, Los Angeles, producers of tax-free music and transcription, is in the Pacific Northwest contacting station man- agers. He has been sent to his headquar- ters in early June.

Eddie Lomax, formerly of Mutual, Los Angeles, announcer of the Mutualized programs, has joined the announcing staff of WSB, Atlanta.

Dresser Dahlstead, NBC Hollywood announcer, has been assigned to the Rudy Vallee Variety Hour, sponsored by Standard Brands.

Mrs. Helen Watts Schrei- ber, home economics expert of Des Moines, is expected to re- turn to her May 1st program for early April after a recent emer- gency appendectomy.

Bob Lee, formerly of KTUL, Tulsa, WMBY, Joplin, Mo., and WHBF, Rock Island, Ill., has joined WJAC, Quincy, Ill., as sports announcer.

Ed Scheuing, who has conducted his own sports and music business for the last four years, has been appointed director of programs and persons in WMOA, West New York, and will also build commercial programs.

Alan Scott has been placed in charge of publicity relations at WCAM, Philadelphia.

Bob Becker, whose Chats About Dogs are heard every Sunday on NBC for John Morrell & Co.'s Red Heat sausage, was recently elected president of the English Springer Field Trial Club of Chicago, Illinois.

WBAI, Baltimore, has assigned Mary Landis, director of its women's pro- grams, to special duty and has also been assigned to The New York Times to gather latest fashion information for her broad- casts.

Personnel Shifts Are Made by WLW

Miss Strawley, Guenther and Mr. Garner Get Appointments

APPOINTMENT of Buehl Straw- ley, former merchandising direc- tor, as promotion manager of WLW, Cincinnati, was announced in March by James D. Houset, Crosley vice-president in charge of broadcasting. Simultaneously, Mr. Houset announced the appointment

Mr. Guenther

Miss Strawley

of Wilfred Guenther, former promotion director, to the newly-cre- ated position of coordinator of fac- simile and television.


He succeeds John Conard, resigned.

Miss Strawley joined the WLW staff in October last year, after a varied experience in advertising and merchandising. A native of Co- lumbus, she got her start in merchandising with the Hudson Dep- artment Store in Detroit and afterward engaged in agency work in Chicago. After serving with the display and editorial departments of Sears, Roebuck & Co. in Chicago, she joined Kroger Grocery & Baking Co., resigning as copy chief in its advertising department after eight years on the staff, when she joined WLW.

Mr. Guenther joined Crosley last year, coming from Frederick W. Ziv Adv. Agency in Cincinnati. He was formerly with the West Virginia Broadcasting System and program director and was appointment manager of WSAI, Huntington.


Mr. Garner was for 33 years with Procter & Gamble Distribut- ing Co. before joining Krause. He also has been with Joseph H. Mc- Gillivray and John Blair & Co., station representatives.

BROADCASTING • Broadcast Advertising

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Rule on Disc Announcements Should Be Lifted, King Urges
Would Not Include Phonograph Records, However; Opposes Net Disc Activity at FCC Inquiry

ELIMINATION of the mandatory rule requiring identification of transcribed programs by specific descriptive announcement was urged by Gerald King, head of Standard Radio, transcription firm, and president of the Association of Radio Transcription Producers. He appeared at Hollywood, in a special out-of-town appearance at the FCC network inquiry March 14.

Mr. King, under direct examination by his counsel, Ben S. Fisher, and cross-examination by Commissioners Sykes and Walker, and S. K. Vincent, radio editors, could also term labor union's demands on transcription concerns "probably the highest of any industry" and was surprised at the response of transcription services by national networks.

Opposes Discrimination

Since transcriptions are simply another method of broadcasting, there is no reason for discriminating against any programs by requiring the "mechanical reproduction" announcements at both beginnings and ends, Mr. King commented, although he urged that phonograph records, not produced expressly for radio, remain under the present announcement requirement. He felt both live talent and transcribed programs could well be identified at the end of each broadcast in order to let the listener know where the feature is originating, he continued. Although electrical transcriptions, produced solely for radio use, should have some consideration over phonograph records, there is no good reason for discriminating against good programs solely because one is recorded and the other "live", he declared. Drawing an analogy to motion pictures industry, he said it would hardly be necessary to require a movie's title to include the explanation that "this is an electro-magnetic reproduction of the voices you will hear!"

Describing the burden placed on transcription concerns by labor organizations, he said the "excessive" transcription rate of standard pay for artists, under the recently invoked scale, amounted to $18 per man per hour with no allowances for rehearsal, no part-hour rates, and a limit of one quarter-hour transcription in any one hour period. Asked if this did not result in a diminishing use of talent, and a consequent disadvantage to the artist, Mr. King said this was true, but that the union's only comment has been, "That's our business; you go ahead and make the transcriptions!"

National networks should not be in the recording business, Mr. King declared flatly, and their operation in this field amounts to "unfair competition". They do not have the same interests as independent concerns. All things being equal, network affiliates naturally favor the network recording division over the independents in placing their transcription business, he observed.

Growth of the transcription industry is retarded by several static conditions, he said. The mandatory announcement rule, which "stigmatizes" transcribed programs in the public view, is one; the instability of network operating companies, inability of advertisers to clear time on stations, even in cases where they would purchase more satisfactory and economical coverage by using transcriptions than by using network programs; recent demands of unions and performing rights groups, and new network policies, which, in the case of NBC, already do, and for "prosecution" would exclude independents from transcribing network programs for an advertiser-client.

Power of Networks

Departing from their original concept of selecting recordings as an ingredient in the programming, the networks are increasingly using them as an eye primarily to securing commercial business and economic return, "CBS and NBC now are out to make a station sincere to keep them from MBS, as I see it," he commented. For the amount spent on network wires it would be "scarcely possible" both to produce "a far greater number of programs" by the transcription method, he said, estimating that for an annual $15,000 expense the mechanical cost four separate channels of a 17-hour-a-day transcribed program service could be maintained.

The ill effects of the denial of lines into network studios, and the "probable" denial of CBS if it acquires World Broadcasting, if it comes from the Hollywood independents' viewpoint, amount only to the loss of "considerable revenue from rerent not recording", although the advertising client "has no choice in determining where the listening shall be," he said.

The "hobby" character of any NBC program, it's recorded by NBC or not recorded", he declared. He called it an unfair practice because it "forced" the advertiser to do all his radio business with one company. "If NBC were not in the business, you'd think CBS would be," he continued.

Remarking on the long strides made in the transcription business "since the old NBC recording days", Mr. King said the present trend was toward reducing the surface and background noise level and automatic picking and music reproduction in transcriptions. Although lateral recording is predominant in the industry, vertical recording is about 6 decibels better than the earlier, he said, but vertical process, developed by Western Electric, is exclusively licensed to World, with the exception that some stations are licensed to use the process through its license to record for wired radio.

To illustrate that "the transcription industry has been progressive and aggressive" during the last decade, he pointed out that the first trans-Atlantic broadcast was accomplished by transcription in 1929. He added that from personal talks with members of "the large British colony" in Hollywood, he had learned that the English, when they want entertainment, prefer the broadcasts of "Americanized" programs on continental stations to BBC programs. These programs, "100% transcribed", are broadcast without syndication, he said, and announced, he added, and no stigma occurs in the minds of listeners.

Technical Standards

Although the FCC requires high standards in technical equipment, it exercises "no regulation of 60 to 60% of the programs on stations today", he commented, and suggested that it set up standards for transcription reproduction as well as for telephone line service in order to insure reproduction and pick-up of a "very high quality in keeping with the broadcasting potentialities of the stations.

Network management of talent does not operate to the disadvantage of independent transcription firms, since they can secure the services of "high standards" independent artists services, he said, the only danger lying in the possibility that a talent monopoly would raise rates generally.

Use of phonograph records by stations, he said, is an unfair trade practice because the artist often competes with himself, as in cases where his records are being played simultaneously with his appearance on a network show; transcription producers pay higher copyright fees than record companies, and although use is restricted, transcription firms pay higher union fees for musicians. Pointing out that small stations would be hardest hit, he said broadcasts of recordings should be regulated, both as to time and manner of use, and declared finally, "radio would be well off if they were prohibited", since listeners would be served better by transcriptions made expressly for radio.

Pointing to the NAB's recorded library, recently acquired by Langlois & Wentworth, as "a bulwark of public domain and tax-free music that will be available in case the independent record companies come to you with the greheds with ASCAP", he remarked that the independents also had begun recording their own material and this material "which will stand the broadcasters in good stead in case they need it!"
Management Contracts Studied by FCC

Inquiry Speeded Up as Intervenor Groups Are Heard

By LEWIE V. GILPIN

APPELLANTLY headed for conclusion within the next fortnight, the so-called FCC network-monopoly inquiry in two weeks raced through testimony of intervenor groups as well as management and operation contracts to clear the decks for the FCC's own relentless covering data compiled from FCC questionnaires.

The course of the inquiry is rapidly narrowing as it winds to a close. Testimony ranged from an objective outline of NBC’s function as a manager and programmer of independently-owned stations to appeals for self-regulation within the industry, as well as dissertations on the merits of absence ownership, and arguments that the present allocation system not only discriminates between commercial and non-commercial operators but also diverts the Commission open to outside influences.

Transcription Phase Next

The transcription phase of the inquiry—and the final episode—is scheduled for the week of April 4, following the FCC rebuttal presentation. Definitely scheduled to testify are NBC Thesaurus and World Broadcasting System, particularly in connection with the NBC-CBS presentation. Philip J. Hennessey, NBC counsel, plans to have as the principal Thesaurus witness C. Lloyd Egner, manager of the electrical transcription department. In addition several other independent transcription concerns have filed appearances, but it is not yet known definitely whether they will testify.

Following the March 14 out-of-town appearance of Norman Baker, former operator of a station in Muscataine, Iowa, and now operating a Mexican border station, CIO, and the Socialist Labor Party, Mr. Baker has been notified that he may appear April 4, but definite appearances for the Baker two have not yet been scheduled, although they also may be heard April 4.

Civil Liberties Union Charges FCC Censorship

APPEARING for the American Civil Liberties Union, Roger N. Baldwin, director, told the Network Inquiry that “the Communications Commission is doing through the back door what Congress had prohibited it doing through the front door” in exercising a censorship control over radio programs, as he charged it did in the Mae West incident. He spoke in general support of complete freedom of the air.

The Union follows three angles of approach in considering the question of free speech and censorship on the air, Mr. Baldwin declared: Federal legislation by Congress; rules and regulations set up and enforced through the FCC, and regulations of individual stations. He said the organization was opposed to government control but did think the potential influence of free speech, as well as control of the industry by a private monopoly or monopolies, and remarked that “the tendencies toward monopoly in the industry have reached a stage where they should get attention.”

Speeches of FCC officials and certain published letters of the Commission, he said, “have the effect of duress” in determining what shall and what shall not go on the air. While it might be all right for an operator or a network to exercise a censorship on certain radio material “for the good of the industry”, censorship is not properly a function of the FCC, he held.

Short Licenses Hamper Freedom of Air

The main difficulty with restraints on freedom of the air arises from the present six-month license arrangement, he said. Stations constantly on guard against broadcasting anything that might conceivably be held against them at license renewal time. Recommending three-year licenses, with the burden of proof shifted from the station to the FCC in matters of revocation or non-renewal, he said there also was a need for a firmer definition of “public interest, convenience and necessity.” He added that it was “exceedingly dangerous” to leave the determination of the meaning of such a term so completely to the discretion of the Commission.

Although the FCC itself could do much to improve the regulatory function under the present law, the Communications Act needs amendment, he said. He suggested that amendments be made requiring that the time for discussion of public questions and controversial issues; that all stations keep a record of all applications for time, whether time is granted or not, and that stations be relieved of liability for libelous statements in cases where there should be uncensored discussion.

Sees Restraint of Trade In Restrictive Contracts

Although the Union believes restrictive network contracts, calling for exclusive affiliation of a station, to be in restraint of trade, he said it has not decided what should be done about it.

Cross-examined by Mr. Funkhouser, FCC counsel, Mr. Baldwin said three definite limitations on free speech were recognized by his organization—obscenity, libel and slander, and direct incitements to the commission of an overt act in violation of law—and that although the Union ordinarily championed the right to free speech of any person, regardless of political belief or creed, in such cases it would have no part in them.

He recommended that instead of trying to keep controversial subjects off the air, stations should concentrate on presenting both sides of the question, leaving to the stations the question of whether a program should be allowed to go on the air and leaving to the Government prosecution of actions arising from utterances that may be made in violation of the law.

Referred to the “rotten hotel” remark ad libbed by a performer during a network program, Mr. Baldwin said that the network was sued and held liable, he said that under his recommendations for changes in the law the artist rather than the network should be held liable.

By Funkhouser, who made the case of Elliott Roosevelt, president of Texas State Network, broadcasting a regular news commentary program which often touched upon political matters, Mr. Baldwin declared that the ownership of a station or a network

WESTINGHOUSE-NBC broadcasting contracts, under which the network handles program management of KDKA, WBZ, WBZA and KTW, is doing much to a potential threat (center) vice-president of the Westinghouse stations. At left is George S. Law, Westinghouse general counsel, and at right John J. McCoy, New York attorney for Westinghouse.

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Evans Charges Efforts To Influence Commission

Following Mr. Baldwin on the stand March 15, S. Howard Evans, secretary of the National Committee on Education by Radio, precipitated a heated discussion between Commission counsel, chairman McNinch and Commissioner Walker, and himself with charges that large broadcasting companies exchange an influence "unimproperly," on FCC operation by keeping a well-organized legal and technical staff in Washington to maintain their advantageous frequency assignments through inculcating a "commercial psychology" in the minds of Commission personnel.

Appearing without counsel, Mr. Evans read a prepared statement, setting out academically his organization's arguments in favor of establishing objective social economic standards paralleling the present technical standards, to be the basis for FCC action in allocating station facilities.

Under the present system, with only a comparatively few of the "most desirable" channels available, the FCC "necessarily" must favor some operators over others, to the detriment of non-commercial stations, he declared, under a cross-examination by Mr. Funkhouser. He said also that the present "commercial psychology" within the FCC is concretely evidenced by the terminology, "regular broadcast commercial band," used in referring to the regular long wave broadcast band.

Pointing out that "RCA, for example, keeps the best men they can get, both lawyers and engineers, in Washington" to keep in touch with the FCC, in order to maintain the favorable assignments their stations now hold, Mr. Evans declared that so long as the Commission operates on the present regulatory basis, necessarily favoring those who pay over another, it lays itself open to pressure that "possibly" could be exerted by such groups. Listing stations whose present facilities RCA would be particularly interested in maintaining, he included WEAF, WJZ, WMAG and KOA.

Referred to Application By State of Wisconsin

Asked to state definite cases, he cited the application of the State of Wisconsin for the facilities of WMAO, on which to operate a non-commercial station, as a "threat" to a present holding of a large commercial operator. Although Mr. Evans made no direct charge of outside influence affecting the Commission's pending consideration of this case, he declared that he had been told that certain Washington radio lawyers "couldn't take the case if they wanted to" because they were receiving "big retainers" from the large operators, and their identification with the wrong side of the case would work to their economic detriment.

Mr. Evans recommended that if the present regulatory procedure is to be maintained, provision be made that stations with the "more desirable" frequency and power broadcast assignments be required to carry a greater proportion of strictly public service features.

In his prepared statement, Mr. Evans asserted the present allocation system imposed "a severe limitation on any possible opportunity for freedom of speech on the air," and explained that conflict between admittedly "a sound system of allocation and what seems to be a sound and reasonable theory of commercial competition in the use of facilities" grows out of the fact that the FCC allocates the facilities to be used but has no adequate control over the use to which they are put, thus granting to appear power to one person and 100 watts to another, with the knowledge that both stations are going to compete directly for advertising revenue, as they must necessarily do, the FCC "is helping to determine the outcome of commercial competition before it begins and thus is destroying the principle of commercial competition on which the system of American radio is supposed to rest."

Technical Aspects Are Said to Dominate

"The Commission has to depend for the justification of all of its actions, some of which have strong social implications, largely upon the standards which have been developed for technical operation," and he commented in justifying his stand for additional objective social-economic standards. "Every case it must emphasize the importance of the technical aspects and minimize the social and economic factors because this is the only practical way to support a decision with the objective factual evidence necessary to sustain it if taken before the courts."

"Legitimate criticism can be directed at the Commission for its failure to develop objective standards for every factor to which it gives weight in any of its decisions," he continued. "Without standards there is almost certain to be inequality, however unintentional, be the treatment of those who come before the Commission."

When the Congress of Industrial Organizations moved to appear March 16 for its scheduled appearance, a group of Washington women representing local Parent-Teacher organizations testified briefly to protest against "undesirable children's programs," listing among the "unsatisfactory" listening for children Tom Mix, Buck Rogers, Lone Ranger, Jack Armstrong and Gunsmoke; they explained their objections arose chiefly because they were "too exciting" for juvenile listeners. Commissioner Sykes, at conclusion of their testimony, suggested that they take up the matter with local stations and the national networks.

As the hearings recessed to March 21, Mr. Funkhouser entered the record the information that L. L. Coryell & Son, of Nebraska, a former applicant for a permit, would not appear but had asked permission to file a statement for the record.
IRNA Spokesmen Favor Industry Self-Regulation

Resuming March 21, the Committee heard representatives of IRNA wind up the testimony of intervenor groups before entering the next phase of the inquiry-operation and management contracts. Although originally signifying its attention to appear as an intervenor, the American Guild of Musical Artists failed to report and its appearance was withdrawn.

Appearing for IRNA, under examination by George W. Norton Jr., IRNA counsel, Rosenbaum and Mark F. Ethridge made a general plea for self-regulation within the industry and recounted the strides made by the NAB network-affiliate organization in dealing within station-network relationships.

Mr. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, briefly described the organization, composition and operation of IRNA. He said the organization was "democratizing the operation of networks" by giving the network an opportunity to hear as a group the affiliates' suggestions on operating policy and the stations a chance to present their views so they will command the attention of the networks.

He emphasized that it was not the intention of the representative committees to act as a collective bargaining agency for the affiliates as a group, or for any individual affiliate with regard to business dealings involving compensation or other questions of private contract between the affiliate and the network. Mr. Rosenbaum explained that the plan of IRNA was addressed only to subjects in which the Federal licenses and interest of the public is affected.

Cross-examined by Mr. Funkhouser, Mr. Rosenbaum said IRNA makes no suggestion to the FCC as to how it should consider the network question, but merely enters a "report" directing attention of the Commission to the efforts toward self-regulation by mutual discussion now being carried on within the industry. "See how far self-regulation within the industry will go before bringing in the government to regulate," he commented.

Mr. Ethridge, vice-president and general manager of the Louisville Times and Courier-Journal, licen-
see of WHAS, Louisville, and vice-chairman of IRNA, told of the genesis of the organization stemming from AFM difficulties in the summer of 1937.

Originally Formed to Dicker With Union

The independent affiliated stations came together at that time, he explained, primarily to negotiate with the unions, since the networks as such, except for their managed and operated stations, had no power either to represent or negotiate for the stations. Committees drawn from the stations represented negotiations with both the AFM and the networks, he continued, and "after weeks of negotiation finally arrived at satisfactory conclusions with both the networks and the union."

"From that experience there came to the networks affiliates the realization that they should have, and, in fact, badly needed a permanent organization to deal with their particular problems," Mr. Ethridge commented. "The NAB represents the industry upon a broad basis and in all questions affecting the industry as a whole, but there are particular problems affecting only the networks and their affiliates. To deal with them IRNA was set up as a section of NAB."

Stating that network affiliation is "a purely voluntary matter", with contracts "made on a cold-blooded basis of economics", he said the feeling is that the quest for of allocating time as between network and affiliate can be worked out by policy boards. Generally speaking, "exclusivity" provisions in network-station contracts are in the public interest, he declared, and in cases of a contract "deliberately entered into to exclude some other network from a given area" the facts in each particular case would determine whether or not it were in the public interest.

"As long as the contractual relationship between the affiliate and the network is a voluntary agreement, I believe it would be decided against the public interest for a governmental regulatory body to state whether or not the affiliate was to enter into any network contract; whether the affiliate was to enter into a contract with this chain or network or some other one, and what the terms and conditions of that contractual relationship should be," he said. "Such a procedure would remove from the affiliate the exercise of any discretion or judgment and would substitute therefore the judgment of the members of a regulatory body, many miles removed from the actual scene of the conduct of the business, and from an intimate knowledge of the public needs and reactions in any given community."

The matter of exclusivity contracts should be left to the industry, he said under cross-examination, and although it is the duty of the regulatory body to determine whether public interest is served, that does not mean that a place should be opened arbitrarily for a third network, particularly when its operation would not be economically feasible.

Roosevelt Explains KPLT Management Pact

"Give us some time and see what we can do," he concluded, asking that the FCC leave some space within the sphere of regulation for self-regulation within the industry.

Opening the testimony on con-

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N. D.
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9000 WATTS DAY
1000 WATTS NIGHT

Hong Kong

BROADCASTING • Broadcast Advertising

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gross income of the station had been increased about 500% under the new operating license, corroborating Mr. Gillett's statement that "Mr. Stenger hires and fires".

University Control Of WWL Is Recited

Rev. Harold A. Gaudin, S.J., president of Loyola University, licensee of WWL, New Orleans, in another brief appearance, described the management contract with WWL Development Co., Inc., as "a convenience" that relieved the religious order from directly engaging in commercial business. Observing under examination by Paul M. Segal, WWL counsel, that the contract gives the management corporation "not even the power of a station manager", Fr. Gaudin said the University, as licensee, held full control over programs and operation. All profits accruing directly to the University, he added, and "not one penny" is paid any director of the corporation.

He pointed out that all commercial matters of the University are handled by the Marquette Assn. for Higher Education, founded for that purpose in 1907, and with the WWL Development Co. formed primarily to look after the commercial operation of the school's radio station, this "business organization" advised the University on all other commercial ventures than radio.

Representatives of the University, including himself and Fr. F. A. Cavey, S. J., who superintends the station for the school, are present at all board meetings, he continued, and with the board discussing program policy, Fr. Cavey becomes "contact man" between the board and the station manager.

Gives History of Station's Operations

In response to Mr. Funkhouser's request, Fr. Gaudin outlined the history of Loyola's radio station operation. He said it began in 1922 with "a transmitter secured from a visiting boat", operating solely as an educational service. By 1929, with operation continuing "at a distinct financial loss to the University," it was decided that the station could be operated commercially if proper arrangements could be made to remove the religious institution from direct participation in the station. The WWL Development Co. was formed at that time, with prominent locals laying on its board, and the station began operating commercially. "As an actual fact the station is operated by the University," he said, and there is no reason for issuing the WWL license to the corporation, rather than the University, he said. Concluding the March 21 session,

FOR WWL, New Orleans, 50,000-watt, Rev. Harold A. Gaudin, S. J., president of Loyola University, which operates the station, appeared to testify before the FCC Network Inquiry, apropos WWL's management.

Henry C. Crowell, managing director of WMJ, Chicago, and assistant to the president of Moody Bible Institute, testified briefly on the operation of the non-commercial station by Moody Bible Institute Radio Station Corp. Pointing out that the trustees for both Moody Bible Institute and the station corporation were the same, he described a new lease, of March 17, 1939, definitely reserving control of programs and policy to the Institute as licensee. He explained that no question had been raised about the station's continued status as the result of the institution's application last fall for a high frequency non-commercial station. The new lease was drawn to remedy "the apparent confusion in the minds of the Commission", he said, adding that "as I see it, it (control of program policy) has always been with the licensee".

Agreement for Control Of WFBR, Baltimore

Appearing March 22 for Baltimore Radio Show Inc., licensee of WFBR, Baltimore, Richard L. Marbury, Jr., Baltimore attorney, described the 10-year voting trust agreement, dating from November 1934, under which the corporation operates. Mr. Marbury, under direct examination by Reed Rollo, Washington attorney, recounted earlier efforts by interested parties to gain control of the corporation which resulted in an original voting trust agreement, dated Dec. 8, 1933, subsequently superseded by the later agreement. He declared that with voting trust certificates issued to participating stockholders, "control of the station was transferred to the voting trustees on Dec. 8, 1933".

E. J. Regan, co-licensee of WQDM, St. Albans, W. Va., with A. B. Bostwick, outlined operation of the station under a contract with Mr. Gillett similar to his WBAX pact. Under the contract, executed May 1, 1938, he receives a salary of $30 per week plus commissions as a salesman for the station. Mr. Regan said, and Mr. Bostwick also receives an equal weekly salary, with 50% of net profits going to the co-licensees. The remainder of the profits, none of which is divided until indebtedness is cleared, are divided on a 60-40 basis between Mr. Gillett and G. S. Wasser, WQDM manager, he said.

Mr. Wasser, who followed Mr. Regan to the stand, reported among the improvements resulting from the "more efficient operation" a drop in the use of recordings from 90% of the time to 10%, a "great increase" in live shows, a development of sponsored shows from scratch, and mail response to WQDM programs increased from 50 letters per month to 6,000.

Mr. Wasser said he "confers" frequently with Mr. Regan and Mr. Bostwick, and most of the station's problems of program policy are settled between them, and he makes weekly and monthly reports on operation and business to Mr. Gillett. He pointed out that although

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overhead has jumped from $1,000 to about $2,000 per month, the station's income has risen also, and at present it is operating "about on the line" between profit and loss.

Mr. Gillett, appearing briefly again, said he had put up about $6,000 in cash and underwritten credit liabilities of about $2,000 more for the station.

Morton Tells of NBC's MOP Contract Provisions

Alfred H. Morton, NBC vice-president in charge of managed, operated or programmed stations, testified briefly on the contractual relations between NBC, General Electric and Westinghouse. Under examination by P. J. Hennessy Jr., NBC counsel, Mr. Morton discussed the basic contracts with these companies, explaining changes resulting from supplementary agreements.

The contract with General Electric, introduced as an exhibit, and dating from Nov. 21, 1932, provided as of Jan. 1, 1933, for lease of KOA, Denver, and KGO, San Francisco, to NBC, and programming of WGY, Schenectady. With "unlimited supervision of programs" on KOA and KGO, NBC agreed to pay operation costs of the two stations, while in the case of WGY, NBC merely furnished programs, with cost of operation and maintenance along with "unlimited supervision" reverting to General Electric.

Annual payments by NBC to General Electric, according to the 1933 contract, included $50,000 for technical operation of WGY; 10% of the reproduction cost of the station (exclusive of land), set at $865,000, for depreciation; 5% of reproduction cost (including land), set at $730,000, for interest on GE's total investment; an "additional sum" of $85,000, and 25% of the additional revenue resulting from a raise in station rates. With NBC reserving the sole right to determine advertising rates on the stations, under the contract, GE agreed to pay $2,500 per month for broadcast on WGY of certain GE programs. NBC also agreed "upon termination of this agreement" to assign to GE unfulfilled contracts for time on the stations. Provision also is made that if GE acquires substantially and regularly the same territory served by one of the three stations included in the contract, NBC has the right to cancel the contract with one year's notice. The same cancellation provision is applicable for "a fundamental change in the art which shall seriously impair the value of the station". At expiration of the agreement NBC is to reassign the licenses of KGO and KOA to GE.

Agreement Covering Westinghouse Stations

Under supplementary agreements staggering the expiration dates among the stations, the contract for KOA expires June 30, 1943; for KGO, June 30, 1945, and for WGY, Jan. 30, 1942, according to Mr. Morton.

The Westinghouse contract of Nov. 31, 1932, covering KDKA, Pittsburgh, WBZ, Boston, WGBA, Springfield, Mass., and KBY Philadelphiapplied for complete programming by NBC and complete control of the stations and of each of the station's transmitters and stations and of their equipment, apparatus and operation, including the unlimited supervision thereof by Westinghouse, at its own expense.

Prescribed payments to Westinghouse included $321,000 per year for technical operating expenses; 10% of present reproduction cost (exclusive of land), set at $840,000, for depreciation; 5% of present reproduction cost (including land), set at $895,000, for interest on Westinghouse's investment; an "additional sum" of $125,000; $32,600 representing the annual rent of Westinghouse's studio and office space leased for the stations, although NBC reserved the right to secure and pay for other quarters if it wished, and 25% of additional revenue resulting from rate increases.

Staggered expiration dates, provided in supplementary agreements, include Dec. 31, 1941 for WBZA, Dec. 31, 1945 for WGBZ, Dec. 31, 1942 for KDKA, and Dec. 31, 1945 for KBY, Mr. Morton said.

He also explained that other supplementary provisions have been entered into with both Westinghouse and General Electric, largely to make allowance for changes in facilities, which would be reflected in revisions of the definite figures of the original contracts.

Citing Mr. Morton's statement that NBC owned but did not operate KEX, Portland, KJR, Seattle, and KGA, Spokane, Mr. Funkhouse asked why NBC leased these stations in favor of securing coverage through affiliates. Mr. Hennessy answered that with "depression conditions" prevalent, NBC desired to withdraw from actual operation of the stations. During subsequent discussion with Mr. Funkhouse, during which he termed programs the "life stream" of a station, Mr. Morton declared that licenses need not necessarily be in complete control of the "life stream", particularly if the license can do a better job of programming.

Evans Describes Control Over NBC Programming

Walter Evans, vice-president of Westinghouse Radio Stations Inc., under examination by John J. McElroy, Westinghouse counsel, declared that his company exercised effective control over the NBC programming through the company's representative at each station and program supervisor stationed in Baltimore.

He said that his control was "somewhat greater than that of an ordinary network affiliate.

Westinghouse representatives make program suggestions from the time of the first audition, through rehearsal, to the actual broadcast, when company representatives actively monitor the program both from the studio control board and the transmitter, he continued. With both NBC and Westinghouse representatives at each station, differences ordinarily are worked out right at the station, he remarked, although "there are not many instances of differences". Although Westinghouse itself produces no programs, it "contributes substantially" to the WGY program building, he concluded.

GE's Supervision Over WGY Related by Bullock

Appearing for General Electric, with examination handled by L. D. Stagner, GE counsel, Boyd W. Bullock, assistant manager of broadcasting for the company, outlined in detail the operation of WGY under supplementary agreements. Contributing to GE's powers of program approval and censorship is its actual control of the technical operation of the station and the "close and frequent contacts with management". He pointed out also that many of the present members of the NBC program personnel at WGY were GE employees when the
company operated the station entirely by itself.

Speaking of the "negative controls" reverting to General Electric, he cited several cases where scheduled NBC programs had been knocked off WGY and asked about "affirmative controls," he cited inclusion on the program schedule, at the insistence of GE, of produce market reports of particular interest in the WGY service area.

Questioned further by Mr. Funkhouse about Mr. Ballard's declaration in the Elmira Star-Gazette that the new station presumably will handle programs of local interest, he said WGY will concentrate on giving a regional service. He also stated that although he could "go beyond hearsay" in speaking of the Elmira's attitude toward the new station, he presumed the present contract obligations would not be abandoned.

Thompson Explains WFBG Lease Operation

Paul D. P. Spearman, Washington attorney, appeared briefly before the Committee to correct an "erroneous" answer to a questionnaire filed by C. C. Morris, licensee of KADA, Ada, Okla.

Read from the questionnaire received from Mr. Morris, Mr. Spearman emphasized the licensee's statement that he did in fact exercise "full control" of the station, contrary to the statement made in the questionnaire that "the manager operates the station without consulting the licensee."

Winding up the week's session, Chairman Paul D. P. Spearman, Secretary-Treasurer of the National Association of Broadcasters, Baltimore, appeared briefly to outline a voting trust agreement under which the same combination of stockholders owned the station he had been operating since April, 1921, and which, he declared, has resulted in no transfer of control.

On March 28 Roy Thompson, for the last 15 years manager of WFBG, Altoona, Pa., explained the operation of the station by Gabe Broadcasting Co., licensee, under lease from the W. F. Gable Co., apartment store owners of the station. Pointing out under examination by his counsel, George O. Sutton, that the two corporations have the same officers and directors, he explained that Gable Broadcasting Co. was formed in 1929 to meet Federal Radio Commission's threat to have the W. F. Gable Co. that it was not qualified to operate a radio station under its charter.

The present lease arrangement was executed at that time, and the transfer of license authorized in April, 1932, with Gable Broadcasting Co. operating the station and doing the actual selling of time, but all bookkeeping done by W. F. Gable Co., which has a 50 percent interest in the operating company. Exhibits offered by Mr. Thompson indicated that the station in 1938 made a profit, which is carried on the books as the equivalent of rent for studio facilities, of about $17,700, which was satisfied in cash.

Also appearing March 28, H. P. Drey, president and general manager of Educational Broadcasting Corp., licensee of KROW, Oakland, Cal., outlined his functions under a management contract with the corporation, dating from April, 1924. The corporation, originally capitalized at $225,000, now has more than 200 stockholders, though only $55,000 worth of stock actually has been issued, he said. Owning about 30% of the stock, he declared that he owned more stock than the other four members of the board of directors together.

In addition, he operates Western Radio Publicity Service, an advertising agency placing "only a small part of" KROW's business, and he receives additional compensation above his salary as general manager of the Federal Radio Commission as the business agencies on the station, Mr. Drey explained.

KROW Management and Stock Ownership Outlined

Although under terms of his management contract with the station he was to get a salary of $800 per month, he said the actual cash payments to him have amounted to only $155 per month up to Aug. 31, 1934, and since then $150 per month. The difference due him, he explained, was supposed to be paid in cash, but over his protest he was paid in stock for the amount due during the first two years of the contract, from that time to September, 1938, by a note, and since then merely accrued credit on the books of the corporation. He estimated that the corporation now owes him about $12,000, including $10,000 on the note covering the period from September, 1938, and subsequent accruals.

Total indebtedness of the corporation in 1934 amounted to between $50,000 and $80,000, he said, including a $20,000 bond issue and various notes. Since that time earnings of the station have been used to pay off from $35,000 to $40,000 of the indebtedness. He continued, including $13,200 of the bond issue, a $13,500 note for the transmitting purchased at that time, all notes to stockholders and bills payable. Pointing out that during this period the station also had constructed and paid for new studios in Oakland and San Francisco, he said the present remaining indebtedness is only the $16,800 due on the bond issue and his note.

Concluding the management contract, Mr. Drey declared March 29, H. R. LePoiddevin, secretary-treasurer of Recine Broadcasting Corp., licensee of WRJN, Racine, Wis., and H. J. Niewcomb, manager of the station, appeared briefly to describe the operation under contract with outside parties, of remote studios. Declaring that although the operator of their remote studios, on which there is only one operating under contract at present, has the power to determine rates on the time he sells, the management of WRJN supervises and controls all programs, they said.

The Baby Reigns

IT WAS mere coincidence, they say at WSN, Milwauk-kee, that on March 10 Chief Accountant Joe Sergio should have been presented with a 7 lb. baby girl by Mrs. Sergio, and on the same day the program His Majesty the Baby was sold to E. F. Fahl Co. (nursery supplies). Program originates each Tuesday afternoons from the maternity floor of a local hospital, and features interviews with Milwaukee's newest mothers and sound effects of the city's newest citizens.

* * *

For More Information, Call 1-800-358-2224

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www.americanradiohistory.com
### The Business of Broadcasting

**Station Accounts**

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<tr>
<th>Station</th>
<th>City</th>
<th>Network/Program</th>
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<tbody>
<tr>
<td>WHO, Des Moines</td>
<td>Des Moines</td>
<td>Earle Ferris Nursery Co., Hampton</td>
</tr>
<tr>
<td>Chicago Candy Company</td>
<td>Chicago</td>
<td>6 weekly</td>
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<tr>
<td>Chicago Canning Co., Chicago</td>
<td>Chicago</td>
<td>6 weekly</td>
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<tr>
<td>FP, Chicago</td>
<td>Chicago</td>
<td>6 weekly</td>
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<tr>
<td>KPFO, San Francisco</td>
<td>San Francisco</td>
<td>Colonial Dames, Los Angeles</td>
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<tr>
<td>Roma Wine Co., San Francisco</td>
<td>San Francisco</td>
<td>6 weekly</td>
</tr>
<tr>
<td>Star Outfitting Co., San Francisco</td>
<td>San Francisco</td>
<td>(clothing chain)</td>
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<tr>
<td>Astor A. Asher &amp; Co., Los Angeles</td>
<td>Los Angeles</td>
<td>6 weekly</td>
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<tr>
<td>Longines-Wittnauer, New York</td>
<td>New York</td>
<td>watches, 6 weekly</td>
</tr>
<tr>
<td>California Spring Chemical</td>
<td>San Jose</td>
<td>(fruit spray)</td>
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<tr>
<td>WPG, Atlantic City</td>
<td>Atlantic City</td>
<td>General Baking Co., New York</td>
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<td>KDKA, Pittsburgh</td>
<td>Pittsburgh</td>
<td>(broad bread)</td>
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<tr>
<td>Pinco, Fort Wayne</td>
<td>Fort Wayne</td>
<td>6 weekly</td>
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<tr>
<td>Owl Drug Co., San Francisco</td>
<td>San Francisco</td>
<td>(drug store chain)</td>
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<tr>
<td>Wander Co., Chicago</td>
<td>Chicago</td>
<td>(org)</td>
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<tr>
<td>WHO-WCL, Cleveland</td>
<td>Cleveland</td>
<td>WFFA-WBAP, Dallas- Ft. Worth</td>
</tr>
<tr>
<td>WEEI, Boston</td>
<td>Boston</td>
<td>Dr. Pepper Bottlers of North Texas</td>
</tr>
<tr>
<td>Walker Shoe Stores, Boston</td>
<td>Boston</td>
<td>6 weekly</td>
</tr>
<tr>
<td>J. A. Wright Co., Keene, N. H.</td>
<td>Keene, N. H.</td>
<td>(silver polish)</td>
</tr>
</tbody>
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*In Washington WRC is the best buy*
GARDNER NURSERY Co., Ogden, has supplemented its spring campaign by adding 50 stations to its list for daily sales over Los Angeles, San Francisco, and Seattle-Portland. The schedule now includes 16-minute programs six days a week. The new territories include the following: WSGR, San Francisco; KSBZ, KSBX, San Diego; KGLO, KGBX, Los Angeles; KHJ, KNX, Los Angeles; KOA, Oakland; KVOO, Fresno; KGAN, Signature; KLIR, KFRC, San Francisco; KOHD, Sacramento; KGOL, KGOS, San Jose; KFOO, KQED, Oakland; KMPH, Santa Clara; KBCL, KQPT, KQCA, KQFX, KQFT, Bakersfield; KQRC, Riverside; KUKE, Sierra, and KYPR, San Francisco.

WMBN WSJ XEXT WAZL WINS WITW WYAF WWV WYBF KF VD KERN KDGM KFJF KHSL KWAV KFRA KSGL KQW WICR WMLP WMBN WIBL WDNA WMR WNYM WAGL WGRW WTVL WGRW, Bakersfield, and KDGM, San Diego, are now running three-minute shows for the nursery's spring campaign. The new program is the result of negotiations between the nursery and the station's advertising department to provide more effective programming for the nursery's products.

Radio Advertisers

WMBN WSJ XEXT WAZL WINS WITW WYAF WWV WYBF KF VD KERN KDGM KFJF KHSL KWAV KFRA KSGL KQW WICR WMLP WMBN WIBL WDNA WMR WNYM WAGL WGRW WTVL WGRW, Bakersfield, and KDGM, San Diego, are now running three-minute shows for the nursery's spring campaign. The new program is the result of negotiations between the nursery and the station's advertising department to provide more effective programming for the nursery's products.

SPERRY FLOUR COMPANY. San Francisco (flour) recently contracted for three-quarters-hourly weekly—Thursday and Saturday—five p. m. (PST) and one or two hours—Sunday, 3:45 to 3:45, on the participating studio program, The Woman's Magazine of the Air, conducted by Bennie Walker on NBC-Pacific Red. The largest contract ever signed by the company, features Don Norman direct, and is scheduled for 12 weeks. The program is a network program, Eiler Bros. Co., Chicago, are agency.

AIRY FAIRY FOODS Inc., Minneapolis (sugar), has started a twice-weekly quarter-hourly program on the Street on WCFL, Chicago. Program features Don Norman direct, and is scheduled for 30 weeks. Geo. H. Hartman Co., Chicago, is agency.

SUPERIOR FOOD PRODUCTS Co., Los Angeles (canned foods), frequent user of spot radio and quarter-hourly transcription announcements, has added two direct programs, one on Thursday and another on Saturday, starting April 15, to its long list of radio contracts. The new programs, one of which is for a local store chain, are handled by Joe R. Baker, Los Angeles.

MADISON PERSONAL LOAN Co., New York (loans), has dropped its quarters-hourly weekly program on WHN, New York, participating in the daily two-hour broadcast of the World War II and his Hillbilly Gang. The contract is one of the largest ever made by the company, which also sponsors a quarter-hour of Art Green's daily program on WHN. Klinger Adv. Co., New York, handles the account.

S. STROCK & Co., New York (furniture), has dropped its daily morning announcement program, Sunday night and Thursday, starting April 15, to its long list of radio accounts. The new programs, one of which is for a local store chain, are handled by Joe R. Baker, Los Angeles.

LADY RANDOLPH Distributing Co., Hollywood, newly organized company, has added, on April 1, a 12-week test campaign on KFAC, Los Angeles, using a Wednesday night after six. The program is a Hollywood Fashion News program. The firm will extend its radio activities using transcription announcements of the program on other Pacific Coast stations as markets open. California Radio Productions, Hollywood, is servicing the account.

CORN PRODUCTS Refining Co., New York, will start early in April a 28-week transcription campaign to advertise Kao, using the Monday night series Adventures of Ace Williams every three weeks on KGW, Honolulu. The programs, produced by Charles Michelson, were placed by Gotham Adv. Co., New York.

HARTFORD CONNECTICUT Trust Co. has begun sponsorship weekly of Voices of Yesterday, re-creations of famous programs over WDRC, Hartford, placed through Baker, Cameron, Soly & Penfield, Hartford.

MRS. G. W. BALLARD, of Los Angeles, on April 21 will start a series of philosophical-religious talks on WHN. New York. The new program, five-quarter-hour periods from the Mecca Temple, and seven quarter-hour programs from the WHN studios. Ted Dick Adv. Co., Los Angeles, placed the account.

NEBRASKA FRUIT PRODUCTS, Los Angeles (orange beverage), in a seven-week test campaign started in March, is using six-weekly transcribed announcements on KVOA, Tucson, Ariz. Tests are being planned in other western States as markets are opened. Agency is Charles III. Hayne Co., Los Angeles.

SIGNING the contract that puts Look magazine on the air over WLW, Cincinnati, for 26 weeks, S. O. Shapiro, Look circulation manager, is here with red pen and paper while James D. House (left), general manager, and J. W. and Croley vice-president in charge of broadcasting, and Sales Manager Robert E. Dunville (right) register satisfaction. The magazine is sponsoring Peter Grant's news cast, Tuesday, Thursday, Saturday, Sunday and Monday, at 11:11-11:15 p. m., with additional newscasts on special occasions.

Prodigals Return

AFTER four years in Hollywood and Chicago, where they were heard on NBC networks, Gene & Glenn, noted singing and comedy team, returned last month to WTAM, Cleveland, for their old sponsor, J. Spang Baking Co. with whom they came. Call, script and song writer, who was with them for Spang's when they started on WTAM in 1930.

BORDEN Co., New York, on March 15 started a summer program for Reid's Ice Cream on WJZ, New York. Wednesdays, 7:30-8 P. M. Titled George Jessel's Jamboree, the program features guest songs Mary N. S. Richard Himmiger's orchestra, Sam Carlton and Kneust Chappell, Peshar & Co., New York, handles the account.

W. F. MCLAUGHLIN Co., Chicago (house name), on March 10 started a six-weekie series of Saturday night shows, 10:30-11:30 p. m. featuring Norman Ross in music and patter over WMAQ. Also, Sherman K. Ellis & Co., that city, handles the account.

PETER FOX BREWING Co., Chicago, on March 15 started a 7:30, 5 p. m. through Baker, Cameron, Soly & Penfield, Chicago, Schumimmer & Scott, Chicago, handles the account.

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We welcome the Esso Reporter
We merchandise our sponsors' programs for Radio in Charleston, S. C.

WCCS 1360 Kc. 1360 Kc.

WOMEN LOVE IT! SO DO SPONSORS . . . AND SO WILL YOU!
"WOMAN'S RADIO JOURNAL" Live Script One Man Production

Five Days A Week Half Hour Show

stations: Write Dept. B for free brochure

STAR RADIO PROGRAMS INC.
250 PARK AVENUE
NEW YORK CITY
(REF.—All Canada Radio Facilities Ltd.)
Welcome!
NATIONAL ASSOCIATION OF BROADCASTERS
July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador. You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on. And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic. You'll find everything you want at The Ambassador...comfortable rooms at moderate rates...fine restaurants...indoor swimming pool and other recreational facilities...spacious sun decks and public rooms...
THE transcribed series of programs, Calling All Cars, produced byTESTED RADI0 FEATURES, New York, has been sold to five sponsors for broadcast on six stations in different parts of the country, including WBMW, Birmingham, for Tupp Botling Co.; WMIE, Richmond, for the J. H. Campbell Co.; WHON, Springfield, Ill., for Rexall Drug Co. (Rheingold beer); WMBF, Florence, S. C., for Fitmartin Inc. The series is being sponsored for the next two weeks by Dr. Grossman and the American Meat Institute, New York. It will be recorded by three groups of three performers each, each class of performers being used for two programs in succession.

RECORDING BAN VOTED

A BILL to prevent unauthorized recording of radio broadcasts was passed 47-1 by the New York State Senate March 28. Said to be introduced by the National Association of Performing Artists and AFM, the bill was introduced by Senator Perry (D) of Manhattan. It provides that "any person who, for the purpose of pecuniary gain, shall record a broadcast 'without the consent of the public or persons broadcasting the same, offering it for sale, or having possession for the purpose of sale' shall be guilty of larceny, while upon proper cause, the court may 'order the destruction of such records,' effective Sept. 1, 1939. A second bill, introduced by Senator Coudert, provides that no criminal or civil action may be taken against any defendant or person in possession of the record unless such action be taken before the court in which the record was used.

A JR. SCHRADE Is Named To Presidential Post of Radio Transmission Co.

ANDREW J. SCHRADE, formerly vice-president of the American Record Corp. of California, Hollywood, has been elected president and general manager of Radio Transmission Co. of America, succeeding the late Charles C. Pyle. Mr. Schrade is well known in radio, having started in 1915 with Columbia Phonograph Co., New York, later coming to the West Coast as manager, with headquarters in San Francisco. In 1933 he came to Hollywood as vice-president of the American Record Corp., from which he resigned to take over his new post.

Paul Crowley, for several years with American Record Corp., recently acquired by CBS, has taken over Mr. Schrade's former activities, Edward Wallerstein, president, announced, when in Hollywood during mid-March. He also stated that there will be no functional changes in the personnel of American Record Corp. of California.

In accepting the presidency of Transco, Mr. Schrade announced that national headquarters will continue in Hollywood. The firm recently closed its Chicago offices.

TECHNICAL division of Norman B. Keely Radio Enterprises, Hollywood sales organization, installed the Gates speech and Presto recording equipment in the Don Irwin Broadcasting & Recording Studios, Huntington Park, Calif. Studios are used for remote broadcasts by KFOX, Long Beach, Calif., as well as for recording purposes.
Shurick Joins Agency
EDWARD P. SHURICK Sr., formerly Minneapolis manager of KSTP and assistant general manager of WDGY, has joined the staff of Gerald S. Beskin Adv. Agency, Inc., Minneapolis, in charge of the radio division. Robert Barringer, also a veteran of Twin City and West Coast radio, has been appointed as assistant radio director under Shurick. New accounts added by the Beskin Agency are Stephens Buick Co., Twin City Buick Dealers’ Assn., Direct Service Stations, Washburn McReavy Mortuary, Arrow Head Steel Products Co., combined Dr. Pepper Bottlers of Minnesota, Ewald Bros. Dairy, Despatch Laundry Co., Island Coal and Dock Co., Northland Oil Co., and Postal Telegraph Co.

Chester H. McCall, formerly head of Chester H. McCall Co., New York, has joined Peak Adv. Agency, New York, as vice-president, Mr. McCall also is production vice-president of the United States Adv. Corp.

Ray Clanton, formerly of Logan & Stephens, Los Angeles agency now discontinued, has joined Philip J. Mesay Co., that city, as production manager. He succeeded Harry Brinkman, who resigned several weeks ago to join W. C. Jeffries Co., Los Angeles.

Carl Stanton, Lord & Thomas, Hollywood radio producer, on March 23 married Virginia Reynolds Ketchum, of Denver.

Jack Gale, formerly an account executive of KFAC, Los Angeles, has joined Tupper & Wallin Jr., & Staff, that city, in a similar capacity.

Ruth Johnson has resigned as radio director of Sehali-Martin Agency, Hollywood talent bureau, to join Raymond R. Morgan Co., that city, as secretary to R. E. Messer, office manager.


Deutsch & Shea Formed
ARNOLD DEUTSCH, formerly radio director of Brown Adv. Agency, New York, and Jerome P. Shea, former space buyer for the same agency, have organized Deutsch & Shea Adv. Agency, at 1476 Broadway, New York, telephone Bryant 9-5187. Mr. Deutsch will continue to handle radio for the new agency, and Harry C. Wasserman, formerly art director for Brown Adv., will have the same position with the new agency. No publicity on accounts has been issued to date.


Roy S. Durbine, president of Ridgeway, was in Hollywood during March for a series of conferences with Jack Smalley, the agency’s New York, Coast manager.

Richard J. Compton, president of Compton Adv., New York, returns April 7 from a three-week vacation in Nassau.

Philip W. Lennen, president of Lennen & Mitchell, has returned to New York after several days in Hollywood confering with Jay Clark, producer of NBC Woodbury Playhouse.

James J. Maloney, for 12 years with the ABC radio network, has joined Ayer & Son, New York, on March 15 joined Donahue & Co., New York, as new vice-president.

William N. Connolly, advertising manager of S. C. Johnson & Sons, Inc., New York, has been in Hollywood during March to confer with Cecil Underwood, producer of NBC Affiliated Stations.

C. J. Rapt, vice-president of Stevens-Davis Co., Chicago, was in Hollywood during March.

William C. Groft, formerly with Benton & Bowles, New York, recently joined the newly-formed agency of McNamara & Durham, New York, as media director.

C. F. Lufkin, former vice-president of Townsend & Townsend, New York, has joined钙kms & Halden, New York, in an executive capacity.

J. N. McKeown has succeeded Betty McCann as manager of the Gold Key, J. J. Gibbons Ltd., Toronto.

Charles Lee, formerly with the research department of Young & Rubicam, New York, has organized the Lee Media Research, 41 W. 53rd St., New York, which will service national advertisers by conducting independent advertising and retail sales checkups and special marketing surveys through a corps of field investigators.

Knox-Reeves, Minneapolis advertising agency, has opened New York offices in the Chanin Bldg., 122 E. 42nd Street, under the management of Bradford Telephone, is Murray Hill 4-3992.

E. E. Sylvester, for several years managing Western Adv. Agency, San Francisco, recently was named president of Knox-Reeves, Minneapolis office, succeeding W. B. Sandford in San Francisco by R. W. Stafford.

E. D. W. Schewebe, script writer, joined the radio staff of N. W. Ayer & Son in New York.

George Matthews, production manager, has been appointed as assistant director of Broadcast Advertising Pty., Sydney, Australia. He succeeds Geoffrey Stoneham.

Morris Messick, formerly of the radio department of Gardner Adv. Co., St. Louis, for the last month in charge of several of that firm to do research on the Ralston-Purina NBC Inside Story.

Harry Kerr, publicity director of J. Walter Thomson Co., New York, on March 13 left for Hollywood to remain about two months on a special assignment handling the Hank Snow motion picture accounts serviced by the agency. During his absence, W. J. little Crider is handling all New York radio publicity accounts.

William Morris Agency, Beverly Hills, Calif, talent service, has moved to new offices at 262 N. Canon Drive, tenth floor.

Bert Van Cleve, San Francisco radio writer, and Gil Darwin, Hollywood, also director, have formed the Los Angeles firm of Van Cleve & Darwin, public relations counselors, with offices at 1760 W. Eighth St.

Jimmy Sapier, radio executive of Music Masters, Beverly Hills, Calif, talent agency, is in New York to discuss summer replacement shows with other East Coast Producers.

Frank R. Howe, for the last four years publicity director of Raymond R. Morgan Co., Hollywood, and William A. (Bill) Wood, affiliated with Powers Service, Los Angeles, for 10 years, has taken over the publicity department of the former organization as manager of the new enterprise, under the firm name of Howe & Wood.

Smith & Sons, in the last year as a freelance writer, has a new public relations counselor, Myrte Nugent, Morgan Co. secretary joins the new firm as office manager.

Shappe Adv. Agency, New York, has moved to new offices at 318 Fourth Ave. The new phone numbers are 49-9777, and 49-9778.

Libbie Sheldon Adv. Los Angeles, has moved offices to 542 S. Broadway.

Compton Adv., New York, is planning to move in the next few weeks to lease more space on the 15th floor of 650 Fifth Ave., the agency’s present location.

Continental Adv. Service, Los Angeles, has moved to new offices at 216 W. 57th St.

Minken Adv. Inc., New York, March 20 moved from 1778 Broadway to 280 Madison Ave., with the same telephone number Murray Hill 5-5516.

Start New Agency

The Proof of the Pulling Power
is in the Mail

WFBL Advertisers Get Big Response

How’s this for results? After one broadcast each the mail man worked over-time for the following MORNING advertisers:

A Grocery Company — 258 letter responses
A Dairy Company — 92 letter responses
A Dog Food — 105 proof-of-purchase responses

This is proof of WFBL’s pulling power—proof that money spent for WFBL time is money well spent. And it’s proof, too, that WFBL has a wide-awake audience during the morning hours. WFBL morning time is for you what it is doing for many other successful advertisers.

For rates and time available write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., national representatives.
Husband & Thomas Split; Form Two New Agencies

STANLEY A. BROWN has resigned as chairman of the board of Brown & Tarcher, New York, which, effective April 1, will be known as Brown & Thomas at 370 Lexington Ave. David C. Thomas, formerly president and treasurer of Brown & Thomas, becomes executive vice-president and treasurer of the new agency. Charles E. Clifford has resigned as vice-president and Brown & Tarcher to take a similar position with Brown & Thomas; while Thomas F. Hughes and William A. Jensen, director of marketing and research and sales director, respectively, of Brown & Tarcher, will assume identical duties at the new agency.

Mr. Brown takes with him to Brown & Thomas the advertising accounts of Aeolian Hall, various branches of the Shenley Import Division, Keen Dyer Shavers, Manhattan Shirt Co., and Spencer-Taylor Co., hotel operators. Accounts numbering about 30, formerly handled by Husband & Thomas, will be serviced by the new agency.

With Mr. Brown's withdrawal from Brown & Tarcher, that agency, now located at 630 Fifth Ave., becomes J. D. Tarcher & Co., Jack D. Tarcher remaining as president.


The CBC has printed in booklet form the report of Chairman L. W. Brockington to the Parliamentary committee probing the CBC operations. The 50-page booklet is titled Canadian Broadcasting, An Account of Stewardship—the origin, growth, present position, problems and possibilities of our national broadcasting system.

Wilson Names Oakes

HARLAN G. OAKES, former Chicago manager of Joseph Hershey McGilvra, has joined the Chicago staff of Howard Wilson Co., national representative firm. Mr. Oakes, who has been manager of the firm's West Coast office since 1937, after attending Northwestern U. for three years, Mr. Oakes joined the advertising department of the Florsheim Shoe Co., Chicago, in 1928, and during his seven years with Florsheim became assistant production manager and worked in radio when its first network show went on the air in 1932. Oakes replaces James Bingham, who has resigned from the Wilson firm and has not announced future plans.
FILLERY PILOTTS, engineer in charge of synchronization of WBBM, Chicago, and KFAB, Lincoln, which operate simultaneously on the 700 kilocycle band, on March 24 addressed the Chicago convention of the Institute of Radio Engineers on the synchronization of the operations of the stations and the engineering problems encountered.

HAROLD J. SAZ, chief of sound effects at NBC studios in Hollywood, celebrated his tenth anniversary with the network in March. Mr. Saz married in N.C. as a page on the New York staff after he left college, and two years later was promoted to sound effects department.

STEVE GARCIA, control operator of WKBZ, Muskegon, Mich., recently married Winnet Miller.

C. E. (Bud) DONNEY, chief engineer of KROW, Oakland, Calif., is planning construction of a completely radioed home on a piece of property he recently purchased at the highest point of the Oakland hills. Every radio-electrical gadget of importance will be built into the home, a one-meter transmitter and receiver and an extension loud speaker built into a small, illuminated fountain in the center of his fish pond.

WILLIAM R. WYNNS, formerly with WHAL, Baltimore, and recently of the engineering staff of NBC in Washington, has been added to the television group in City, New York.

HARRY SMITH, sound technician, has joined Cinematone Corp., Hollywood film and transcription concern, as chief recording engineer.

WupUpUp
That's business conditions in Wyoming Valley.

WRE, Wilkes-Barre, broadcasts from the center of this, the Anthracite Empire, which includes a buyable population of 500,000 in primary area. Your advertising budget should include WRE for increased sales and distribution—ask your local dealers and representatives.

Basic NBC Red and Blue

UP
The Mark of Accuracy, Speed and Independence in World Wide News Coverage

UNITED PRESS

FILLER INNER

AARO HIRSIMAKI, control operator of WOWO, Fort Wayne, Ind., demonstrated his versatility recently when, after the night announcer had a nasal hemorrhage and was unable to continue, he carried out a brief early morning local transcription, dashing to the news room between numbers to garner the early-bird grit, and then announcing between discs. He reported himself on the "outage" sheet for 15 seconds of "dead air" when a record ran out while he was slaving in the news room.

W. L. LUDIES, NBC Hollywood sound effects technician, married Alice Sizer, radio singer, in Los Angeles March 15.

HILL HEITZMAN, former chief engineer of WBLK, Clarksville, Va., has joined the engineering staff of WCKY, Cincinnati.

RICHARD HIX, formerly on the teaching staff of National Diesel Automative Radio & Electric School, Los Angeles, has joined the technical division of Norman B. Keely Radio Enterprises, Hollywood technical manager, Bill Stancell, formerly associated with various Hollywood radio stations, also has joined the Peely organization as sales engineer in the research studio and radio station division.

W. H. GAFF, formerly on the engineering staff of WHB, Des Moines, and prior to that chief engineer of KYA, San Francisco, has joined the technical staff of KGO, Santa Rosa, Cal. He succeeds Irv Carlson. Bob Nickols is chief engineer, having succeeded Jack Van Groo.

OED LARKIN has replaced Arthur Solga in the engineering department of WDST, Minot, N.D.

MARVIN MYERS, formerly supervisor of Drake University's school of radio and TV, with KSL, Salt Lake City, and the Iowa Network, has joined the engineering department of KOAK, Fort Worth.

ALEN B. DUOMT, head of the Allen B. DuMont Laboratories, Pas- saic, N. J., will discuss and demon- strate his system of television at the April 15 session of the Patent Office Society of Washington, D. C.

The Other Fellow's VIEWPOINT

Fast Talkers

EDITOR BROADCASTING:
In the March 16th issue 1 note the article concerning Peter Grant of WLW, concerning his rapid fire delivery of news, 2,600 words in a 15-minute period.

To be perfectly frank, there are two of us up here at WBCM who don't agree 2,600 words is so hot. Hub Jackson, WBCM's sports announcer, recently assembled a book of Wednesday, March 15 (you'll note this was before the Peter Grant article was released, so the book was being tried for and this show was picked from the files at random and the word count) spelled off 2,585 words in a 14-minute period, and Hub isn't considered a machinage type of announcer. However, if that isn't enough Jack Parker, WBCM's newscaster, did time his news, March 29, and ratted off 2,730 words in a 14-minute period, including commercials.

Hub JACKSON,
WBCM, Bay City, Mich.
March 21, 1939

RALPH FERRIS, formerly of WTMJ, Milwaukee, has joined the technical staff of WKB-WCLE, Cleveland, as transmitter operator. Mr. Draper has been transferred to the transmitter operator relief while Roy Suhlan is on studio control duty.

DAVIDSON VORHEES, CBS engineer, is the father of a boy born recently.

E. STOLZENBERGER, R. O. Thater, E. C. Cullen and W. L. States, all NBC engineers, have been transferred to television service with NBC in New York.

JIM GAVIGAN, formerly of Finch Telecommunications Laboratories, New York, has joined WMAI, Greenfield, Mass., as transmitter engineer.

RCA Names Ewald

APPOINTMENT of George Ewald, former district manager in Dallas, and sales manager of the Engineering Products Division of RCA Mfg. Co., Camden, was announced March 26. Mr. Ewald succeeds J. W. Dodson, Jr., recently foreign manager.

E. STOLZENBERGER, R. O. Thater, E. C. Cullen and W. L. States, all NBC engineers, have been transferred to television service with NBC in New York.

JIM GAVIGAN, formerly of Finch Telecommunications Laboratories, New York, has joined WMAI, Greenfield, Mass., as transmitter engineer.

ERPI Hollywood Changes

GEORGE C. PRATT, vice-president of Electrical Research Products, Hollywood, retires from that firm April 1 after more than 32 years with A T & T subsidiaries.

Before going to the West Coast eight years ago as head of ERPI activities, Mr. Pratt was vice-president and general counsel of Western Electric Co., New York. Upon his retirement, he will enter private law practice in Los Angeles. Clifford Smith, formerly with A T & T subsidiaries in London and Paris and recently foreign manager of ERPI, succeeds Mr. Pratt. He has been in Hollywood for several years as general manager.

NOMINATIONS of candidates in United States and Canada for the third annual Amateur Radio Award, given by William S. Paley, president of CBS, have been completed and are being compiled in a brochure to be sent to members of the board of award, who will announce the winner in mid-May.

WALTER R. WILLIAMS, radio test assistant in General Electric's Schenectady plant who has designed and developed devices for testing radio transmitters, has been awarded GE's Charles A. Coffin Foundation Award for outstanding contributions to the electrical science.
WSIX, ultrahigh frequency adjunct of WCAU, Philadelphia, has installed a new antenna tower which John G. Leitch, WCAU technical supervisor, in addition to designing for WSIX has been completed on the fourth floor of the WCAU Bldg. for all shortwave and ultrahigh frequency and sound tables to be installed in two exclusive rooms WCAU to handle extra sound effects on dramatic programs.

CANADIAN Marconi has delivered and is installing the new 10,000-watt transmitter for VOFX, new Government broadcasting station now under construction at Mt. Pearl, Newfoundland. It will operate on 640 kc.

RCA MFG. Co. Camden, N. J., has published new catalogues covering its new Field Condensers input system and its 94-D monitoring amplifier.

A REPORTING identifying sources of radio noises that cause interference with reception has been produced by the Filterette Division of Telefunken Corp., Canton, Mass., primarily for radio dealers. The information, which describes individual characteristics of each noise, is said to be available from Quality Engineering, New York, for the reverse side of the 32-inch, 78-rpm recording is a five-minute talk by Mr. Deutschnah, which is described as effectively non-commercial.

CONSTRUCTION begins in latter March on the new WENY, Elmira N. Y., which will install an RCA 250-D transmitter and a 42-foot-high Blaw-Knox radiator. It is expected to be ready by July 1. Morris Clark, of WHEC, Rochester, is in charge of the technical construction, with Dale Taylor, manager of WENY, Elmira, directing the studio work. Both WENY and WENX will be operated by the Gannett Newspapers from the same studios.

RALPH B. BRUNTON, general manager of KJBS, San Francisco, and KQW, San Jose, Cal., recently announced that the site for the new transmitter for KQW has been picked near Alvina, marly district at the southern end of San Francisco Bay. Construction will start in two months. He stated the tower will be semidirectional, to point toward San Francisco and the Santa Clara and Salinas Valleys.

KFVI, Los Angeles, whose transmitter tower was leveled by the storm that swept Southern California in mid-February, is erecting a new 250-foot Blaw-Knox shunt-excited self-supporting vertical radiator in Culver City, Cal. Jack Smithson, chief engineer, is supervising erection. Station is operating on a temporary antenna. WFMA, Youngstown, Ohio, has purchased an RCA 250-D transmitter.

RCA’s Three-Way Mike
A NEW three-way microphone designed for general use, which can be employed as unidirectional, bidirectional or non-directional by the flip of a switch March 21 by RCA Mfg. Co. Designated Model 77-C, the microphone is equipped with a switch at the base which instantly changes its performance characteristics. Measuring 2 3/8 x 1 1/2 inches, the microphone is small in size and weighs two pounds. Its directional characteristics are said to be uniform at all frequencies, an advantage which has come to be accepted as exclusive with velocity-type makes. It has a uniform frequency response from 40 to 10,000 cycles and in spite of its size and weight it has a high order of sensitivity (-62 db for a 10 bar signal), which has been achieved through new structure design and use of new magnetic material.

Lehigh Radiator Ordered
By WCCO, Minneapolis
WCCO, Minneapolis, has ordered a new 640-ft. vertical radiator, of gued type and uniform cross-section design, from Lehigh Structural Steel Co., New York. It is the fifth of a series of gued vertical radiators which have been installed for CBS, all of the others being at WABC, WBBM, and KNX. Construction of the WCCO radiator will begin about May 1 with completion expected before the end of the month. Triangular in shape, the new radiator will be of welded construction with a dead weight of about 125,000 lbs. It has been designed and installed for 500 kw. operation.

Designs for the antenna were prepared under direction of G. Stanley McAllister, director of construction and building operations of CBS. Local installation at Minneapolis will be under the supervision of Hugh S. McCartney, WCCO chief engineer.

“LAPP GAS FILLED CONDENSER IN SERVICE EIGHT MONTHS . . . no sign of trouble,” says JOHN LONG, WHAM

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“The Truth Will Out!

- More national business all the time is what we're after! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showma;'s foreign-langauge programs of . . .

LAPP INSULATOR CO., INC., LEROY, N. Y.

BROADCASTING • Broadcast Advertising

April 1, 1939 • Page 73
Bill Directed at WOW
Is Killed by Committee

THE KLAVER bill, designed to prevent insurance companies from using policyholders' funds to establish or maintain broadcasting facilities, and aimed at WOW, was killed by unanimous vote of the Nebraska Banking, Insurance & Commerce Committee after brief discussion March 21. Its author, Sam Klaver, erstwhile facilities, and its Woodmen of the World, fraternal and insurance organization.

Considerable controversy developed with the introduction of the bill because of the effect it would have had on WOW's ownership and operation. The fact that the Committee unanimously rejected the measure indicated that it had never been given serious consideration.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You MUST Use

WFBG
 Altoona  Pa.

II,952 mail requests just for a printed give-away? Where?

WMT  of course!

Big radio responses usually come on items of unusual intrinsic value. And intrinsic value is one thing of which the Cometsus News is practically devoid.

It's a barreled-up country paper printed spasmodically in connection with "Cometsus News," a barreled-up news broadcast, sponsored by a large midwestern bakery. It is produced by WMT and fed to four other stations. On the last offer WMT alone pulled 11,952 responses.

That response confirms what many advertisers already know—that WMT does an effective selling job to 747,569 radio homes in Iowa and western Illinois. Economically, too, with rates that figure as low as 3 cents per thousand families.

Ask us how. Drop us a line, or call your nearest Katz office.

Cedar Rapids - Waterloo  600 Kilocycles
NBC Blue-MBS  5000 Watts L.S.  1000 Watts Night
Represented by THE KATZ AGENCY

SERVING THE WORLD'S GREATEST OIL AND GAS PRODUCING AREA

In one of the nation's richest markets. Over 1,500,000 people in the wealthy Shreveport Trade Area . . . People who have money and spend it!

KWKH  10,000 Watts CBS
KTBS  1,000 Watts NBC
SHREVEPORT  LA.

HARDING COLLEGE, Searcy, Ark., will offer classes in radio technique in the 1939 summer session curriculum, it has been announced. T. Reginald Coley, English instructor of Paschal High School, Fort Worth, Texas, and a student of Ben H. Darrow, education director of WBEN, Buffalo, N. Y., will teach education by radio at the college.

HIGH SCHOOL students appear on The Student Speaks, broadcast thrice-weekly by WTMJ, Milwaukee, with Bob Heiss as interviewer. The interviews are recorded and played back after school hours. Pencils with call letters are collected as contributions, with a pencil set to those passing examinations.

BBC Video Expert

DONALD HUNTER MUNRO, BBC's television productions manager, will come to America within the next few weeks to spend a month as consultant on CBS television broadcasting, assisting Gilbert Seldes, CBS director of experimental television programs. His trip here is considered as a "courtesy loan" from BBC to CBS. Mr. Munro, who was first named as an announcer in 1926 after technical training at Edinburgh University, and was appointed productions manager when the BBC inaugurated its television service.
For three years REL has built component units for pioneer Frequency Modulated Stations, W2AG, Yonkers, N. Y. and W2XMN, Alpine, N. J.

We are supplying complete transmitters for the new system and invite inspection of our laboratories and plant.

RADIO ENGINEERING LABORATORIES, Inc.
LONG ISLAND CITY, NEW YORK
U.S. Propaganda Station Opposed by Civic Class

OPERATION of a Government station to broadcast to the United States viewpoint to South American nations was opposed by the Civic Club of St. Albans School for Boys, Washington, in voting on a mythical bill to promote friendly relations with nations to the south. The class devoted several meetings to the bill, concentrating on the radio portion, and heard a number of Government officials and spokesmen for Latin nations.

The vote against the proposed U.S. station followed statements that present European broadcasts to South America are proving ineffective because they are so charged with bias and propaganda, and that operation of a Federal station would be the opening wedge to a state-controlled broadcast system as well as a menace to free institutions. The Civic Club is composed of boys in the late 'teens and is directed by H. H. Hinton, of the New York Times Washington staff.

TELEVISION demonstration was held at Bloomfield's Department Store, New York, March 28 during which images of 15 models wearing Esther millinery were transmitted from a central studio in the store to four kinescopes in the street display windows and two on the third floor. Complete television equipment, known as "Satelite," was installed by the American Television Co., which, if this test demonstration proves successful, plans to install similar equipment in other stores in the country.

Treaty Allocations by Spring

(Continued from Page 18)

will be made available when the United States formally sends to Cuba, as the host nation, its list of present assignments and proposed assignments of stations throughout the broadcast band.

At that time also the FCC will make public a "show cause" order, under which stations which feel they are hurt can file protests within a 30-day period. Those that protest would be entitled to hearings, though it is likely the FCC will attempt to iron out discrepancies in the conference method since the purpose of the allocation generally is to improve the operating facilities of stations wherever possible.

In promulgating Part II of its report on new rules and regulations, the committee, which comprised Commissioners Case, chairman, Craven, vice-chairman, and Payne, followed through on its preliminary report explaining its recommendations made public Jan. 18 (BROADCASTING, Feb. 1).

Little general opposition has developed on the recommendations, though protests are expected in perhaps a dozen or two cases against specific assignments and against certain provisions of the proposed new rules. For example, the recommended 50,000-watt ceiling on power, which restates the existing rule, will draw the fire of superpower advocates. Moreover, such stations as WOR and WCAU, which made special pleas at the hearings on the rules last June for exclusive rather than duplicated assignments, probably will reiterate their protests.

The FCC Law Department, it is understood, takes the position that stations which feel they have been injured by proposed shifts actually would have no legal basis on which to appeal to the courts and block the reallocation by injunction or stay order. Although there has been no sign of this contingency, it is entirely possible that a test case may develop.

Channel Provisions

Clear channels, which along with superpower constituted the most controversial phase of the hearings on the new rules, are not retained as such under the treaty. The rules specify that 26 channels will be used for exclusive use of stations of power of 50,000 watts, which in effect makes them clear channels, with 18 others formerly clear or high-power regions for secondary operation. All such channels, however, will be known as Class I rather than Class I-A (clear) and 1-B (duplicated) as was planned. This change was made because of the protests of certain stations which would be in the duplicated category on the ground that they would be stigmatized competitively.

A provision is made for horizontal increases in power for regional stations from 1,000 to 5,000 watts at night and for local stations from 750 to 2,000 watts at night where engineeringly and economically feasible. Each increase, however, under the procedure, will be considered on its own individual merits which does not necessarily mean a hearing but does entail separate consideration.

"Censorship" Out

Whereas the rules and accompanying engineering standards specify the degree of interference-free coverage of stations in each of the six categories, they provide for flexibility insofar as protection is concerned for regional stations located in areas of scattered population. Such stations would be given greater protection than that specified to enable them to cover the normal markets.

Two controversial provisions contained in the proposed rules which served as the basis of the June hearings were knocked out by the three-man committee. One, reportedly espoused by Commissioners, would have permitted the Commission to require particular types of cultural programs as a condition precedent to procuring a license. The other would have prohibited an applicant for a local station must be a resident in and familiar with the needs of the community and was aimed at "absolute ownership" of local stations. The committee recommended its deletion on the ground that it discriminated against one particular class of station licensees.

Ad Tax in France

FRANCE has invoked a supplementary tax of 20% of gross receipts on broadcast advertising in France, according to advice from the International Broadcasting Union at Geneva. The new law took effect on Feb. 9. In the same action, the tax rate was increased to 65% of receipts for advertising in foreign languages, of which 17% goes for the benefit of the Posts and Telegraph budget of the Government. The new tax applies to all private broadcast stations in the country.

BBB Conference

MORE THAN 90 trade associations, educational institutions and government groups in the United States and Canada have accepted invitations to attend the National Assn. of Better Business Bureaus to cooperate in the Business-Consumer Relations Conference on Advertising and Selling Practices to be held in Buffalo, N. Y., June 5-6, according to John N. Oliver Jr., chairman. An advisory council, with representatives from business, consumer, educational and government groups, is to be formed.

Antipodes Radio Chief Studies American Radio

COLIN G. SCRIMGEOUR, controller of National Commercial Broadcasting Service of New Zealand, owns and operated by the Government but which operates the country's non-commercial stations, arrived in San Francisco March 23 to make a survey of American radio. Many American features, primarily transcriptions, already have been successfully introduced in the Antipodes.

He explained that New Zealand radio has progressed rapidly since its inauguration in 1927 with non-commercial service. In 1935, Mr. Scrimgeour was appointed by Prime Minister M. J. Savage to introduce commercial radio and within a year four 1,000 watt stations were placed in operation. Listeners pay a licence fee of $6 annually for both commercial and non-commercial services. New stations are being developed inland, at the centers of population and political and liquor advertising is barred but otherwise commercial programming in the Antipodes has a free run. Controller Scrimgeour's mission is to study American and Canadian broadcasting development with a view toward adoption of desirable features for introduction in New Zealand prior to opening of the Centenary Celebrations toward the close of 1939.

Highlights on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.
Radio has taken a lot of the guessing out of farming.

In years gone by farmers had to take a good many chances besides those imposed on them by nature's vagaries. They often shipped grain or stock at the wrong time. Or they shipped to the wrong market.

Now radio keeps them informed. NBC market news broadcasts bring instant information as to spot prices in various markets. The farmer can ship to the most advantageous place. He is familiar with price trends.

Yes, and in addition, NBC broadcasts help farmers in many other ways. For instance, there are frequent reports on the weather and temperature. Truly the days are gone forever when the farmer was isolated from the rest of the world. Other NBC broadcasts that help farmers are part of NBC public services. They contribute definitely to the welfare of farmers, and through them of the whole nation. Outstanding among all radio services to the farmer is the National Farm and Home Hour, now in its eleventh year on the air.

National Broadcasting Company

The World's Greatest Broadcasting System

A Service of the Radio Corporation of America
Transradio Plans Facsimile Hookup

Moor Says Capital Available To Start in Six Months

GREAT interest has been evinced in the plans for a chain of facsimile newspapers now being developed by Transradio Press Service, according to Transradio President Herbert S. Moore, who said that for the past several weeks he has received an average of 60 inquiries a day about the proposed service. Many of these have come from broadcasters, he said, who are now subscribing to his organization's news service and are interested in this new field.

Essence of the plan is to provide a low-cost publishing service through the transmission of complete newspapers by radio and wire facsimile from a central bureau to the local newspaper plants. Here the papers will be rebroadcast by facsimile to rural and suburban subscribers. The cost to the reader will be considerably less than that of present newspapers.

May Start in Six Months

Papers will be standard tabloid size, he said, and composed in color, wide, and will contain a great number of pictures as well as the complete news story. The news he continued, will be handled in the same style now used by Transradio for radio radio. It has been shown that this style of news is equally effective for reception by either eye or ear. With capital already available for plants in some 25 cities, he expects to launch the facsimile chain within 6 months.

Paramount Still Silent On Plans for Television Activities in Hollywood

REPORTS that Paramount Pictures Inc., is planning to erect television transmitter in Hollywood this year brought neither denial nor confirmation from the company, as Paramount president, said recently, that there was a "know" from studio executives in that city. The film company recently announced that it had signed its 10th television contract and is expected to go "on the air" on the public's interest in television and merchandise its products through television trailers, using the new DuMont transmitter now being tested at Montclair, N. J.

The report that Paramount would erect a television broadcasting center was said to have originated in New York when Homer Tasker, sound engineer of the film studio, arrived in the latter city in late March from the West Coast. Search for a Hollywood transmitter site is said to be under way, and Paramount, if granted an FCC permit, would televise live film talent.

Paramount executives are said to be "transcendently" sure of the future of television, the firm being financially interested in the DuMont Laboratories. Announcement was recently made that at its studios would be entered the television broadcasting field in the east and expanding rapidly in the west as new contracts were erected. (Broadcasting, March 15). Scheduled arrival in Hollywood in early April of Barne-

NEWSREEL THEATRE BUILT FOR VIDEO NEGOTIATIONS were consummated in San Francisco in March which will bring a new newsreel theatre, and ultimately, the first commercial television plant to the Bay City. The real estate deal involved the purchase of a million dollar transaction. Wall Street, which is trying to get its teeth behind the new enterprise, with such figures as Paul Warburg, banker, and Angier Biddle Duke reported as backers.

A Market St. building will undergo a complete internal and external reconstruction. The Pacific Newsreel Co., subsidiary of a large newsreel firm, is taking a long-term lease for the property.

The theater will be so constructed and wired that it can be transplanted into any city that wants it at any time. The plans call for future conversion into a television receiving plant. According to reports received in San Francisco, the New York firm owning the building, is planning to install similar units in 14 other major cities throughout the country.

Television Transmission On Standard Broadcast Frequencies Is Claimed

Announcement of technical developments which will enable the broadcasting of television sound over the frequencies now employed for sound broadcasting has been made by the Wald Radio & Television Laboratories, New York. Patents owned by the company, it is claimed, will permit the transmission of video signals by sending them to the nearest broadcasting station through a simple, inexpensive addition to the transmitter so that it will be able to the public to receive the broadcast pictures through attachments suitable for use with their sound receivers, it is claimed.

Robert Robins, secretary of the company, which manufactures, distributes and licenses the use of equipment based on its patents, explained that through the Wald system an image signal is "tied on" a sound wave like a jockey on a horse." As many television stations would now sound broadcasting stations can operate under this system, he said, as the present one, which is inefficient for this type of telecasting.

Said To Obviate Relays

The company also claims a means of transmitting on "mixed frequencies" that will permit transmission of visual and voice signals over broadcast bands of miles without the need for costly relay stations. Another Wald patent is a "transcendently" new transmission and reception of sound and sight over a single channel, Mr. Robins said, adding that his company has received prior notice against making unauthorized use of this principle.

While the Wald system is now under way to install Wald equipment in a standard broadcasting station so the company would demonstrate its methods to the industry and the public, according to Mr. Robins.

Company was incorporated at Al-

Josephine Porter

MISS Josephine Beardsley Porter, secretary to Gilbert Seldes, CBS di-

aca Signs Whom

A MERICAN Communications Assn., CIO union has signed a con-

Albert R. Marchal

ALBERT R. MARCHAL, traffic manager of WADC, Akron, was

Albert R. Marchal

Page 78 • April 1, 1939
Disaster Coverage

WHEN the huge Boeing Strato-
liner crashed on March 29, 1939, killing its 10 passengers, KVI, Tacoma, was quick to act. Realizing the amount of news reports, witnesses and reports, KVI General Director and Assistant General Manager knew that the news would outstrip the available resources. They knew that they would have to act fast, and they did.

Immediately, KVI contacted the FBI and other law enforcement agencies. They gathered information from the scene and from the passengers and crew members. They interviewed witnesses and made arrangements to secure the area.

KVI also contacted local news organizations and national news networks to ensure that all possible resources were being used to gather and report the news.

In addition, KVI contacted local businesses and service organizations to help with the recovery efforts.

In the days following the crash, KVI provided continuous coverage of the investigation and the mourning process. They also provided updates on the efforts to secure the area and to identify the passengers and crew members.

KVI’s quick response to the crash was praised by the FBI and other law enforcement agencies. They were commended for their efforts to gather and report the news in a timely and accurate manner.

KVI’s coverage of the crash was also praised by the public. Many people praised the station for its quick and accurate reporting.

KVI’s response to the crash was a testament to the station’s commitment to providing accurate and timely news coverage.

Items of All Sorts

INCLUDING everything from a pet skunk to Government pay checks, "Lost & Found" program on KANS, Wichita, Kan., listed over 200 lost and found items during February. The items are phoned to KANS and broadcast. A 9:55-10 a.m. program as a free service for listeners. The 200 items reported during February represented 72 different types of articles.

Help Wanted

WANTED: experienced, sober salesman, with ideal and merchandising ability. If you will work and produce, have good proposition, commission, drawing account. Send references. Network station in South. Good future. Plan or woman. Box A311, Broadcasting.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent, Complete information. Paramount Distributors. Box 884. Denver, Colo.

Situations Wanted

Copwriter—5 years radio—turns out excellent work fast—desires change. Midwest only. Box A198, Broadcasting.

Radio Time Salesman, with agency contacts seeks connection with radio station, or representatives. Have contacted N. Y., New England and Philadelphia agencies for the past year. Background: University, newspaper, ad. radio station and representative, 36, married, Protestant. Box A185, Broadcasting.

Production, Programming, Continuity. College Grad, 4 years experience, Network training, References. Anywhere. Box A914, Broadcasting.

Radio broadcasters increasingly important. You’ve probably noticed you need combination editor-reporter, publicity, continuity writer. Years newspaper, ad. radio station. 44, married. Box A293, Broadcasting.

SPORTS announcer wants BASEBALL assignment. Handicaps, studio utility, references, recordings available. Box A532, Broadcasting.

INSTRUCTOR-ANNOUNCER: Teach announcing, dramatics, produce programs. Studio-complete announcement duties. Box A289, Broadcasting.


Production man, 10 years experience, production, programming, promotion, writing. Employed, last 3 years. Married. Will accept small salary. Box A168, Broadcasting.

Competent, capable, experienced engineer, ten years experience, desires chief engineer position at station in 8 kilo. on down. Investigate. All replies held confidential. Box A286, Broadcasting.

Hard hitting salesman, 31, married, good mixer, employed, desires better opportunity. Anywhere in Midwest. Box A359, Broadcasting.


Experienced man who can originate, write, produce and announce rural, or urban, radio programs, desires connection with commercial or educational station. Agricultural College Graduate. Box A401, Broadcasting.

Krautter joins WCKY

E. C. (Jimmy) KRAUTTER joins WCKY, Cincinnati, April 1 as sales promotion manager, according to an announcement March 29 by L. B. Wilson, president and general manager. Mr. Krautter resigned March 1 as assistant general sales manager of WLW and was head of the continuity department for 10 years before transferring to sales. The appointment is in line with staff additions being made by WCKY in connection with its impending 50,000-watt operation.

WSB, Atlanta, in mid-March celebrated its 17th anniversary. It was the first station in the South and the second newspaper-owned station in the country. Credit for its growth is given to Lambdak, its first and only manager.

Ideal Announcers

AFTER examining 1,500 announcers in the last two years, the CBC, according to General Manager Gladstone Murray, found only four ideal announcers. Only one of these announcers in English—Charles Jennings of Toronto, a veteran Canadian announcer who has been on the air for nearly 12 years. The other three were French-Canadian announcers, Fernand Leclerc, Jacques Desbailliers and Gerard Arthur, all of Montreal. The CBC wanted announcers who had the warmth and life of American announcers without the high-pressure feature and without the "atmosphere of inevitable tragedy in every news bulletin", who had the calm and detachment of good British announcers without the Olympic air.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Blvd., Wash., D. C.

GLENN D. GILLETT Consulting Radio Engineer
982 National Press Blvd., Washington, D. C.

JOHN BARRON Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7797

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Ideal Announcers

A. EARL CULLUM, JR., Consulting Radio Engineer
2935 North Henderson Avenue
Telephone 3-6039 and 5-2946
DALLAS, TEXAS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of the proper operation of their transmitters. Ask for our Pamphlet.

IDEAL ANNOUNCERS

MCNARY AND CHAMBERS
Radio Engineers
National Press Blvd., Nat. 4048
Washington, D. C.

PAUL F. GODLEY Consulting Radio Engineer
Phone: Montclair (N. J.) 27899

PAGE & DAVIS Consulting Radio Engineers
Munsey Blvd., District 8466
Washington, D. C.

A. EARL CULLUM, JR., Consulting Radio Engineer
2935 North Henderson Avenue
Telephone 3-6039 and 5-2946
DALLAS, TEXAS

April 1, 1939 · Page 79
WHN, New York, has issued a new rate card, No. 7, effective March 31, which calls for a general increase in rates, ranging from a 13.4% boost in basic rates to a 50% increase in the special rates for three or six programs weekly. In addition to volume discounts, new card also gives a 20% discount to bona fide retailers in the Metropolitan Area.

SECOND anniversary of the New London, Tex., school explosion was observed March 18 with memorial services on WAB, Fort Worth, from the Pleasant Hill Methodist Church in New London. The program was relayed by WAB's mobile shortwave unit to Overton, and then by telephone lines to Fort Worth, Gal-veston, speaking from Austin, and four ministers were heard on the program.

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Fortune Surveys Video Economics
Says $13,000,000 Has Been Poured Into Development

**TELEVISION**, now making ready for its public bow coincident with the New York World’s Fair, is a $13,000,000 project estimated by Fortune April 30, is characterized as a "big buy" which for the last five years "has absorbed at least $13,000,000 in this country alone," in the first of two articles on the history and economics of the visual broadcasting art published in the April issue of Fortune magazine.

The $13,000,000 is an estimate of expenditures in research and development so far on electronic systems alone. The article reckons RCA’s contribution as between $5,000,000 and $10,000,000; CBS’ at nearly $2,000,000, of which some $650,000 went to RCA for a transmitter; Farnsworth’s at $1,000,000; General Electric’s at $2,000,000.

**Volume Needed**

"In a sense, of course," Fortune states, "television is all research and the introduction of new radio broadcasting stations and receivers for the home merely means a period of post-testing. From a practical point of view, the art has yet to become a commercial reality, and even though all the equipment now at hand will expand the viability of the industry, we are likely to see the rise of a new electronic class of merchant, the television salesman, whose function will be to sell television receivers to its true potential buyers. If television cannot be profitable until it becomes a mass-market product, the need is to make the broadcasting stations and the set manufacturers must lift each other’s leaflet. There will be no advertisers to foot program bills [although modified, leave off the programs for the public value] until the public is sold with sense and the only way to make the selling sets is to increase the quantity and quality of programs offered."

After RCA and Farnsworth, the article states, General Electric and Philco lead in the parade of set manufacturers. Both manufacturers must make major technical contributions, but the chief concern of each is the reception market. Artistic organizations like the Motion Pictures Inc. are seen as a newcomer which may develop into a powerful influence because of its close affiliation with Paramount Pictures, which will own a half interest in the company after it has paid four yearly installments of $10,000 each—the first due next July 1.

**Set Sales Won’t Support**

"The broadcasting companies,” the article relates, "will have little nourishment from direct-interest in their stations, but it seems likely that most of the stations will wither and die or be sold to specialized companies. No one thinks now, as many thought in the early 1920’s, that set sales can support broadcasting. Outside of their scientific and technical value, sets like Philco’s are only pieces of high-priced furniture designed only to promote receiver sales until sponsored broadcasting becomes economically feasible."

Though next to radio the movie business should logically be most interested in the development of television, Fortune finds that "Hollywood has done virtually nothing — and what it does will remain a BROADCASTING by frequency modulation can live up to its title of "staticless" radio on March 23 when its inventor, Maj. E. H. Armstrong, demonstrated its freedom from static and sound effects from the Alpine station, operating on a frequency of 42.8 mc. and from the Yonkers station, which was compressed with the clarity and freedom from noise. The sounds of ringing bells and chimes might have been coming from the speakers' table in the same room as far as the ears could detect. Then Maj. Armstrong, who was in telephonic communication with the transmitting station at Alpine, directed the operator at Alpine to rebroadcast the program from Yonkers and defied the listeners to hear any interference. Then they were hearing as he shifted the receiver from station to station with a hand-"?

**Simplicity of Receiver**

Then he requested the stations to reduce their power to about five or six watts for Alpine and appropriately one watt for Yonkers. No change in the quality of reception was noticed even at subtle levels of power, nor was there any increase in static, the signals remaining as clear as they had been with full power transmission. Maj. Armstrong explained that whereas a blowup of the last stage of amplification in a station would momentarily stop the air, a similar mishap at a frequency modulator might be noticeable only to listeners on the fringe of the station's coverage area, as the station could easily carry on with the driver stage without affecting in any way the processes of modulation.

**GE Demonstrations**

Proceeding the demonstration, J. R. Weir, divisional general sales manager for General Electric Co., read papers concerning that company's experiments with frequency modulation. Maj. Weir described a comparison between frequency and amplitude modulation made by a test car operating between a transmitter in Schenectady and a 150-watt transmitter in Albany, 18 miles apart. Programs were broadcast on the same frequency by the amplitude modulator. The signal could be heard for 2.6 miles from the transmitter and the Schenectady signal for 17 miles, with almost 12 miles of interference area. Using frequency modulation, the Albany program alone was heard for 16.5 miles and the Schenectady program for 2.7 miles. The intervening space was more of a discriminating area than an interference area, Maj. Weir stated, as the movement of the car a few inches would change the signal from one station to the other and at practically no cost of equipment to get both signals simultaneously.

When one transmitter was operated on 41 mc. and the other at 41.5 mc. either signal could be received without interference the full length of the route, he said, even under the most severe conditions. He explained that in frequency modulation the volume of the signal due to interference need be defied only twice as much of the interference to come through clearly, while in amplitude modulation as much as the desired signal to interference must be 30 to 1.

Finch ‘Ham’ Set

A COMBINATION facsimile scanner-receiver will be put on the market this spring by Finch Telecommunications Laboratories in kit form assembly by amateur radio operators who are interested in experimenting with this new form of radio transmission. Sets will be much cheaper than the facsimile transmitters, suit other broadcasters, the probable price being between $290 and $500. Finch will also install a transmitter in the exhibit of the Amateur Radio Relay League at the New York World’s Fair for examination and use by visiting "hams".

**Cartoons via Facsimile**

HARRY BRESLER, well known polychrome colorist, doing cartoons for a number of cartoons which are broadcast over facsimile station W2XBF, New York. Station, operated by Finch Telecommunications Laboratories, is currently on the air from 3 to 4 p.m. weekdays and from 11 a.m. to noon Saturdays, but plans to increase its schedule to three hours daily, seven days a week, in the near future.

**FACSIMILE** broadcasting as a means of speeding up communication within New York City’s educational, police, fire, administrative and other municipal departments was demonstrated by RCA at the weekly luncheon of city commissioners on March 22. Demonstration was arranged by T. J. N. Vuk, director of W2XBF, municipal station, which has applied to the FCC for an experimental facsimile license.

**To experiment with a frequency-modulated transmitter up to 10 kw. power at its station on Indian Ladder near Schenectady, he said, tests are being made in these stations, four or five of the frequency-modulation stations will be in operation during the facsimile transmission summer season. Receivers will be available for the public which will receive not only their transmissions but the present broadcasting stations.**

April 1, 1939 • Page 81
Network Pickups of Mussolini Speech
Climax an Active Week of News Breaks

NBC, CBS and MBS on March 26 broadcast a special speech by Benito Mussolini before the Fascist Grand Council in Rome, beginning at 5 a.m. (EST). Mussolini outlined Italy's position in the present European situation. During the speech, broadcast in English, and following the Italian address, a complete translation and summary were telecast. At the close of the day at 2:45 p.m., MBS broadcast a recorded version of the speech.

Fifth Time Mussolini’s Speeches

A sixth broadcast of Mussolini before the Italian demands were expressed by Premier Daladier on March 29 in an international address also broadcast by MBS, CBS and NBC from 2:45-3:30 p.m. During the Premier’s speech, English interpretations were made by NBC announcers, on MBS by Raoul de Roussey de Sales and on CBS by Pierre Bedard, Associated Press. CBS presented a special analysis of his words by H. V. Kallenbron.

Under Mussolini and Daladier’s influence, other broadcasts climaxd over a week of special broadcasts covering by radio foreign correspondents. The NBC broadcast, made by the NBC Dryad, and the AP broadcast, also spoke that evening on CBS with the network's London correspondent, Ed Murrow.

Howard Marshall, John Elliott and Bob Sisler of the New York Herald-Tribune, arranged a special tie-up with the Associated Press wire service for the New York Herald-Tribune. * * *

KMOX Editorial Policy

IN THE BELIEF that radio has a peculiar responsibility in the handling of European news during these times, Merle S. Jones, general manager of KMOX, St. Louis, decided to define the station’s editorial policy for listeners and this policy was outlined in a special broadcast by Harry W. Flannery, news director of KMOX, who told the audience:

“As you know, the European situation is tense and news on the radio is of supreme importance. You are more interested in the events abroad than you were never more important. Since radio has become a means of immediate dissemination of news, it is our responsibility to make the audience aware of the importance in keeping you constantly, completely and accurately informed on every new consequential incident that arises.

“We will naturally make every effort to perform this service to you, the listener, but we also re-emphasize the role of the human element of the presentation and the reception of such important news. You know and I know that the events of these days are the kind that not only arouse our interest, but our emotions as well. Today’s news has a tendency to make some men and women partie. It is not new. It is in the nature of things. Out of dramatic situations of unexpectedness, there come to be a sense of compassion, and even to take issue with their own countrymen.

“Our problem is the result of this situation. In the circumstances, we will make every effort to be accurate rather than to hasten to establish ourselves in areas of conflict, perhaps even to exaggerate and misinterpret the situation. While we do not want to mislead people, we also do not want to mislead people. We do not want to mislead people.

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“Due to the human element, we shall not, of course, be able to remain constantly true to this ideal, but we will do our very best to prevent the listener from coming to the conclusion that we are not trying to present the facts fairly and without the color of partisanship, either in words used or in the manner of giving voice to these words. To this end, we have issued instructions to our news editors to present the factual developments only to the announcers to let the words and not their inflections tell the story.

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**Political Aspect Disclaimed by Women In Discussing Child Radio Programs**

A FLAT denial that the luncheon held March 17 by a number of women's national organizations, FCC Chairman Frank R. McNinch had any political significance or that the women are being "used" by the Administration to support its reorganization plans has been made to **Broadcasting** by Mrs. E. C. Lewis, radio chairman of the National Society of New England Women, who invited Mr. McNinch to address the group.

Purposes of the luncheon was to get the attitude of the Government, and the FCC, and I am told, of the public's children's radio programs, which the women had previously discussed with broadcasters, advertisers and agencies **[Broadcasting, March 15.]**

A prevailing had the opinions from the industry, three ways," she stated, "the women expressed interest in the attitude of the Government, the FCC, and I am told, of the public. They are to speak before a group of national radio chairmen, expressing his thoughts and experiences of the Commission. Mr. McNinch has always been concerned over the effect of these programs in his home. He reflects a highly developed conscience in the discharge of his duties. This idea naturally appealed to the women.

**Program Objections**

"The matter of the reorganization of the Commission was discussed at the request of the women present. The subject was thoroughly discussed, some and perhaps most of the women agreeing in the main with the purposes planned, outlined, but with the thought that a larger Commission would be safer, the number five being maintained. The women were aware of the necessity for a small executive force as a guarantee of efficient, effective administration. Since this meeting the comment has been heard that the women are being made aware of the possibilities of radio. Nothing could be further from the truth."

While women generally are grateful to radio for its wealth of superlative material, they do not like the so-called horror, a type of program as over the lower standard resulting from the locale and atmosphere presented. "Ideas which prevail where education and ethics are limited are often expressed in many programs objected to. Women feel that it is hard enough to maintain a standard of excellence with every agency at our command and radiomust assist, not lower it."

Women don't want "Little Lord Fauntleroy" dished up every afternoon from 5 to 6 P.M., but they are beginning to insist that radio should realize that matters of fiction, production and entertainment as well as what is good and wholesome morals are of great importance to the growing child. On a recent motor trip across the country they talked to many children as well as parents, she said, and discovered that children themselves in this juvenile broadcasts monotonous and tiresome and that they find the premium offers more attractive than the programs.

This has two results, both bad, she stated. First, mothers resent being asked to buy this or that product so the children can get the "come-ons" offered and thus insure that the children are turning to their own programs to those aimed at the afternoon women's audience, much of which are programs unsuitable for child consumption.

As former station manager and agency executive, Mrs. Lewis expressed sympathy with the problem. He consented, but advanced the employment of better writers as a good part of the solution. If radio would hire writers of the type who now produce the children's books, writers with ingenuity and ability enough to turn out worthwhile scripts, radio could easily be a major force in training children for good citizenship. The women of America would enthusiastically support the sponsors of such programs.

Among the organizations represented at the McNinch luncheon were the American Legion Auxiliary; General Federation of Women's Clubs, National Council of Women of the United States, American Library Association, Daughters of American Revolution, Society of New England Women's Clubs, Federal Federation of Women, General National Society of Daughters of the Union 1861-1865, Women's Club of the Metropolitan Opera, United Steel Associations.

Advantage Programs

Indicative of the type of children's programs women approved is the monthly list sent out by the United Parents Association of New York City, which includes about 35 recommended programs, classified according to age of the Committee. Programs for younger children, from 5 to 9, U.P.A. currently endorses Dorothy Park's "Children's Classics," read by Jimmy Durante; Malcolm Clarke, March of Games, Music for Fun, Paul Leah, "The Metropolitan Opera, Children's Hour, March 8, KANS, Wichita," and "Music for Young People, Musical Quiz," new broadcasts. N.Y. Philharmonic, Margaret Heffernan, "Music for Children," Science in the News, So You Want To Be, sports broadcasts, the World in Your Wonderful World, Town Hall of the Air. The complete absence of the juvenile script-show from the list is especially significant.

Indicative of what women can and may do about the programs, a letter written by Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary to the White Ladies' Hour Journal, which prints it in the April issue. Stating that talking wasn't a thing because popularity of commercial programs is based solely on sales and disclaiming any liking for the word "boy's" programs. Mrs. Corwith concludes that: "The only way to solve the problem of how to have decent, worthwhile programs on the air, whether they are for children or for adults, is to let the advertiser know what we want."

The women who resent the influence that their intelligence levels are suited to the daily trash on the serial program, must talk about it, must write to the concern whose product is being advertised. Accompanying the letter should be a frank statement that unless the program is innocuous, the writer will have to express her disapproval in the only other way she knows—by refusing to buy the product.'

**Author's League Plans**

A NEW program for the benefit of the relief fund of the Authors' League and the Stage Relief Fund is now being considered for network broadcasts by a committee of prominent New York authors and actors, including Will Irwin, Ayer Richman, Fannie Hurst and Kenneth Webb, president of the Radio Writers' Guild. The program, planned for fall presentation, would probably be a weekly hour broadcast with an orchestra, chorus and permanent m. c., and featuring the short dramatizations by Broadway actors of the best works, published and unpublished, of the Authors' League. According to Norman H. White, vice-president of Authors' & Artists, CBS has indicated an interest in the idea. A sample live hour show, similar to a Hollywood review, may be set up for presentation this spring before representatives of leasing agencies with an eye to selling the program for full sponsorship.

**SORRY, BOYS, ACCESS (KY.) AIN'T ACCESSIBLE!**

WAVE can't help you much in selling the villagers down at Access, Ky. They can do much to spur sales. The roads are bad, the miles of back-lane toll that stretch across our state that WAVE does boost big business, at low cost, in the Local Trading Area—regularly reaches more than a few people who do most of Kentucky's buying. May your most successful advertising campaigns win the following?

"The Bob Book tell you all the story?"

**CHNS HALIFAX, N. S.**

**The Key Station of the Maritime**

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

**U. S. Representative: WEEDE & COMPANY 750 Madison Ave., New York**

**BROADCASTING**

Broadcast Advertising

April 1, 1939 • Page 83
In Informal Chatter and Songs

By WILLIAM R. DUCHANE
Advertising Manager, W. D. Hardy Co.

I have always contended that radio can do any selling job for department stores if properly handled, bringing the sales volume consistently, providing the advertising interest. I once said so; the listener was unaware that she is being sold.

We had experimented with radio in the past, but sales had been infrequent in schedules shortlisted. The store was the largest newspaper advertiser in Muskegon, using from one to several pages daily.

Last year, I decided to give radio a chance, scheduling the first broadcast on WKBJ, for Labor Day. It was a near chance, a trial period of 30 days. After considerable discussion with the station's representatives, we were granted the privilege of conducting the trial in my own manner. Naturally, the station wanted us to bring immediate results in merchandise sales, but I did not consider this the right approach.

Safety Message

Since our store is classed as the better store in Muskegon, with approximately 75% of the sales volume in merchandise accounts, adding approximately 15% of the sales volume to charge accounts, the first 14 of the 16-minute daily program was devoted to other than mention of the store name. Each day the program aired, radio was devoted to music by one composer, or music played by a certain cast of voices. In the first two weeks, the program contained a minimum of advertising and to offset that angle, I placed a brief beginning and ending of the program. These messages contained facts concerning causes of accidents and ways to prevent them. Local civic clubs were quick to appreciate.

Several thousand folders were sent to Hardy charge customers with their monthly statement and a 3-column full-page length advertisement was in the local paper.

During the latter two weeks, the International Silver Festival advertising was used on four programs in conjunction with our regular newspaper advertisements. The promotion proved to be the greatest of any we had previously used. They were sold out, and it was told that we sold more than 147 Rogers than any store in several of our larger Micropolitan cities. This alone could not be considered an answer to the radio question, but with the general increase of our volume for September, we decided that we might have been overlooking an important piece of advertising. We placed a long contract with WKBJ, and are still broadcasting 9-15 daily with a minimum of advertising, some days with none.

Later we launched a campaign of personal interviews, sending out our employees and a station announcer. Each day, our newspaper advertising carried a picture of one of our employees as a spot for the following morning on the air. This program started in the station's regular advertising, but the time was transferred to our advertising office, where the four-minute interview took place.

Shifts in News

I officially planned the interview idea to run for a month, which would have given all of our older employees the preference. But after three weeks these interviews on WKBJ had become so popular that we were afraid to continue them, until every employee had faced the microphone. I believe from information which we gathered that about 75 or 80% of the radios in this vicinity tuned to our program each day. Each one was sure to tune in and buy our paper. They continued their course, and are using the Fashion Chatter News ever since. We have also found three excellent voices in our feminine personnel. The one selected was publicized in the space used for our daily picture newspaper item. This service has now become so popular that customers are asking us to stock certain garments mentioned in the broad.

I gradually used more and more advertising was injected into the program, and by careful observation it has been proved that day after day the departments which were represented the morning programs have all surpassed their quotas or, at least, broken even with the same date of the previous year. I firmly believe that radio should be increased to some extent in all department stores where the advertising budget wherever broadcasting facilities are available. However, the key is in the form of well-arranged consistent programs and with the advertising camouflaged so it is not objectionable. By letting the program follow the lines of interesting subjects, with well-chosen music, an audience is sure to be built. The good will obtained by this type of program will undoubtedly bring saving results and will increase the value of the department store in its community.

We are working on plans to add three more quarter-hours to the daily broadcasting schedule on WKBJ, and we still remain under the same good will with the dominant newspaper advertiser in Muskegon.

For successful results, radio costs should not be taken from the newspaper budget, but should be handled separately, and used and evaluated upon as a good will builder—must be interesting, should be program, rather than paper. The time has radically changed from time to time.

Hardly handled in this manner, time and program costs, considering increased volume, will be negligible.
### Multiple Ownership of Stations

(Continued from Page 17)

Murphy-Sepaugh group which tied in WECB, WHLT, KVAL, WEAU, KRRV, KRMD, KKBG and KPC; the Brice - Bulova - Gray - Lafayette group, tying in WSB, WAGA, WTOP, WBIL, WELL, WNBN, WNEW, WOR, WO and WPEN; the Adler - Dahl - Stuart Group, mentioning Don Stare, manager of KFAB, KOIL and K VOR, with KANS, KMMJ, KGO, WIBA, WKBH and KWEB. The Philco group of Texas stations, listed as KKEY, KPDC, KTRH, KFIS, KPFA, KKG, KTXT and KRBC.

The Bell-Gardner Group, operating WKKY, KVO and KLZ, strangely enough, was tied in with KFEL, Gene O'Fallon's station because "one employee" performed the same duties at that station as he does for KLZ.

Many Curious Groupings

Listed with the three towns broadcasting System Stations (KSO, KRTN and WMT) under Des Moines Register-Tribune ownership, is WNAX, Yaktenk, S. D., licensed to the South Dakota Broadcasting Corp. However, the exhibit brought out that Gardner Cowles Jr., executive head of Iowa Broadcasting Co., votes all of the WNAX stock.

Other than the heading Huber-Lewis-Slover Group were listed WTAR, Norfolk, WRTD, Richmond, and WMT in Moline.

WBIG, Greensboro, and WPTF, Raleigh, were tied together in a "Carolina Insurance Group." This group also included the showing that Durham Life Insurance Co., which controls WPTF, holds a block of stock in Jefferson Standard Life.

### Factual Break

REPLACING time-worn station break announcements with what it calls "short, precise and dramatic identification," KWK, St. Louis, has started using "St. Louis KWK — temperature 65 degrees — wind 8-10 m. p.m." as its new station identification format. The idea, tying in the St. Louis market with the call letters and other information, originated in the station's trade advertising, and was extended to actual broadcast upon the suggestion of R. T. Cone, KWK president, who reports much favorable comment from listeners and advertisers.

### FCC Plans To Inspect Frequency Modulation And Video Experiments

FIELD inspections by members of the FCC and its executive engineering staff of some of the most impressive technical fields — television and frequency modulation transmission are likely during the next few weeks.

Because of the mounting interest in television, the FCC committee on the subject proposes to make an intensive study of the visio-phon rummum. On March 24, the committee, comprising Craven, chairman, Brown and Case witnessed the Philco portable television demonstration in Washington. The committee may pursue its study by visiting the ground on the experimental operations of various companies, including RCA, Philco and juMont.

Government engineers have been invited by General Electric Co. to observe frequency modulation transmission in the ultra-high frequencies in the Schenectady-Albany area and compare the two modes of transmission. The date tentatively has been set for April 14. The FCC knows that has open an open mind in a field as opposed to amplitude modulation, and has authorized widespread experimental operations in both ultra-high field.

### WOR-Film Tieup

ARRANGEMENTS for the exclusive inclusion of motion picture publicity material in the facsimile programs broadcast daily by WOR, Newark, have been completed between the station and 20th Century-Fox. Daily service of pictures and commentaries was launched in March with a description of the filming of 'The Story of Alexander Graham Bell,' Darryl F. Zanuck's new picture. Deal was made by Alfred McCosker, president of WOR, and Charles E. McCarthy, director of advertising and publicity for the film company.

A Lumber Mill Sponsors CWLK, Longview, Wash., has signed the largest lumber mill in the world, Long-Bell Lumber Co., for a weekly half-hour broadcast. The program is primarily intended as a good will gesture and features in "industrial safety" theme. Each week a different youth organization presents its own program. After the broadcast the participants are invited to a supervised inspection of the lumber mill and a party in the mill cafeteria.

### FCC's Publicity Office Put On Permanent Basis

ESTABLISHMENT of a permanent office of information for the FCC, to be headed by a man yet to be selected, was voted by the Commission March 23. M. L. Ramsay, who was borrowed from the Rural Electrification Administration after abolition of the old press room organization, returns to his REA post as of March 31. It is expected the new director, who would be exempt from civil service and also serve as special assistant to the chairman, will receive $7,000 or $7,500 annually.

C. Alphonso Smith, who was borrowed from the Soil Conservation Service as assistant to Mr. Ramsay, is expected to remain with the FCC as assistant director, with a salary increase. The office of information will function directly under the FCC rather than the chairman or secretary. The general plan adopted is in line with recommendations made by Mr. Ramsay.

### REPRESENTATIVES from 350 women's clubs in Illinois, Wisconsin, Michigan and Indiana on March 30 chose The Story of Mary Martin as their selection for radio drama, and two early episodes of the story were aired from Chicago's Goodman Theatre. Starring Anne Seymour, the series is sponsored by Procter & Gamble (Ivory Flakes) and five weekly on NBC Red network.

KFBF, Great Falls, Mont., covering the state basketball tournament for northern division high schools recently also piped the descriptions by Bill Trelwey and Roy Mason, of the KFBF special events department, to KGCX, Wolf Point, over a 300-mile line from Great Falls.

### Multiple Ownership of Stations

(WWNC Asheville, N. C.  
Full Time CBS Affiliate  
1,000 Watts)

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytimie with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

"The Quality Market of The Southeast"
How A Radio Network Meets Its Public

By DORIS HILLMAN

NABC's 'Brief Case' Brings Pleasant
And Critical Listener Comment

ALMA KITCHELL

The letter won the contest on "What Radio and My Family," and it brought Mrs. Pratzner not only a new radio, but also a trip to New York, an opportunity to meet the human interest of the lovely woman's visit to her dream city drew publicity in many of the daily newspapers, and even more it drew attention to the essential part radio is playing in the lives of people in every section of the world. From America, from Canada, and even from Central America and the West Indies, the letters have come.

A Faithful Friend

My radio defies the confines of my walls and brings the whole magic world within them, wrote one listener. "It makes my hours full and my heart light. It is my, my, my, my, my, and spinner of dreams."

And another: "—It is amazing how much information one may pick up. Such variety we find from the too-numerous but none the less challenging quiz programs, through the fine news broadcasts, literary and domestic discussions.

"Radio inspires and stimulates me. In middle life, my desire for educational advancement is greater than at any time in my life. Radio emphasizes the necessity and importance of broad interests in a complex world where clear thinking is so necessary, so vital to the preservation of democracy and justice."

It is around such heartfelt remarks that Miss Kitchell builds her talks, encouraging her listeners, both men and women, to express their ideas, which are a constant incentive to broadcasters to improve the programs. Many are critical, claiming that there are too many of this or not enough of that on the daily schedules. "An

among those who know radio best, the impression sometimes arises that maybe radio really doesn't know its own strength. NBC thought of that, and tried out its ABC of NBC program in 1937, its first serious attempt to promote radio with radio. The series showed a deep listener interest in radio's workings. Now NBC is observing the response to Alma Kitchell's Brief Case, heard every Friday at dinnertime on the Blue. She is trying to bring the listener and the broadcaster together and is giving listeners a chance to tell her, as a friend, just what they think about radio. Doris Hillman, of Broadcasting's New York staff, has been reading some of their letters and herewith tells just what she thinks about what they think.

MY only ray of hope and sunshine.

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Appellate Vacancy Is Given Rutledge

Becomes Sixth Member of Court Hearing Radio Cases

ANOTHER "liberal" appointment to the U. S. Court of Appeals for the District of Columbia, which presides over most radio appeals, was made March 21 by President Roosevelt with the nomination of Wiley B. Rutledge Jr., of Iowa, as the sixth member of that tribunal.

Mr. Rutledge, whose appointment is expected without serious opposition, will become the "swing" member of the normal five-man bench, relieving other judges who are engaged in writing opinions or are otherwise unable to hear arguments. Both FCC Chairman Frank R. McNinch and Judge E. O. Sykes had been mentioned as possible appointees to the post.

Only 45 years old, Mr. Rutledge has been dean of the Law School of the University of Iowa since 1934. He is Recommended by Attorney General Murphy as a man of outstanding character and integrity, Dean Rutledge also had been mentioned as a possibility for appointment to the Supreme Court. Born in Cloverport, Ky., he is a graduate of the University of Wisconsin and was a teacher in Indiana, New Mexico and Colorado from 1921 to 1926.

Membership of the appellate court has changed almost completely during the last two years. Save for Chief Justice J. Lawrence Groner, who has served for some twenty years, all of the justices are comparatively new of character and young in years. The court now has sending two dozen appeals from FCC decisions, several of which may be decided shortly.

Hannibal Petition

A PETITION requesting the FCC to carry out the recent mandate of the U. S. Court of Appeals for the District of Columbia reversing the decision denying its application for a new local station in Hannibal was filed with the FCC on March 28 by the Courier-Post Publishing Co. of Hannibal, Mo. Pointing out that the FCC denied "arbitrary and caprious," Elliot C. Lovett, the newspaper's attorney, said the commission was without further discretion in the matter. Although the import of the court decision is that the application for 250 watts day and 100 watts night on 1310 kc. may not be denied on the ground of interference, the petition said the applicant is perfectly willing to accept the grant with 100 watts day and night if the commission should conclude that is more appropriate.

Spurned

WHEN "America's most kissed girl" appeared on NBC's "Inside Story" March 28, the NBC-Chicago publicity department tried to pose her kissing C. L. Menser, producer of the show. Sheila Kerry, New York model who kisses the lads from coast-to-coast via magazine, refused. "My heart," she explained, "belongs to J. Walter Thompson Co."

Baseball on Coast

(Continued from page 18)

RECREATING a Brooklyn Dodgers exhibition game from Florida, Walter (Red) Barber, WOR baseball announcer, gives a view of the setup he will use in WOR's New York studios to describe all the games played away from Brooklyn this summer. A Western Union operator relays the play-by-play actions to Red, who keeps track of every play, checking them in his scorebook while keeping up a running fire of description and comment.

the Pirates and Seals and the evening in criticizing the transcribed versions of the game.

On the morning of March 26 the program was devoted to Goodrich, with the showing of a Goodrich film, a demonstration of Goodrich products and a discussion of Goodrich commercials and merchandising. The afternoon was devoted to a discussion of Wheaties, the General Mills product. This year General Mills again will employ the Wheaties Quartet, a transcribed musical novelty which will be played at the radio studio during the seventh inning stretch on signal from the announcer at the ball fields. This feature was a hit of last year's broadcasts.

Mr. Parker, Mr. Mitchell, Mr. Chez and Mr. Anderson of General Mills went into detail on the elaborate merchandising program to be conducted in conjunction with the baseball broadcasts. One of the new features to be tried this year, Mr. Parker stated, will be a Wheaties merchandising story, which will be sent in dramatized transcription form regularly to the announcers handling the broadcasts. Again this year General Mills is sponsor of the WOR's "Welcome Home" merchandising plan. When a team returns to its home stadium, all grocery stores handling Wheaties will be supplied with special posters and displays welcoming the players back home. The baseball announcers will make frequent personal appearances for Wheaties at designated stores and markets handling the product and will sign autographs for fans. Grocer mentions will be given during the games by the announcers. Wheaties boxes will contain pictures of the ball players in national magazines carrying Wheaties ads will contain pictures of outstanding diamond stars and call attention to the baseball broadcasts.

Lorillard in Sacramento

Mr. Knudsen outlined the wide merchandising program to be carried on by Goodrich during the season. Although not definitely decided it was understood that Goodrich will sponsor another soap box derby for boys. It plans dealer posters and displays which will tie in with the ball games.

Ernie Smith, San Francisco sportscaster for General Mills and Goodrich Co., stated his 12th year of baseball broadcasting with the opening of this season. He was the oldest sportscaster, in point of service, as he opened the 1939 season.

P. Lorillard Co. (Old Gold cigarettes and Briggs Pipe Mixture) is sponsoring the Pacific Coast League baseball games on KFBR, Sacramento, Calif. All games home and away will be broadcast by Tony Kester, KFBR sportscaster. The Sacramento club of the Pacific Coast League won the President's Club playoff last year defeating San Francisco Seals in the finals.

Ira Blue, NBC sports commentator in San Francisco, last month started a sustaining series of quarter-hour broadcasts on the Pacific Coast League baseball returns over KGO.

Submits Movie Report

REPORT on the survey of the "Local 18 of the American Communications Association, was submitted to the annual MPPDA meeting at the Hays office in New York on March 24. Its contents made public and all that could be learned at MPPDA headquarters was that the report was made without any recommendations to the picture industry.

Public's Desires Rule Broadcasts in America

RADIO broadcasting in the United States is ruled by "what the people of America want to hear," according to Miss Janet MacRorie, NBC manager of continuity acceptance, in an address before the Women's City Club of New York March 14. "We have been accustomed, through reports of European activities, to think of censorship as the weapon of totalitarian states to win their peoples to their way," Miss MacRorie continued. "That may be the meaning of censorship elsewhere, but not in America. The gratification of personal whim is entirely absent in censorship of material submitted for broadcast on NBC's facilities. The work of editing material is guided by a consciousness of a great invisible audience of human beings and of Americans, made up of families rooted for decades in the country and others who have with just pride received their final citizenship papers."

ACA Signs WBNY

CONTRACT between Broadcast Magazine and American Communications Associations and the management of WBNY, Buffalo, was signed recently, conferring the five technical employees of the station. Contract, which runs until Oct. 1, 1940, calls for a closed shop with hiring through the union, a 40-hour, five-day week, annual vacations and sick leave with pay, time and one-half for overtime, and wage increases to go into effect July 1.

In the Heart of Industrial New England

The Merrimack Valley Broadcasting Co. is the only medium serving all of the 862,320 persons in this rich industrial and agricultural district with its 0.5 mv. area.

1,000 Watts 680 Kilocycles

Owned and operated by Hildreth & Rogers Co., Lawrence, Massachusetts

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MARCH 14, TO MARCH 30, INCLUSIVE

Decisions...

MARCH 17

MISCELLANEOUS—WAGA, Atlanta, granted continuation hearing to 4-20-39 on April 11; WMAL, Washington, D. C., granted order, fee, and license; WRN, Radio Network, Inc., granted order to make license permanent; WBC, Martinsville, Va., granted order to assign license, and the effect of the decision has been made known to the licensees and the FCC.

TRADE (N. M. and Eastern Ore.): For the week ended March 19, a total of 1,640 licenses were issued and 1,280 were transferred. The total number of licenses in force is now 34,460.

MARCH 18

MISCELLANEOUS—WAGA, Atlanta, granted extension of time to file new license; WAGA, Atlanta, granted order to assign license, and the effect of the decision has been made known to the licensees and the FCC.

Protections...

MARCH 24

WTOC, Savannah, Ga.—Recommended direction of order for change in proposed findings of facts and conclusions (B-E).

Proposed decisions...

MARCH 24

WTOC, Savannah, Ga.—Recommended direction of order for change in proposed findings of facts and conclusions (B-E).

Applications...

MARCH 16

WIBC, Indianapolis—Mod. license as to location and transfer of ownership.

Applications...

MARCH 16

MISCELLANEOUS—NEW, Great Western. Co., Omaha, Nebr., granted rehearing; KFGA, Fairbanks, Alaska, granted mod. license to 5 kw. at 1000, and 5 kw. at 1050, and 5 kw. at 1100; WHJ, Hoquiam, Wash., granted order to change call letters from WSHS to WSHF, and granted order to transfer licenses.

Applications...

MARCH 25

NEW, N. E. Bestco., Inc., Hartford, Conn., granted order to transfer license to New England Bestco., Inc., and granted order to change call letters from WSGS to WSGI.

Applications...

MARCH 25

NEW, Silver Creek Theatre, Yuma, Ariz., granted order to change call letters from WWSN to KQYJ.

Sykes Banquet

A TESTIMONIAL banquet to Judge E. O. Sykes, retiring member of the FCC, has been scheduled for April 8 by staff members of the FCC. The banquet will be held at the Washington Hilton Hotel, with addresses scheduled for Senator Pat Harrison of Mississippi, FCC Chairman McNichol, Senator Wheeler of Montana and Majority Leader Sam Rayburn of Texas. The plans include special entertainment, featuring radio performers.

3 Denials on 1120 kc.

THE FCC on March 27 denied the applications of three stations seeking to improve their facilities, all on the 1120 kc. regional frequency. They were WISN, Milwaukee, now on that channel with 250 watts a night, and 1000 days, which asked for 1000 watts full time; WBJO, Clovis, N. M., now on channel with 500 watts full time which asked for 1000 watts full time; and WQDM, St. Louis, now on channel with 1000 watts full time which asked for 1000 watts full time.

Every station concerned will be granted the time it is seeking, but it will be granted on an interim basis only. The stations will probably seek a hearing.
SUCCESS BY AIR

Philip Morris Gives Credit

For Sales Jump

CONCENTRATION on radio as a medium of advertising for Philip Morris cigarettes was one of the reasons offered in explanation of the tremendous growth and development of the product in the past six years by Paul Caspe, a member of the research department of Philip Morris & Co., in a recent talk before the Association of Advertising Men at the Hotel Dryden, New York.

"By far the greatest part of the company’s advertising appropriation goes into radio entertainment," Caspe commented March 28. "And last, but by no means least, of the reasons for the increase in sales is due to Johnson as perhaps the most famous living trade mark, and his "Call for Philip Morris," which has lent itself perfectly for a program signature."

Sales Managers Meet

A BUREAU of Radio Advertising to promote time sales on a national basis is the center of discussion when the NAB sales managers committee met March 30 at Chicago’s Palmer House under the chairmanship of Craig Langlais, sales manager of the Iowa Broadcasting System. A full report on the committee’s meeting last Dec. 2 was given and the promotion of broadcast advertising to other industries was reviewed.

WEBSTER - EISENLOHR, St. Louis (Budweiser beer), on March 32 started Personalities in the Headlines on Texas Network, Mon. thru Fri., 10 p.m. Agency: D’Arcy Adv. Co., St. Louis.

ANHEUSER - BUSCH, St. Louis (Budweiser beer), on March 32 started Personalities in the Headlines on Texas Network, Mon. thru Fri., 10 p.m. Agency: D’Arcy Adv. Co., St. Louis.

WEBSTER - EISENLOHR, St. Louis (Budweiser beer), on March 32 started Personalities in the Headlines on Texas Network, Mon. thru Fri., 10 p.m. Agency: D’Arcy Adv. Co., St. Louis.

Renewal Accounts

HOUSEHOLD FINANCE Corp., Chicago, on April 5 renewes It Can Be Done on 50 CBS stations Wed. 10-30-11 p.m. Agency: BBDO, Chicago.


LAMBERT PHARMACAL Co., St. Louis (Listerine Prophylactic brushes), on April 25 renewed Grand Central Station on 50 CBS stations Wed. 10-30-11 p.m. Agency: Lambert & Fassley, N. Y.

HOUSEHOLD FINANCE Co., Chicago (personal loans), on April 5 renewes It Can Be Done on 28 CBS stations Wed. 10-30-11 p.m. Agency: BBDO, Chicago.

Network Changes

AMERICAN TOBACCO Co., New York, on NBC in March added KGMC, KJPA, Tucson, and KETV, Phoenix, to Hathorne House, on NBC-Pacific.

WESSON OIL & SNOWDRIFT Co., New York, on NBC in March added KVOA, Tucson, and KETV, Phoenix, to Hathorne House, on NBC-Pacific.

PHILIP MORRIS & Co., New York (cigarettes), on March 24 replaced What’s My Name and Guess Who on 4 MBS stations, Tues., 8-8:30 p.m. Agency: Bliss Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on March 15 added WOL, WGBF, WBOY, WOBX, and WIVK to Ray Experimtial Assn. of College of Musical Knowledge making a total of 60 NBC-Red stations, Wed., 10-11 p.m.

STANDARD BRANDS, New York, on March 3 adds 7 stations to Getting the Most Out of Life on NBC-Blue, Mon thru Fri., 11-11:45, noon.

LEWIS-HOWD Co., St. Louis, on March 31 adds Friday evening 11:35 p.m. on NBC-Blue to 15 stations, which continues Tues., Thurs., at 7:15 p.m.

BROADCASTING • Broadcast Advertising

VOTING the control room of KTLU, Tulsa, on a recent tour of inspection, an FCC inspector killed a transcribed Falstaff beer transcription. It was an accident, however, for he had the pickup and knocked the transcription into a muffled stand. Before the spot could be put back, the 30 seconds were up and the station was back on CBS lines. Later Falstaff Broadcasting Co., in a recent makeup time on the spot because of “unavoidable interference” from the FCC.

Women’s Awards April 19

FIFTH annual awards for the year’s best radio program selected by the Women’s National Radio Committee, will be made April 19 at a luncheon in New York to be broadcast both by NBC and CBS. Among industry leaders to participate will be David Sarnoff, RCA president; Alfred J. M. C o a t, MBS chairman; Frank E. Mason, vice-president of NBC in charge of international broadcasting; H. V. Kaltenborn, radio commentator; Raymond Leslie Buell, president of the Foreign Policy Association; Sterling Fisher, CBS director of education. Awards will be announced during the afternoon broadcast. Among guests invited to the luncheon are FCC Chairman McNinch, NAB President Neville Miller, NBC President Lenox R. Lohr, CBS President William S. Paley, Donald Plamann of WMCA; John S. Young, director of radio of the New York World Fair.

Public Events Listening

ACCORDING to figures released by the Cooperative Analysis of Radio Advertising, New York, 14% of radio receivers reported that they had listened on March 4 to the broadcast of the ceremonies commemorating the anniversary of the first session of the United States Congress on CBS, NBC-Red and NBC-Blue. The CAB also reported that 11% of set owners heard one or more of the various ceremonies broadcast on CBS and NBC March 2, relative to the election of Pope Pius XII. The figure of 11% was determined by interviewing set owners in 35 cities throughout the country.

“Crystal Specialists Since 1925”

LEHIGH VERTICAL RADIATOR

This 387 ft. insulated antenna in operation for WHOM, Jersey City, N. J., is the second High-Frequency Radiator furnished to this station. Let this display of confidence be your guide when you contemplate a new antenna.

LEHIGH STRUCTURAL STEEL Co.
124 JACKSON AVENUE
HYATTSVILLE, MARYLAND

www.americanradiohistory.com
License Fee Cut Opposed by CBC
Service Would Be Curtailed, Murray Tells Committee

By JAMES MONTAGNES

THAT the CBC had turned down commercial network programs to the value of $250,000 in the past year was revealed by CBC General Manager J. B. Murray during his questioning by the Parliamentary radio committee at Ottawa.

The question of commercial broadcast time on CBC networks is determined by the NBC and is essentially a matter of negotiating broadcasting, and not by agreement with organizations of newspapers and magazines. The developer, Enfant Tuesday series, discussions, forums and the encouragement of Canadian orchestras and art events generally required a term policy "which cannot be made subservient to the caprice of commercialism," he said.

"The reason for the existence of the CBC is to give a planned and balanced service for the whole of the Canadian people," Mr. Murray stated. "The main ingredient is entertainment, but there are present and potential educational responsibilities. . . . Such a trust cannot be discharged on a basis primarily commercial. In the light of the market admitted value of the best commercial programs, I would indeed this expanding the revenue available to the CBC to commercial sponsors, both of Canada and the United States, in the understanding to sell their commodities and services, while simultaneously enriching and widening our cultural heritage.

On the question of a reduced radio listener's fee, both CBC Chairman L. W. Brockington and Mr. Murray said the CBC would not be able to operate at its present scale or be able to expand. Mr. Brockington went so far as to say that without a license fee, and with broadcasting entirely reliant on advertising, Canadian radio would gravitate to the United States commercial orbit, as it was tending to do before the CBC stepped into the picture. Even private broadcasters and United States network officials had admitted such a development, should the annual listener license fee be taken from CBC revenues.

Mr. Murray made a reduction from $2.50 to $2 a year in the license would mean an annual loss of $50,000 to the CBC and would mean the elimination of four hours daily from sustaining network programming, the elimination of operations of the two new CBC transmitters at Sackville and Wakefield, and more limits on the number of Canadian artists. Chairman Brockington told the committee that 40% of the CBC's total operating costs were paid by the license fees and that the annual loss of $50,000 would be equivalent to the production costs of the historic program Crossroads.

Late Personal and News Notes

JOHN S. YOUNG, radio director of the New York World's Fair, and Grover Whalen, head of the Fair, on March 27 met with a group of representatives of radio stations in the United States and Canada, who are also radio sponsors to discuss the problem of radio broadcasting from the Fairgrounds. No decisions have been made as yet. Among the companies represented were Ford Motor Co., General Electric Co., RCA, Westinghouse, and George Washington Coffee Refining Co.

JOHN JESSUP, WTMJ salesman, who has resigned to enter radio broadcasting and is now employed by a handsome desk set inscribed "From the staff of WTMJ Milwaukee to the office of the company at Baltimore. He succeeds W. H. Meese, vice-president, who died March 16.

GORGES STELLMAN, of the news staff of WFRM, Chicago, on April 8 will marry Ernestine Bilger of Hinsdale, 111.

WILLIAM E. PLUMMER, associate of Glenn D. Gillett, Washington consumer engineer, and Mrs. Plummer are the parents of a 7 3/4 lb. son, born March 25, named William Torsch Plummer.

JAMES R. DONOVAN has been named chief engineer of WOTC, Savannah, Ga., other new engineering staffs include Ronald Owen, Olen Vardman, William Behlen.

GENE MARSHALL, Paramount account executive, of the National Broadcasting Co., has joined the announcing staff of WATF, Norfolk, Va., and has been made assistant to Victor B. Land, who has moved to WIRE, Indianapolis. E. B. Andrews, announcer in Norfolk, has been named assistant director.

PAUL J. SEXTON, formerly of BBDO, New York, on April 3 joins the sales staff of WQXR, New York.

GENE PURGASSON & Co., national representatives for Inland Hotels, have opened an office in Chicago to 300 N. Michigan Ave.; telephone State 3050.

E. M. LIPSCOMB has joined the sales staff of WOTC, Savannah, Ga.

Dozen Apex Licensees Get Temporary Renewal

PURSUING its policy of cracking down on ultra-high frequency broadcast experimenters unless they have the proper licenses, the FCC March 27 set for hearing temporary renewal of a dozen New York stations. Seven stations were so designated on the temporary basis during the period from March 1 to March 31, 1940, with hearings ordered because the applicant had not conducted a successful research and developmental program and had failed to submit satisfactory programs of such research and experiments as were carried out during the next license period. These included applications of Ben Blumenthal, WDAV, Los Angeles; of two stations; E. Anthony & Sons, New Bedford, Mass.; NBC Chicago; WCAU, Philadelphia; WATF, Norfolk, and WFAA, Dallas.

Licenses of five other Apex stations were extended on a temporary basis for the period ending May 1, 1939, pending determination of that license application for renewal.

These Included the applications of Edwin H. Armstrong, Alpine, N. J.; Joseph F. Jr., WOR, New York; WHK, Cleveland; KXK, St. Louis.

Prepare for Royalty

SPECIAL meeting of NBC, CBS, and ABC will take place in New York March 29 in Toronto to make arrangements for complete coverage of the visit of the British Prime Minister, Mr. Churchill, and the U.S. this spring of King George VI and Queen Elizabeth of England. Representatives will be Paul White, CBS director of public events and special features, Adolph Opfinger, MBS publicist; A. A. Schechter, NBC director of news and special events.

Radio and Name

QUESTION of altering its policy of requiring all CBCs to pay for the优质 of the United States, or the CBC, to be the subject of debate at the forthcoming meeting of the American Bar Association in April 24, despite the fact that a similar proposal was voted down last year. Spokesmen at AP headquarters refused to comment, saying that the members were privileged to raise any question they desired during the meetings and that while the subject would not be brought up by the press association's officers it might readily be raised from the floor.

Change in Name

DECIDING to do something drastic to boost listener interest in its 10-year-old staff orchestra, WDNY, Fargo, N. D., changed its name from Abbie Andrews' Orchestra to Original North Dakota Jazzphiles, switched its style from swing to old-style sweetness, took new uniforms and raised the public's attention. The Oscar Johnson Crossroads Jamboree now plays over WDNY, and features original arrangements, where under the old moniker "there was no audience reaction whatsoever."
Another Original Show from WLW

My Lucky Break

Featuring Josef Cherniavsky

Radio's Outstanding Showman Conductor

Sunday 6:00-6:30 E.S.T.

Coast to Coast

A Copyrighted Feature

Representatives:
Transamerican Broadcasting & Featuring Corp.
New York Chicago Hollywood

Telegram

* A thousand thanks to you, the producers, the author, the engineers and your entire staff for most beautiful and touching broadcast.

Paul Whiteman

Telegram

Eddie Cantor was genuinely thrilled and asks me to convey to you his deepest gratitude and sincere appreciation.

Vick Knight

Telegram

It was beautifully done and couldn't find a single fault with it. The way you played my time just made me tingle with pride.

Kate Smith

Telegram

Never was so thrilled in my life. Thanks to you and your associates.

Guy Lombardo

Telegram

So thrilled over the program. Warmest thanks for this grand tribute from my old alma mater.

Jane Froman

Telegram

I have received comments from several of my friends in the middle west on your splendid program.

Rudy Vallee

Telegram

* A blend of musical beauty and dramatic human interest so expertly built by the maestro who conceived the show.

Dial
A complete line of fine microphones—
for every purpose and price—bring you
top-notch performance at moderate cost!

Remember the carbon mike of the early days? Much has
happened to microphones since then. And the mikes we have
today owe a great deal of their excellence to the efforts of
RCA engineers. For long years of research and development
by these men have not only created the standard of microphone
performance as we know it today—but have led to a complete
line of mikes designed for every requirement and price.

Look at the RCA microphones illustrated on this page. No
matter what your microphone problem—you’ll find the right
answer here. And you can rest assured of fine performance.
From the 88A to the 44BX they’re the tops! That’s why
more RCA microphones are used by broadcasting stations
than any other kind! Full details on request. No obligation.

Use RCA Radio Tubes in your station
—for finer performance