"Going WEST, Good Sir?"

Pardon us, Sir, but if indeed you are going West, please just pull off to the side a second, and let us tell you about the situation out here in "Iowa Plus"!

To begin with, In Iowa, there is WHO — plus twelve other commercial radio stations. WHO’s power, night and day, is 50,000 watts. The combined nighttime power of the other twelve stations is 7,000 watts... WHO’s nighttime rate for a 15-minute spot is $160.00 — the combined cost of the same time on the other twelve stations is $550.50.

Furthermore, Sir, big WHO’s transmitter is located almost exactly at the center of Iowa. It is the only station that can cover the entire State. In addition, WHO reaches out to include a vast audience throughout the entire Mid-West — regularly pulls mail from 45% to 55% of all the 3070 counties in the United States!

So if you’re coming West, we suggest you come to WHO. We promise you the finest reception in "Iowa Plus" — the finest reception, the greatest audience, and the most results from every dollar you invest.

WHO
+ for IOWA PLUS! +

DES MOINES... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
Colorado boasts two standouts that are constantly attracting national recognition. The first is the majestic Rockies which annually bring in a million summer visitors with a hundred million dollars in their pockets to spend. The second is KLZ, by far the brightest star on the Colorado skyway, which has won the admiration of a year-round market of still another million people and delivers this market to advertisers in the Denver-Rocky Mountain area.

Nature made the one...the other is the product of the coordinated application of men, methods and machinery. Merchants all over the Rocky Mountain region have learned to respect the merchandising power of both, but they are inclined to respect KLZ the more since KLZ is such an integral part of the home life of the area it serves.

Because KLZ is so vivid, so vital and so alive, it was able to produce a mail response of more than 6,500 from a single fifteen-minute broadcast for the Bay Petroleum Corporation of Denver, on March 9, 1939. KLZ is always doing things that make people look, listen and talk and, entrenched in this solid position with listeners, it exerts a powerful influence in behalf of products exploited through its facilities.
New England's Largest Sports Audience

For vivid descriptive accounts of baseball, racing, football, hockey and other sports, direct from the scene of action, New England sports fans listen to The Colonial Network. These broadcasts command the largest sports audiences in New England.

Baseball is first in popularity. Coincidental telephone surveys show that The Colonial Network's play-by-play broadcasts of American and National League games have by far the largest afternoon audience of any New England radio feature. This year, with Frankie Frisch, former major league manager, announcing, the Colonial stations are sure to increase this tremendous following.

The broadcast of the first race direct from Suffolk Downs, Rockingham Park or Narragansett is second only to the baseball broadcast in the size of its daily audience.

The Colonial Network covers every important professional, collegiate and amateur sports event, from a wrestling bout at the Arena to the swimming meet at Harvard—gives the New England audience its sports news as it happens, completely, expertly, entertainingly.

Here is a ready-made audience, from all income groups, whose size and loyalty offer rich sales possibilities. Only through The Colonial Network can you reach this audience. It makes seventeen important markets immediately accessible, a larger productive sales territory than can be reached through any other medium at equally low cost.
We're in the mixing business, too...

With an audience the size of the WSM audience, with all ages and all sexes in cities, towns and on farms, turning to 650 kilocycles everyday for news, information and entertainment—

WSM must do, and does, more than merely offer a network outlet. This station, realizing a fundamental obligation, makes certain that no day passes without broadcasts designed and built in its own studios for the needs and the tastes of each class of listeners.

Such mixing of broadcast appeal cannot be haphazardly done. It can only come out of long and uninterrupted intimacy with the likes and dislikes of this great and heterogeneous mass of people. It requires the services of one of America’s largest single station talent staffs. It is something which only years of work can create.

But—the rewards are richly worth the effort. To WSM it has brought, is still bringing, an audience outstanding over all America for size and loyalty. To you, as an advertiser, it offers concentrated buying power, customers who can spend, who do spend, for whatever is offered on their radio station.

May We Show You Proof?

WSM
NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First
a Starch Personal Interview Survey found that 98% of the daytime listeners and 96% of the evening listeners in Northeastern Pennsylvania tune regularly to WGBI for CBS entertainment and many programs of exceptional local and regional interest. Proving that one station alone, WGBI will do your selling job quickly, successfully and economically.
“You’re Lousy—
AND I OUGHTA KNOW!”

“I’ve listened to your program every morning for three solid years, and I still think you’re lousy.” Those were a listener’s very words, and we have his letter to prove it.

Of course it just isn’t in the cards to please everybody with every program from dawn to sign-off. But what interests us particularly is, why did this fellow bother to listen every morning if he didn’t like the show! And for three years, too!

The answer: he has the WTIC habit. He knows that if he doesn’t like one show, there’ll be another one along in a few minutes that he WILL like. And he knows we welcome his comments, too. For part of this “WTIC habit” includes a healthy correspondence between listeners and the station.

There’s a big slice of Southern New England families who have this WTIC habit. And they’ve had it for many years. We know because otherwise we wouldn’t be doing such a profitable job for so many people with goods to sell in this billion dollar market. When can we put our ability to work, to get and HOLD an audience . . . . . for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

• IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
• IN NUMBER OF NETWORK ADVERTISERS
• IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS - HARTFORD, CONN.
The Station With the Friendly Audience
The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco
Cincinnati firms have a complete understanding of the local radio situation.
So they buy WKRC...Because they have found WKRC reaches and sells greater Cincinnati's 1,045,600 consumers.

 WKRC's local sponsors - the most important group of Cincinnati firms using radio...a veritable blue book of prominent Cincinnati companies.

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WKRC COLUMBIA'S STATION FOR CINCINNATI

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco
KNX DELIVERS ALL THREE
...the hub...the spokes...the rim:
urban...suburban...and rural radio homes
...at the lowest cost per thousand listeners.*

This one great 50,000 watt station gives you "local station" coverage in the billionaire hub market, Los Angeles—in important sub-centers like San Diego and Santa Barbara.** And in each of 112 flourishing Southern California communities of 2500 and over. Also—at no extra cost—balanced coverage throughout the rural areas.

IN SOUTHERN CALIFORNIA

You reach 98.3% of all radio homes in this prosperous region—intensively, day and night.
And—as a bonus in the evening—KNX offers you the greatest primary coverage of any station in the West. Brilliant and powerful—its clear channel signal soars nightly, beyond Southern California's borders into the vast "in-between" regions of the West. Into 3½ million additional homes in 258 counties of the 11 Western States.

* See every competent Los Angeles and Southern California survey ever made.
** The new KNX Transmitter gives directionalized, over-salt-water reception in both Santa Barbara and San Diego.

KNX
THE CBS STATION FOR SOUTHERN CALIFORNIA
50,000 WATTS
COLUMBIA SQUARE, LOS ANGELES
REPRESENTED BY RADIO SALES
50,000 WATTS Gushing in soon

Approximately August 15th

...in the world's greatest Oil and Gas area!

A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

SHREVEPORT, Louisiana
Some radio stations pull mail. Some don’t. Free & Peters knows which — and why — and when! For instance:

The sponsor of a local talent program on one of our stations recently made a simple booklet offer . . . the booklet containing pictures of the cast and jokes used by the leading comedy team. That was on Saturday night. By Monday noon, 17,279 letters had come in — and the entire cost for both time and talent was exactly $356.50!

Now we won’t say that the total number of replies didn’t surprise us a little — but the big point is that we knew the station, knew the program, knew the hour, knew that it was a good buy for any advertiser who would take our recommendation on it.

Incidentally, another half-hour of that same program is now available. May we tell you about it?

**FREE & PETERS, INC.**

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives
President Will Make First Disc Speech

By SOL TAISHOFF

National Emergency Council Is Seen as New Clearing House for Government Broadcasting Activities

PRESIDENT Roosevelt himself next month will launch a new transcribed series of Government broadcasts—marking the first time a chief executive has used the transcription medium—in a venture that may be the forerunner of centralization of all Government radio programs in the National Emergency Council and its branch offices.

Titled United States Government Reports, the transcription series will open May 9 with a 15-minute recording by the President on the "state of the nation." It will be placed on approximately 150 stations, averaging three per State, and will be followed in succeeding weeks by July by members of the Cabinet in order of seniority. The series will include interviews with the President and members of his Cabinet by Lowell Mellett, executive director of NEC, and former executive editor of the Scripps-Howard Newspaper Alliance. Membership of the Council includes the President, Vice-President, Cabinet and the executive heads of virtually all of the independent administrative agencies.

A Clearing House

The new series will run each Tuesday up to and including July 17, featuring the transcribed interviews with members of the Cabinet by order of seniority. It is an extension of "live" programs under the same title carried since last September over independent stations through the 42 regional NEC offices, covering activities of the various governmental branch agencies in those jurisdictions. All these programs have been under the direction of NEC headquarters in Washington.

Because the scope of NEC's new activity in the radio field covers practically all agencies of the Government, it is viewed in informed circles as another important stride toward setting up of a Government "clearing house" for all Government radio, with the possible exception of the extensive farm service conducted by the Department of Agriculture.

Robert I. Berger, radio director of NEC and former radio director of the Democratic National Committee, is in executive charge of the work and has coordinated all of the field operations.

The President, in launching the series next month, is expected to point out that it will mark the initial use by the executive branch of the Government in the medium of electrical transcriptions. During the series, which will be continued to include independent agencies as well as its own executive departments, each official will report on his own sphere of activity. Mr. Berger stated that the series is entirely factual and non-partisan. It is not designed to take the place of nationwide network presentations by heads of Government departments and is entirely symbolic in that the interview type of presentation will be employed.

Because of sporadic protests from broadcasters over constantly mounting demands of Government agencies for free time, NEC for the last year has been working on the plan for a "clearing house" for Federal programs. While each independent agency or department would maintain its own publications or radio relations staff, clearance of time would be handled through NEC, and coordinated in such fashion as to impose least possible hardship upon stations. In that manner also, it has been advocated, a definite limit on the amount of time requested by governmental agencies could be established and probably would be welcomed by stations. Moreover, it would make for more professional handling of script, transcription or program, it is held.

Exclusive Rights

The new United States Government Reports series is being transcribed by Allied Recording Co., Los Angeles, U. S. Recording Co., Washington, is making the masters. A maximum of 150 pressings is being made for each of the programs in the President-Cabinet series. These are being placed locally by the NEC regional and State directors, with no specified time of the day as to rendition. Some 115 stations which have been carrying the regional series since last September are being given the exclusive presentation rights for the new series in their own districts.

NEC RADIO DIRECTOR

Robert I. Berger

The regional and State NEC series, which included interviews by NEC directors or others with the heads of other Governmental agencies in their jurisdictions, such as WPA, Federal Housing, Customs, Internal Revenue and the like, have averaged about three a week, Mr. Berger declared. The series has been on a non-network basis and it has been found that many entirely independent stations have been gratified over the opportunity of carrying such programs.

Publicity on individual interviews is released locally, it was pointed out. Texts of the interviews are mailed to stations from Los Angeles along with the recordings for simultaneous release locally.

Central Clearing House

The plan for the central clearing house for radio, under the aegis of NEC, has gathered momentum in recent months, it was observed. In setting up such an organization, familiar with the vicissitudes of both network and local broadcasting, it is felt it would be possible to clear up many of the difficulties inherent in hit-and-miss solicitation of time by various Government departments.

For example, if one agency had promised time on a major network for a particularly timely broadcast, it would be possible to stagger other Governmental addresses over competitive networks in non-conflicting fashion. Moreover, an agency such as the Internal Revenue Bureau as a public service matter is interested in advising taxpayers on income tax problems in advance of the March 15 deadline but during the balance of the year would have little occasion to use time. Similarly, the Labor Department may be interested in special broadcasts prior to Labor Day but otherwise would have little occasion to use the air during the balance of the year.

Membership of NEC

Members of NEC, in addition to the President and Vice-President, are Secretary of State Hull, Secretary of the Treasury Morgenthau, Secretary of War Woodring, Attorney General Murphy, Postmaster General Farley, Secretary of the Navy Swanson, Secretary of the Interior Ickes, Secretary of Agriculture Wallace, Secretary of Commerce Hopkins, and Secretary of Labor Perkins, representing the executive branch. In addition, other members are the Director of the Bureau of the Budget, administrators of the Agricultural Adjustment Administration, Federal Alcohol Administration, Resettlement Administration, Rural Electrification Authority and Works Progress Administration.


Additional members are Dr. Isador Lubin, Commissioner of Labor Statistics, Robert Pechner, chairman of the CCC, Stuart McDonald, chairman, Federal Housing Administration, F. F. Hill, chairman, Farm Credit Administration, and W. Lee Pierson, president, Export Import Bank.
Olds Using Spots; Studebaker Adds
Detroit Uncertainty Delaying Other Motor Advertising

RETURN of the Olds division of General Motors Corp. to radio the first time since spots were used to herald its 1939 models last fall was disclosed in Detroit with word that the company is scheduling 25 stations to carry 50 and 100-word spots during April, mostly on a six-weekly basis. No decision has been made whether they will be continued into May.

The station list placed through D. P. Brother & Co., Detroit agency, follows: WSB WFBR WNAC WFLA WFIL WCAY WBBF KFRC WBBN KYW WDOL WOC WHAS WTMJ KSTP WSMB WOW KYW KDKA KSD WJBA KFRC KOMO WJSV.

Outlook Brightens

With Olds and Studebaker now on the air, the outlook for automotive radio advertising would appear brighter, although there is as yet no indication of definite activity along such lines. The auto companies generally are ready to release augmented spring advertising campaigns a month ago but the current uncertainty in management quarters is reflecting itself in carefully controlled advertising expenditures. As a result, radio resumptions are likely to be delayed.

Studebaker during the week of April 10 added 13 stations to the 61 [BROADCASTING, April 1] carrying the three-weekly quarter-hour Ford Farm Market program recently inaugurated by the company. The program features Lowell Thomas and Ted Husing, with Robert H. Thomson as commentator. According to N. J. Cavanagh, radio director of Roche, Williams & Cunningham, Chicago agency handling the account, the following stations have been added: WAPI WBRY WFLA WBOW WCOB KYSM WIBX WBGB WJEN WLEU WHP WGBI WDBJ.

O'DANIEL IS USING MEXICAN STATION

PAT O'DANIEL, son of Texas' Governor, W. Lee O'Daniel, and president of his father's Hillbilly Flour Co., Fort Worth, on April 12 cancelled two of three commercial programs over WBPB, Fort Worth, an outlet which has long been used along with Texas Quality Network and other stations in the buildup of the O'Daniel commercial and political interests.

Since O'Daniel moved to the State capital at Austin, the four stations of famed Hillbilly programs have originated from there, three quarter-hours a week, of which only one is now retained. With the cancellation, it was disclosed that the company has started using two hours a week over XEAW, rated at 100,000 watts on 960 kc. and located at Reynosa, Mexico, just across the border from McAllen, Texas.

XEAW recently was purchased from interests including Dr. John R. Finkleby by Carr F. Collins, Fort O'Daniel political adviser. It was reported that the Governor's free Sunday afternoon period of sales from Austin, carried on WBPB, will be continued.

Ford on Michigan Net

Ford MOTOR Co., Detroit, has started a three-weekly farm market program, titled Ford Farm Almanac, on WXZY, Detroit, and the Michigan Network. Featured is the "Ford Farm Editor" as commentator on agricultural news, along with old-time and ballad music. The program is sponsored Mondays, Wednesdays and Fridays and carried sustaining on Tuesdays and Thursdays. Agency is N. W. Ayer & Son, Philadelphia.

Flit in South

STanco Co., New York (Flit), on April 8 started a campaign of 15 spot announcements weekly on the following list of southern stations: WSB WAPI WFAA KTRR WJAX KJH WHAS WIOD and WOAI, McCann - Erickson, New York, handles the account.

Appliance Firm Tests

BROOKS RUPTURE APPLIANCE Co., Marshall, Mich., has started a series of five weekly spot announcements on five Midwestern stations in a test campaign that may be expanded during the summer. Matteson-Pogarty-Jordan Co., Chicago, handles the account.

Emerson Radio Starts


LEVER BROS. Co., Cambridge, Mass., will take advantage of CBS's new six-hourly program, "Lux Radio Theater" (BROADCASTING, March 15) by giving a vacation to three of its night-time shows—Lux Radio Theater, Big Town for Rinso, and the Luxo program with Jack Powell, Rothman & Ryan, New York, handles the latter two shows, and the Lux program is placed by J. Walter Thompson Co., New York.

Both the May 10 Dixie Handicap and May 15 Preakness, to be run at the Pimlico track in Baltimore, will be covered exclusively on NBC by American Oil Co., Baltimore, Glenn McCarthey and Geo. Hicks will announce.

THE TITLE "Commissioner" was conferred April 13 on Frederick Ingate Thompson, publisher of the Montgomery (Ala.) Journal, as he took the oath of office as a member of the FCC succeeding Judge E. O. Sykes, who resigned as of April 6 after 12 years of service. Administering the oath is Miss Pansy E. Wiltshire, notary public in the FCC Secretary's office. Mr. Thompson was confirmed by the Senate April 8, after nomination by the President March 28. He will attend his first regular FCC meeting April 17. Present at the swearing in were Chairman McNinch and other FCC staff members.

No Movie Censorship

PUBLISHED reports that NBC and Mutual-Don Lee Broadcasting System have reached an agreement with the Association of Motion Picture Producers Inc. (Will Hays office), Hollywood, permitting the latter to censor all radio commentator copy on film activities, have been refuted with indignation by network officials of the West Coast. It was pointed out that if networks permitted such action, "they would expect the same treatment and thereby curb "freedom of speech".

SEARS, ROEBUCK & CO., Chicago, has placed a five-weekly quarter-hour program, Grandma Speaks, on Texas State Network, to start May 1. Agency is Blackett-Sample-Humrett, Chicago.

Duristine Quitting BBDO, Reviving Rumor He Will Become CBS Sales Chief

ROY S. DURSTINE, president of Batten, Barton, Duristine & Osborn, resigned from the agency at a meeting of its board of directors on April 10. His future plans were not announced but the resignation has revived the rumor, prevalent last fall, that he would join CBS as vice-president in charge of sales. That post has been vacant since the resignation of H. K. Bolce to return to his field. Confirmation of the rumor, however, has been forthcoming from either Mr. Duristine or the network. Bruce Barton, chairman of the BBDO board and a member of Congress, elected Mr. Duristine president, and William H. Johns, chairman of the executive committee, was elected to succeed him as chairman of the agency's board. Alex F. Osborn, vice-president in charge of the Buffalo office, was elected executive vice-president and will make his headquarters in New York. F. E. Feland, agency treasurer, was named as chairman of the executive committee. Other BBDO officers remain the same.

A co-founder of the agency with Mr. Barton and Mr. Osborn in 1919, Mr. Duristine became vice-president and general manager at the time of the merger with the Batten Co. in 1928, and was elected president in 1936. A pioneer in the use of radio as an advertising medium, Mr. Duristine conceived and sold the "Walter Kent Hour" as one of radio's first big name programs. He organized the BBDO radio department and directed it personally for many months, and was one of the first advertising men to insist that program planning and production was essential an agency function.

Boost in Network Sales For Summer Is Indicated

MAJOR networks have licked the summer problem, for this past year at least, they indicated in statements April 13. CBS announced it had signed $6,315,829 in the last 30 days, of which $4,685,438 was new business. New accounts are Bowey's Brown & William Ins, Soup, Acheson & Co., Mfg Co., Holland Furnace Co. (one-time annual tulip festival). George A. Hornel & Co., Knox Gelatin Co., 20th Century Fox (Kentucky Derby), Staynor Corp., Sealtest Old Dutch Dog Food Co. and Pure Oil Co.

NBC announced that it had signed eight new accounts in the last few weeks, including F. E. Sirwall, Lorillard (two), Brown & Williamson, General Mills, Westinghouse, Quaker Oats, and Mars Inc. Alex T. Trammell, executive vice-president of NBC, declared that this "unprecedented activity" on the part of advertisers definitely indicated a trend toward increased use of networks during the summer.

Roi Tan Schedule

AMERICAN TOBACCO Co., New York (Roi Tan cigar), takes its Sophie Tucker program off CBS May 8 and replaces it with a series of nine evening disc announcements a week, using 28 stations for 26 weeks. Lord & Thomas, New York, is agency.
FCC Winding Up Loose Ends of Inquiry

Studies Phases of Transcription Industry

By LEWIE V. GILPIN

WITH ONLY loose ends remaining, the FCC Network-Monopoly Inquiry appeared slated to wind up its six-month run of 1939 by the week of April 17. It was indicated the formal record would be kept open until the end of the month to admit additional exhibits, including the contract under which CBS proposes to acquire World Broadcasting System, if and when that transaction is consummated.

To conclude the final phase of the inquiry, the committee, with Commissioner Walker alone sitting most of the time, heard representatives of transcription companies, and in its presentation apparently sought to ascertain whether networks have tended to suppress that disclosure. The network-affiliate relationship, particularly in connection with contracts covering guaranteed clearance of hits, was considered by Mr. Shepard, who cited an exhibit to show that the FCC should have been informed of contractual dealings. Both voiced emphatic objections.

As the hearings drew to a close, speculation centered around the possible nature of the committee's conclusions. Formulation of recommendations to Congress for broader legislation, probably to include authority to license networks, has been forecast. S. King Funkhouser, Virginia attorney retained several months ago as special counsel for the inquiry, probably will remain after the conclusion of the hearings to participate in the preparation of the committee's report.

American Federation of Musicians, which on previous occasions had been scheduled to testify during the hearings, on April 10 again requested an opportunity to oppose elimination of the transcription announcement rule, which here had been tried experimentally but without success. The trade association, which is generally recognized as the only ones appearing for transcription companies. Samuel T. Ansell, general counsel of the Federation, was tentatively scheduled to testify April 14 in that connection. Unless other station affiliates are recalled or voluntarily appear on network contracts, it was considered likely the formal hearings would conclude early during the week. The committee had been asked to produce a witness to testify in connection with its recent acquisition of American Record Corp.

Disc Witnesses

Percy L. Deutch, president of World Broadcasting System and pioneer in the transcription field, in his testimony April 12 disclosed that the inquiry April 12 disclosed that the inquiry had been extended until April 28, from April 1. Terms of the proposed deal were withdrawn, he stated, World would be kept intact and he would remain as its head for three years under contract.

FCC Amends Network Inquiry Exhibits Involving Community of Interest Data

A HALF-DOZEN changes in the FCC data submitted as exhibits in the network inquiry, dealing with the "community of interest" of broadcasting stations and denoting purported interlocking directorates, multiple ownership or group control, were made April 13 by the FCC Accounting Department, based on proof submitted to it that the associations did not exist. The corrected exhibits were placed in the record of the inquiry by Dequincey V. Sutton, head accountant who investigated the original data March 30.

The purport of the exhibits, based on the FCC study of records of the CBS Network, was to represent that data submitted to it on request, was that some 343 of the commercial stations have a "community of interest with other licensees" [BROADCASTING, April 1]. One of the exhibits, which tied in KFEL, Denver, with the "Bell-Gaylord Group" operating WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs, was corrected to eliminate the KFEL connection. The Commission had been advised that there was no basis for this association, which was premised upon the employment of a part-time engineer by the two Denver stations. As a consequence, KFEL was listed as one of the stations which did not have a "community of interest" with licensees of other stations.

Groups Separated

An original exhibit, which tied the Vee Bee Corp., including the Brush-Moore Group of newspapers and stations in Ohio, with the Plain Dealer Group of WHK, WCLE, WCBN and WHK, was changed to separate the two groups, since no connection was found to exist.

Separation of the so-called Storer Group of stations (WALR, WWVA, WSPD, KIRO, WQON, WJYQ, WNED, WJZ) from the so-called Wilder Group (WNBY, WSYR and WJTN) was effected in the revision of another schedule. These groups had been tied together because George W. Smith, general manager of WWVA and a stockholder in the Storer Group, had been confused with another George W. Smith, listed as treasurer of the CBS Group, WNBX.

L. Holmes, Washington attorney for the Storer Group, personally testified that they were different individuals.

After introduction of the "community of interest" exhibits, Paul A. Bros, of CBS counsel, during the examination of Mr. Sutton April 4 moved to strike the exhibit covering "the Cities Stores-Columbia-Gannett-Paramount Group," alleging it was "misleading" and gave a "distorted picture" of CBS interests in the stations included, some 34 of them being tied together.

Questioning of Mr. Sutton by the CBS counsel revealed that the CBS-Gannett tieup, involving 14 stations from holders of Sam Pickard, CBS vice-president and director of 656 out of 2,250 shares in KITE, Kansas City, along with one for the interest in the same station held by Richard K. Phelps, president of First National Television Inc., KITE licensee. Mr. Phelps also holds 240 out of 1,000 shares in WOKO, Albany, partly owned by the Gannett newspaper chain.

Mr. Porter's motion to strike was overruled during the April 4 hearing. It was contended the FCC took the position that the CBS relationship existed and that there was no reason to place it in the record. Mr. Porter stated that at no time has the FCC represented these exhibits as showing "vertical control" but only a "community of interest."
Television Expedition of FCC Makes Tour of Eastern Plants

By BRUCE ROBERTSON

SEEKING data on which to recommend FCC acceptance or rejection of the technical television standards proposed by the Radio Manufacturers' Association, a committee composed of Commissioners T. A. Wish, chairman, and Maj. Edward H. Armstrong, who has been experimenting with frequency modulation transmissions in the ultra-high frequency field in which television signals will be sent, were also on the committee itinerant. The committee intends to visit Schenectady for a demonstration of the Armstrong frequency modulation system of broadcasting. On the day of April 15 the committee expected to make a final stop at the Allen B. Du Mont Laboratories at Passaic, N. J., Mr. Craven stated. "The committee intends to go into the field to get information so it can report to the FCC on television, with particular reference to the applications for television stations throughout the country," he explained. In issuing these licenses we must consider the manufacturer who has developed television equipment, the broadcaster who wishes to install it for service to the public, and especially the public, in whose interest the FCC regulates the broadcasting industry. Unless the three are coordinated, the development of television will be retarded."

Pointing out that a single set of standards seems the most desirable, so that the purchaser of a television receiver could use it to receive the broadsides of all television stations, Comdr. Craven said the committee would not hastily recommend the adoption of standards that might prove harmful, that more in the nature of careful research done along different lines from those now recommended by the RMA. If this trip produces useful data, a committee will be held in Washington at which the Commission will invite all companies interested in television development to come together and be informed. But Mr. Craven emphasized that the public interest will be put before that of any individual or company and that under no conditions will inferior systems of transmission be tolerated.

Mr. Peterson, of the National Association of Broadcasters, said that broadcasting would be forced to make a decision on the acceptance or non-acceptance of television sets prepared for the Armstrong system. An alternative proposal of the Commission is that the channel should be reserved for the Armstrong set only, while the others are given no preference. Under this plan, the Armstrong system would be reserved for the public at large. The Armstrong proposal is the most desirable, for it guarantees a transmission of undistorted sound, but the problem is that the higher radio frequencies are already in use by other companies. The committee may have to consider the adoption of two-channel systems.

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1940 Census May Include Radio Data

Set Ownership, Sales of Time and Talent Are Suggested

OFFICIAL census data on radio set ownership, both urban and rural, and on radio advertising expenditures, broken down between time and talent, may evolve from the 1940 census activities of the U. S. Bureau of the Census.

While no decision has been reached on inclusion of the radio ownership question in the decennial population census of 1940, tentative agreement has been reached both on the rural set ownership item in the 1940 agricultural census and on radio advertising placements through advertising agencies in the Census of Distribution schedule for 1939, covering advertising agencies.

Inclusion of the set ownership question in the door-to-door population census is the subject of conversations between the Census Bureau and the FCC as well as the industries involved. The FCC on April 10 designated Chief Accountant William J. Norfleet as liaison officer with the Census Bureau in connection with the population census in order to obtain data with respect to the number of receiving sets in use to determine from the Federal licensing standpoint “the use of radio as an instrument of social significance and problems of national defense.”

That the FCC will undertake the radio census taken along with the 1940 population census, was definitely stated by FCC Chairman McNinch in letters to the chief of the Census Bureau and to the Bureau of the Budget. To the census chief, Mr. McNinch has addressed a letter stating the census was important from the standpoint of licensing, national defense and emergencies. Radio sets, he stated, are the most significant instruments as distinguished from ordinary household appliances, and he added that the use of radio as an instrument of national defense has a “significance far greater than in 1930.”

To the Budget Bureau he wrote that if no radio census data is taken, very substantial increases in the FCC’s appropriation may be needed. “In dealing with the licensing problem,” he stated, “it is necessary to know the areas where the greatest amount of broadcast listening occurs as to draw comparisons between listening areas. In situations involving national defense, it is imperative to know the percent of people who may be reached in any given area through the use of radio broadcasting.”

Other Requests Faced

At the Census Bureau, it was learned that opposition exists on the part of some groups of the radio question might be the opening wedge to other demands for “luxury and convenience product” census. The special survey advanced in 1930, when the first radio count was made by census enumerators. At that time, the total number of radio families was given as 12,048,762, but the 1938 estimate is 28,000,000 sets.

The question sought by the FCC to be included in the general population schedule, roughly, would seek the number of radio sets in the particular home, including portables, and the number of people that have radios in autos. In that fashion, a count would be procured not only on the number of radio homes, but also the total number of sets in use plus those installed in automobiles.

The agricultural census, also conducted by the Census Bureau, definitely will include an inquiry as to the number of radio sets in use on particular farms, including tenants.

Advertising Agency Census

The advertising agency census of distribution, under tentative plans, would include data as to the aggregate advertising placed by each agency for clients, broken down by media used. Then the radio expenditures would be separated as between talent and other costs, and also the time charged. Presumably, there also would be a figure covering talent not billed through broadcast systems, such as talent agents.

In that fashion it is hoped to procure for the first time a general figure as to the cost to the advertiser for talent, as distinguished from time.

The advertising agency census would cover the year 1939 and begin Jan. 2, 1940. Some 1,000 agencies, it is estimated, would be surveyed. Results in preliminary form probably would be available at the end of 1940, with detailed results available early the following year. While the talent data is much desired, it is thought that great difficulty will be encountered in any effort to procure blanket figures because many artists are free booked through agencies or networks or standard units.

The agency survey covers the eight general media both from the standpoint of billings as well as number of employes and revenues. F. A. Gosnell, chief statistician of the Census of Business, is in charge. The Census Bureau has asked the various governmental agencies to appoint liaison officers to assist in working out details of the census schedules, which already have been drafted in preliminary form.

Five years ago the Census Bureau conducted a survey of broadcasting revenues, programs and employment—the first of its kind ever undertaken. For 1940, however, there is no present plan for Census schedules, which already have been drafted in preliminary form.

FARM Census Queries

The decennial agricultural census, according to preliminary drafts, would propose the question “Is there a radio in the dwelling?” Tied into this question would be the response to the query as to whether the dwelling was lighted by electricity and whether by power line or by home plant. In that fashion, it is expected a breakdown could be procured as between all-electric sets and battery-operated units. Result of the agricultural census, according to Zellner R. Petet, would probably be available early in 1941. Under preliminary plans, the census would get under way April 1, 1940.

The population census, which is under the supervision of Dr. Leon E. Truedell, likewise is scheduled to get under way April 1 but with preliminary results available by fall. If the question is included, that tabulation probably will not be available until early fall.

While the Census Bureau is opposing inclusion of the radio question, the matter has not yet been definitely decided. It is contended there is room for only two or three additions to the present tentative accepted census form and that a question on radio sets wired for electricity is regarded as having priority over the question of radio. Moreover, it was said that a housing census, including questions on using population census facilities and personnel, although plans are still nebulous and a special act would have to be passed by Congress.

Both the NAB and RMA are advocating the radio set count. Now with the FCC also fostering it, and with the precedent having been established in 1930, it is felt there may be some acceptance of a census. At the Census Bureau, it was said that the 1930 radio survey was included “after a Congressman wanted to know what might be a shot if there are any additions,” and it was inserted at the eleventh hour.

Approximately $45,000,000 will be appropriated for the general population census alone another $10,000,000 or $11,000,000 for the agricultural census.

ANPA Radio Session

PRESS-RADIO relations and cooperation will be discussed at a joint committee session in New York April 27 coincident with the annual conference of the American Newspaper Publishers Assn. Neville Miller, NAB president, heads the radio group while James G. Stahlman, president of ANPA, is chairman of the newspaper group. Members of the radio committee, to Freeman Miller, are Frank E. Mason, NBC vice-president; Clair McAllister, WGN, chairman; and Bish, NAB public relations director. Chairman of the ANPA Committee is J. S. Giffen of the Monroe (Mich.) Evening News.

Tieups With 'Ranger'

MARYLAND CONE Co., Baltimore (Lone Ranger ice cream cones), on May 1 will sponsor a one-month campaign of three weekly spot announcements on a list of over 200 stations. Announcements will precede and follow the Lone Ranger and other programs on many of the network stations or juvenile programs on others. Austin & Specter, New York, placed the account.

Hartz Bird Seed on 6

HARTZ MOUNTAIN PRODUCTS Co., N. Y., (bird seed), is launching a series of one-hour spot programs from daily participations and spot announcements to half-hour weekly shows on WMAQ, Chicago; WHK, Cleveland; WDFW and KCMO, Kansas City; KSĐ, St, Louis; WHK, Cleveland. George H. Henske Co., Chicago, handles the account.

BROADCASTING • Broadcast Advertising

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New Device Gives Illusion of Space; New Video Scanner

Dr. Goldmark Enlivens Dead Studios With Tonal Lag

A SYSTEM for adding life and richness to programs broadcast from small "dead" studios through the synthetic production of reverberations was demonstrated on April 5 by Dr. Peter C. Goldmark, chief television engineer for CBS, before a meeting of the Institute of Radio Engineers in CBS Playhouse No. 3, New York. Developed by Dr. Goldmark and Paul of the CBS engineering staff, the device gives the third-dimensional concert hall effect to words and music broadcast from an ordinary studio, adding the illusion of space without any such distortion as occurs through the use of an echo chamber.

To create the desired effect, the sound crystal through which the microphone is turned into electrical current which actuates a light that varies in intensity in inverse proportion of the voice or music. This light shines on the edge of a disc revolving 400 times a minute within the reverberator which is reflected from the phosphorescent coating of the rim onto a pair of photoelectric cells placed to pick up the reflected light from the disc at two points one-third and two-thirds of its circumference away from the exciter lamp.

Tonal Lag Created

These cells transform the light back into current and feed it back in the circuit through an amplifying device that translates the impulses of the cells producing a tonal lag that simulates the natural reverberations of a large hall, where the listener gets the sounds reflected from the walls as well as directly from the stage. In his demonstration, Dr. Goldmark picked several programs from CBS studios and playhouses and played them to an audience who in the demonstration hall to show how such a simple two-diaphragm regulator would work to add reverberation to the broadcast signal. He also read a paper giving technical details of the operation.

**CBS Video Scanner**

A new type of film scanner that produces motion pictures without distortion or loss of definition has been developed by Dr. Homer G. Liggitt, the chief television engineer at CBS. In ordinary picture projection the film passes the light source in a series of jerks, 24 pictures being scanned per second, a necessary procedure since the eye would see only a blur if the film were kept in continuous motion. This method is not practicable in television, however, because the eye must be scanned 60 frames per second to be free from flickering and because stop-motion requires a great deal of labor, causing much storage of film and calls for many expensive moving optical parts.

Construction of Dr. Goldmark's and his staff was to make the film pass continuously downward before the scanning aperture while an electronic scanning beam moves upward.

New P & G Serial PROCTOR & GAMBLE, Cinemation (Teel-Ellis show), one starts Midstream, five-weeklong dramatic serial, on 40 NBC-Red station, and CBS. Sponsors heralds 27th day of the 31st week of the NBC-Red serial, "Midstream," which is the 14th NBC network show for Proctor & Gamble. Sales details was announced by Mr. John Kopf, salesman in charge of NBC-Chicago. The Houseboat Hannah sponsored by P. & G. for Lava 1890 will be televised from 4 to 4:15 p.m. on May 1. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Press Gallery Privilege For Radio Is Advocated By Gillette in Resolution

STRONG support for the proposal that radio reporters be given privileges in the press galleries of Congress equal to those of newspapers was adopted by the House of Representatives Wednesday and the Senate at its meeting Thursday, for a resolation (S.Res-117) by Senator Gillette (D-Ia.), as chairman of a special Senate Press Committee, calling for amendment of the Senate rules to that effect. The resolution was introduced in the House by Rep. Dempsey (D-M.N.) who is sponsored by Rep. Jones (D-Ga.), both of whom are members of the House Rules Committee.

The issue was raised at a hearing Feb. 18 and 19 before Senator Gillette at which Fulton Lewis Jr., MBS commentator, argued that a standing committee of correspondents of the Press Gallery had requested his application for membership.

Senator Gillette's resolution would amend existing rules of the Senate, together with the adjoining rooms and facilities, as will conform the arrangements of National Public Radio to bona fide reporters for daily newspapers, to bona fide reporters for radio, television, and other operations requiring telegraphic service to their membership, and to bona fide reporters for daily newspapers, to bona fide reporters for radio, television, and similar media of communication. These regulations shall so provide that the newspapers, wire services, and others shall so provide, and the facilities to fairly distribute their use to all such media of news dissemination.

KNOX on Coast

C. B. Knox GELATIN Co., to open a West Coast campaign on April 11, which will start for 10 weeks Fletcher Wiley, commentator, on 6 CBS Pacifie network stations (KRLD, KBL, KIRO KFPY KVI KOIN), Friday, 3-3:15 p.m. In addition the firm will use six national networks in the combined Sunrise Show and Housewives Protective League programs on KNX, Hollywood.

**GENERAL FOODS Corp., New York** (Pepsi) has got to a renewal contract with LM & Abner, comedians, until July 40, which becomes effective when the team returns to the air next fall after a two-month summer vacation. Hurley, is the regular Disk. The program is currently heard on 41 CBS stations, Mondays, Wednesdays and Fridays, 7-7:30 p.m. (rebeacast, 11:15-13 p.m.), through Young & Rubicam, New York.

**ARGUMENT IS SET FOR WLW APPEAL**

ORAL ARGUMENTS on the motion of WLW to dismiss the appeal of WLW from its recent decision denying it authority to continue operation with 500,000 watts full power to set temporarily set twenty-five by the U. S. Court of Appeals for the District of Columbia for the week of April 16, probably about April 19.

WLW, through its counsel, Duke & Duke, maintained the court has suffered financial losses, compared to previous operation, by the reduction in power, and that listeners in the area have likewise been hurt. The Crosley station asked for supplemental relief in the nature of a permanent reduction of authority to operate with 500 kw. unlimited time during the pendency of its appeal. A detailed brief in support of its petition for reinstatement of the power also was filed by WLW.

The FCC countered with the contention that the court had no power to grant the relief requested and also the action was referred to WLW that not a single account on the station had been lost or transferred as result of the reduction in power. WLW's allegation of loss of revenue as a result of its decrease in power "is based quite apparently on a calculation performed by taking 10% of the revenue which it would have received had its rate increases not been reduced, and assuming that the same loss can be projected indefinitely into the future on a daily basis." FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovits contended.

**Five-Year AGMA Pacts Cover Concert Services**

Five-YEAR contracts were signed on March 31 by the American Guild of Artists with the Columbia Concerts Corp., NBC's Artists Service, Community Concerts Corp. and the Civic Concerts Service Corp., which among them hand nearly all leading concert and opera artists. Contracts are being held in effect until following the settlement of certain jurisdictional questions now being negotiated between the American Guild and AGMA in Hollywood.

Under the terms of the agreements, a number of changes were made in respect to commissions, bookings and realignments of the existing setup of the community and civic concert management. Scale of commissions, which were formerly a general 20%, is as follows: Concert, opera, other community or civic, 20% (except artists earning less than $7,500 annually, there the fee may pay up to 18%); community and civic concerts, 10%; guest radio bookings (single or series of not more than three), 10%; and 10% on concerts radio (more than three), 10%; and all opera, 10%.

**Lunch Test in Midwest**

LUNCH NUT SPREAD Co., Chicago, is planning a test campaign on several Midwest stations. The account is handled by First United Broadcasters, Chicago.
WLS Offers:

FREDDY LINDSTROM
Star of the Giants, Pirates and Cubs in an Evening

SPORTS REVIEW

WLS has the sports find of the year in Freddy Lindstrom, former baseball star of the New York Giants, Pittsburgh Pirates and Chicago Cubs. He is now available on the WLS Sports Review, 6:30-6:45 P.M., six nights a week. Lindstrom, a Chicago boy, has ideal qualifications for radio: 12 years major league experience, close friendship with baseball stars, well known to baseball fans, and has an excellent radio personality.

The established sports audience of the WLS Sports Review know and will listen to Freddy Lindstrom as he gives baseball dope from the angle of a baseball star who has played in two World Series and who spends every afternoon in the Cubs or White Sox dugout before his WLS program.

For further information on WLS Sports Review, write, wire or call any John Blair and Company office or WLS, Chicago.

FREDDY LINDSTROM IS THE RADIO SPORTS BUY OF THE YEAR

CHICAGO
Burridge D. Butler, President
Glenn Snyder, Manager

Represented by
JOHN BLAIR & COMPANY
New York Chicago Detroit
Los Angeles San Francisco

www.americanradiohistory.com
Cordial Dealings Sought by ASCAP

Paine Hopes Conversations to Lead to an Understanding

STATING that the present conflict between ASCAP and the American Society of Composers, Authors & Publishers "do not quite suit the requirements of either side," Mr. Paine, general manager of ASCAP, on April 12 expressed the hope that the conversations between the organizations would be "clear, friendly, and candid, with the other's problems so that later misunderstandings can be avoided." The ASCAP negotiating committee consists of Mr. Paine, Gene Buck, ASCAP president, and Louis Frolich, general counsel.

Lack of Understanding

Declaring that few broadcasters realize what an ASCAP contract really means, Mr. Paine said that on a recent visit to Vermont he was bombarded with complaints about being forced to pay for the full ASCAP catalog when doing only a small fraction of the music he had used only 2,500 selections. He would be willing, he said, to pay $600 for the right to use that number of selections but thought that he was charged $1,000 for the full list when he did not need it. Mr. Paine added that it was unfair to ask him to report each number broadcast on his station, that he would constantly have to go through his files to get numbers not on his original list (which would be shorter than 2,500 to allow for the addition of other selections as needed), that through remote pickups and transcriptions he would be in constant danger of infringement, and that such an arrangement would not be practicable.

Discussing the anti-ASCAP laws passed or under discussion in several States, Mr. Paine said that states were adopting conditions with which it could not practically comply, and ASCAP was in the position of having to fight the laws, which it has been doing, or to slap infringement suits against all broadcasters and others who would normally be ASCAP licensees. If the latter course were taken, he said, those broadcasters who have sponsored such legislation might find that sponsorship of an extremely expensive proposition," since States that have not in any case violated the Federal copyright law.

Five-Man FCC Is Generally Favored In Congress but Bills Remain on Shelf

By WALTER BROWN

IF ANY FCC reorganization bill is passed at session of Congress it will provide for at least five commissioners instead of three, a position expressed by Chairman Ninch Bill now pending in the Senate Interstate Commerce Committee and in a five-man bill unanimously before the House committee.

While there has been no change in the status of the proposed FCC reorganization bill after arrival of the Ninch Bill on Capitol Hill, it is evident that three-commissioner bill does not have a ghost of chance.

For example, Sam Rayburn, major floor leader in the House, who had an important hand in framing the present FCC law, told BROADCASTING April 10 that in his opinion the House would never agree to a three-man commission.

Need of Reorganization

From the day Chairman Wheel er (D-Mont.) of the Senate committee introduced his bill after collaboration with Chairman McNinch of the FCC, there has been growing opposition to that measure. Most of this opposition can be attributed to the proposal to give three men the broad powers over what has been considered a life and death of the broadcasting and communications industries.

It is pointed out that the trend of such quasi-judicial agencies has been in the other direction, the Administrative procedure at the time being in favor of increasing the membership of the Interstate Commerce Commission from 11 to 16 members.

The opposition to a three-man commission does not indicate any lessened belief that the FCC needs reorganizing. The internal friction so constantly the subject of newspaper stories as of late, and the high salaries of the men of Congress to conclude that some sort of housecleaning is in order, but it is pointed out that such internal controversy is never attributed to the Federal Trade Commission, the Federal Power Commission or other similar agencies.

One Democratic leader, with whose powers over the FCC are held by Majority Leader Rayburn, summed up the situation as follows:

Copyright Action Taken

IN A SURPRISE move, the Senate Foreign Relations Committee on April 11 reported out the resolution of Senator Thomas (D-Utah) for American adherence to the Rome Copyright Convention, which would provide for reciprocal automatic copyright of European producers on all United States papers and transmissions including the broadcasting industry, motion picture exhibitors and general radio organizations. The resolution was said to be a last-ditch effort to avoid difficulties insofar as liabilities for foreign infringements are concerned. ASCAP similarly opposes the resolution, which it is claimed would be liable to fine, but the exact limit of the fines has not yet been inserted. The bill was referred to the Senate Committee on Post Offices and Post Roads.

NYE BILL REQUIRES CONTEST PUBLICITY

SPONSORS carrying prize con tests on the air would be compelled to publicly announce the nature of the contest, when it would be held, how to describe or read the winning entries under a bill (S-2088) introduced April 4 by Senator Nye (R-N.D.). The measure makes it mandatory for all persons conducting contests by mail or through any advertising medium to provide the following information: to announce the name of each winning contestant and the entry submitted by the contestant.

Vicedors of the bill, which coincides more with the legislation enacted in 1937 by the Washington and Montana Legislatures.

Anti-ASCAP Legislation Becomes Law in Kansas

KANSAS is the latest State to adopt a so-called "anti-ASCAP" law, designed to curb activities of ASCAP by public performance of copyrighted music. The bill, following closely laws enacted in other States, was signed into law by Governor Ratner April 4 and now is law. It requires copyright licensing fees and performance rights to be paid on all direct and indirect uses of the material licensed by them and also makes mandatory the filing of details respecting every copyrighted composition as condition precedent to doing business in the State.

Blanket licensing at an over-all fee by copyright groups is permissible under the law provided individual members of the ASCAP who are granted by the ASCAP permission to use the material licensed by them and also makes mandatory the filing of details respecting every copyrighted composition as condition precedent to doing business in the State.

Simultaneously, it was reported that Vermont has pending a bill to establish a similar fee on substantially similar to those enacted in North Dakota, Kansas and Montana. The Missouri Legislature also has before it a measure dealing with copyright pools which differs from other bills but which coincides more with the legislation enacted in 1937 by the Washington and Montana Legislatures.

$100,000 for WIXAL

THAT the Rockefeller Foundation for 1938 appropriated $100,000 for the WIXAL radio station at Boston, operating shortwave station WIXAL, is disclosed in a report of the Foundation's work and contributions during that year issued early in April by Dr. Raymond E. Fosdick, the president. WIXAL is a Boston International shortwave station operated as a non-profit educational outlet under the direction of Walter Lemmon.

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BROADCASTING • Broadcasting Advertising
For weeks our Human-Nature-Observation-Department has been studying women. Professionally—not just on account of Spring.

He notes an increasing tendency to spend—loosely—when persuaded by WOR. Good moods, he says, make good buyers. Ergo, he says, WOR makes good moods.

Thus:

Using no promotion other than WOR, a maker of milk lopped off 11.5% sales drop; upped sales 13%.

Says sponsor: "WOR—and women—get credit for 24.5% sales gain!"

Not bad.

Starting with nothing but a good product, a maker of beauty aids nabbed 100% distribution in five months. He also made an offer—4 times. In time came 8985 dimes—same number sample beauty kits changed hands.

So if you have a product that appeals to women, you could do worse than use a station that seems to be wading hip-deep in woman appeal. You could do worse than use a station that wings its way into the majority of more than 4,250,000 radio homes in the greatest group of markets any sponsor ever poked a product at.

What we haven’t said may be seen in our file of success stories—the greatest collection of success stories ever gathered by one station. Our address is 1440 Broadway in New York.
Vast Array of Data Compiled by the FCC

Background Given Of Pre-Allocation Events

A VERITABLE encyclopedia of broadcasting, detailing social and economic ramifications along with technical considerations and proposed new allocation standards, was made public April 7 by the FCC as the second phase of its re-organizing and re-vamping of the broadcast band in line with the terms of the North American Broadcasting Agreement.

While it contains no new or novel allocation information, since all essential details previously had been announced, the broadcasting supplement provides in convenient form a case history of the proceedings which have led up to the development of proposed new rules to govern broadcasting, subject to industry protest and argument.

The second report of the FCC Committee on Rules & Regulations, which conducted the extensive hearings in June, 1938, encompasses also the rules themselves. It supplements and justifies the preliminary report made by the committee on Jan. 18 in which all of the proposed changes were outlined in detail [BROADCASTING, Feb. 1, April 1].

Second Phase of Report

Signing the report, titled "Part II" were Commissioners Case, chairman; Craven, vice-chairman; and Payne, Commissioner Craven, former FCC chief engineer and the author of the report on social and economic ramifications of broadcasting, made two years ago, was the key figure in the preparation of the data which are expected to have importance for years to come.

Despite the fact that there is nothing new or sensational in the proposals, and the work which has been significant in establishing the deadline on filing of exceptions, hearing of oral argument, and other necessary procedural steps which must be taken before the FCC can promulgate the new rules and pave the way for the final reallocation step. Released April 7, parties in interest have 30 days, or until May 5, in which to file exceptions and automatically ask for oral argument.

It is a foregone conclusion the Clear Channel Group, representing stations which fought for a 50,000-watt minimum on clear channels rather than the maximum of that power which the committee recommends, and which is fought to safeguard clear channels for rural coverage, will militantly oppose that phase of the proposed rules.

Similarly, it is anticipated that such stations as WOR, Newark, WCAU, Philadelphia, and KPO, San Francisco, will file objections to the technical provisions which would place them in the "duplicated clear" rather than the exclusive clear channel category. The FCC committee in its proposed rules sought to assure these stations by changing the nomenclature of Class I-A (clear) and I-B (duplicated) high-power channels to Class I, although the technical standards would remain the same. Despite that, it is thought the stations will fight to acquire the preferred status.

Local stations, which sought to bring about duplication on all channels, may protest the recommendation that 25 channels be retained in the existing channels. Regional station group likewise supported duplication on all channels but made its main target the superpower issue.

After exceptions are filed, the full Commission must set a date for oral arguments. The committee recommended to the Commission that an early date be set for exceptions and oral arguments in the hope of expediting action. It is thought oral arguments will not be set until at least a month following the May 6 exception due-date, or sometime in June.

Seek Autumn Action

The question of individual frequency assignments is not directly involved in the current proceedings. Stations will not be formally notified of their new assignments until after the terms of the Havana Treaty are formally invoked through exchanges of notes between the four primary signatory powers. At that time, stations will receive notice in routine orders in which they will be asked to "show cause" why the changes shall not be effected at a specified date, which probably will be in the early fall. The committee is shooting for a September reallocation date.

Then stations which feel aggrieved can ask for a hearing, though the FCC unconditionally will seek to iron out all difficulties by the conference method. Failing in that, the hearing procedure will then be followed in exceptional cases.

In substance, "Part II" of the committee's report supplies evidence designed to substantiate the conclusions reached in the first section of the report. Statistical data covering broadcast economics, employment, programming break-downs, technical coverage of stations in various power categories and channel blocks and similar detailed analyses, are presented graphically in exhibits and tables along with the narrative discussion of the industry data. All these, however, are broadly in the nature of expansion of the original data presented at the June 6 hearings and otherwise accumulated by the FCC in the returns to its questionnaire on 1937 operations of the industry which were prepared by its Accounting Department.

In its memorandum, the committee said that "Part II" covered "proposed rules governing standard broadcast stations and standards of good engineering practice."

It contains, the memorandum said, "the committee's summary and discussion of the broadcasting situation as it exists today, as well as recommendations concerning changes in the existing rules and standards. The new rules which the committee recommends to be adopted by the Commission are contained in Appendix I." The Standards of Good Engineering Practice, which the committee recommended for adoption are also contained in Appendix I.

Apropos the engineering questions, the committee stated that better progress may be made if such questions involved in the exceptions or suggested improvements in the engineering standards are handled informally by the chief engineers. Opposition was also directed toward engineers representing the participants in the hearing, rather than in the oral arguments before the FCC.

Copies of the report are being sent by the Commission to a mailing list of some 3,500. These include all licensees of broadcast stations, who, normally, are qualified to take exception to any of the proposed new rules or the concomitant standards of good engineering practice.

One-Year License

As reported previously [BROADCASTING, April 1], the proposed new rules specifically recommend a one-year license for broadcasting stations in lieu of the present six-month franchise. Because of the common unanimity of a majority of the Commission for a longer license, plus the insistent demand for longer licenses to lend stability to the industry, it appears there will be a foregone conclusion that at least the one-year license will be authorized. It is expected, however, that the Commission will recommend for a minimum the three-year license, such as the law now allows, will be pressed.

In this connection, the report states that the one-year license will assist in stabilizing the broadcast industry without reducing the necessary control of the Commission over the licenses.

On superpower, the committee expanded at length on its reason for recommending against such grants, though it left the door open, technically, for possible future awards of power of greater magnitude. WIL's expansion was freely referred to. It reiterated its previous statements that the opposing factors are too great to warrant taking "speculative" licenses unsupported by adequate data, even though it be true from a technical standpoint that 800 kw. power is one of the methods to improve service in rural areas.

The bulk of the economic data included in the report are derived almost entirely from the data procured in response to the FCC questionnaire covering 1937 operations of radio stations [BROADCASTING, 1938 Yearbook]. Many of these calculations, however, are expanded in such fashion as to denote comparable program break-downs, investment and employment by stations in various categories.

The first part of the Appendix seeks to establish the method to govern standard broadcast stations. Shown in alternate, are frequent frequency assignments of stations in various classes (I, II, III-A, III-B and IV) and such category assignments which will be made under the terms of the Havana Treaty. Should some hitch
develop preventing the promulgation of the new allocations under the Havana Treaty. The FCC, however, proposes to proceed on the basis of existing channel assignments. That contingency, however, is not expected to develop.

Appendix No. II covers a study of service rendered by standard broadcast stations in the country, together with a series of maps exhibiting service areas of dominant clear channel stations and stations in urban classifications. This data is broken down to cover individual states, showing population growth urban and rural for the various station classifications.

Another appendix of exhibits deals with the distribution of classes of broadcast stations among principal cities, covering migration by states and cities, with their population. This was developed to the point of showing cities in the country which have 10,000 to 25,000 inhabitants but no stations of their own, although many of them were within one of the 96 metropolitan areas as defined by the Bureau of the Census.

Changes Adopted

In another Appendix (No. X), the committee adopted a series of columns modifications of the rules from their original proposals which we consider at the June 9 hearings. In general, it appears to show that practically all of the basic recommendations of the independent minority with the exception of the clear channel-superpower protest were adopted. [For details according to changes made in Broadcasting, Feb. 1, April 1]. In showing the rules as adopted at the hearing, the committee also set forth footnotes reasons for the changes and the effects of the changes.

Another Appendix (XI) constituted a cross-reference between proposed rules governing standard broadcast stations and rules now in force. Approximately 70 pages of the Appendix were given over to a brief digest of the material given at the June hearings by witnesses representing the industry, interveners, and the public.

Contested rules and standards, with brief statements of the position of parties by witnesses were outlined in an Appendix Data on program service, based on the FCC 1937 questionnaire and including tables submitted at the hearings which were held from June 6 to June 30, 1938, are also included in the Appendix.

The final phase of the Appendices (XVII) constituted changes recommended in the Handbook of Good Engineering Practice, and included mimeographed sheets. It was in the second section of the report covering social and economic aspects, that the committee went into argument on the existing situation on radio. This section was released in January. Under the heading of Social Aspects, the committee covers four general topics and some 30 sub-topics, discussing likely trends and general trends. The committee mentioned the three-man committee commented that on length on commercial and competent aspects, based on testimony during the WLW experimental renewal hearing last July and general hearings last June. The committee's study is based on the FCC and not to Congress.

In pointing to "certain fallacies" in the superpower policy the committee made no direct mention of newspapers. It said that it cannot be concluded safely that radio competition with other media should be "highly successful", the public interest would be served by permitting the "economic annihilation of these media". The superpower phase of the report continued:

"Consequently, it may be possible that influence might be exerted to stem an economic trend having adverse social effects. Such a movement has been attempted already but so far without success. However, since radio is an industry dependent upon governmental license to use the public domain, it cannot be argued that Congress will always permit radio licensees unlimited opportunity to sell all advertising business to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media. The latter have for a far greater capital investment and affect the employ- ment of many more thousands of laborers than the regulation of advertising a segment resulting from technological development is one of the social problems of the modern age and consequently this is a significant eco- nomic factor to be considered in the future of radio advertising business."

THOUGH it was WOW's 16th birthday April 2, John J. Gillin Jr., manager of the Omaha station, decided to spend a quiet Sunday afternoon at home talking over radio with John Norton, of 75-WHY stations. But when program managers decided otherwise, for without forewarning they sent their paid advertising home, thrust a miko into his hands and asked him and his guest to speak on the WOW Family Party program observing the anniversary.

Mr. Uridge, speaking of the era when unlimited time of WJR, Mr. Uridge joined WJR in 1928 as general manager of the radio since 1926, Mr. Uridge joined WJR in 1928 but two years later to join WXYZ, Detroit. He then served with CBS in Chicago in charge of spot sales, but returned to WJR in 1937.

Brown to Push Plan

ACTION on his four-year-old resolution for "licenses for broadcast stations to replace the existing six month tenure will be sought within two weeks, the committee Thad H. Brown of the FCC announced in Philadelphia April 11. He said he would shortly revitalize his six month career since its introduction on Dec. 21, 1934, and seek early action on a resolution accorded with the recommendation made by the three-man committee on proposed new regulations. Brown also called for a proposal for changing the expiration dates of stations so they will expire after 12 months with an expiration even distribution of expirations each month of the year.

BROADCASTING • Broadcast Advertising
April 15, 1939 • Page 21
When four fine CBS outlets choose Western Electric 50 KWs, that's pretty convincing evidence that this transmitter has what broadcasters want.

First of all, it has the famous Doherty Circuit which doubles amplifier efficiency, cuts operating costs, lengthens tube life, simplifies tuning, increases reliability and
makes possible a 50 kW transmitter that requires much less space than other 50 KW Transmitters.

Other features that broadcasters like are: improved stabilized feed-back; automatic line voltage regulators; Cathode Ray Oscillograph connections in important circuits; improved grid bias modulation.

All these and more are proofs of advanced engineering by Bell Telephone Laboratories and Western Electric. When you’re ready for a new transmitter, whether it be a 100 Watt or a 50 KW, it will pay you to join up with the other leaders who have standardized on Western Electric—for better broadcasting.
Social and Economic Aspects Are Analyzed in FCC Report

Committee on Rules & Regulations Recommends Careful Preparation of Questionnaires

MORE rather than less detail from stations on their fiscal and programming operations is the recommendation regarding questions in the FCC Committee on Rules & Regulations in Part II of its report to the FCC.

After setting forth at length a series of questions and analyses of the questionnaire returns of 1937, the committee in its April 7 report emphasized the inadequacy of the data and attributed it to lack of sufficient definition and instruction to the stations.

There were a number of observations dealt mainly with program breakdowns, but because of the manner in which commercial vs. sustaining programs and the breakdowns were handled in the data, the recommendation obviously goes to complete revenue data also. The committee said it "strongly recommends that in any future study of program service, the questionnaire form should be "carefully prepared with complete definitions of terms used and fully reviewed before release."

In its discussion of social and economic phase, the committee made conclusions and recommendations dealing with future analyses of business aspects of industry operations. These are based upon analyses of data, the committee said, after detailed discussion of particular phases of its study.

Inadequate Facilities

In a chapter devoted to cities without adequate facilities, the committee reiterated previous analyses which showed that there are some 16,692 cities or towns in the country, of which 15,616 have a population of less than 10,000, while 606 have a population between 10,000 and 25,000 and 376 have a population in excess of 25,000. Of the aggregate, there are 55 communities, each with a population in excess of 10,000 which do not have radio stations. Of this number, 46 towns, each with a population between 10,000 and 25,000, and 13 with a population in excess of 25,000, are without stations.

Discussing adequate service for particular communities, the committee said that the best method of obtaining equitable distribution to various communities and states is to adopt a general rule that if a facility is to be licensed to a community, "it should be adequate to satisfy the needs of the community and its sphere of economic and social influence. The criterion of whether a certain class of station should be assigned to a particular community must include consideration of the ability of the community and its social and economic sphere of influence to support a radio station in such a manner that it can render efficiently a good service."

The greatest need for improved signal intensity, the FCC concluded, is in the Southern regions of the country where the static level is highest and extends for a longer portion of the day than in other parts of the country. In the Rocky Mountain States, where the population is scattered and stations are far apart, there is always greater need for improvement insofar as engineering aspects are concerned than in other parts of the country.

Where Service Is Best

The States considered to be receiving the best radio service on a technical standpoint were listed as Connecticut, District of Columbia, Illinois, Indiana, Iowa, Kentucky, Massachusetts, New Jersey, New York and Ohio. The States considered most needful of improvements in technical service to the listeners were listed as Alabama, Arizona, Arkansas, Florida, Georgia, Idaho, Louisiana, Maine, Mississippi, Montana, Nevada, New Mexico, North Carolina, Oregon, South Carolina, Utah, Virginia and Wyoming.

In dealing with principles established by the FCC for rules and their general technical effect, the committee pointed out that it recommends increased power in stations to accommodate the commercial and entertainment field. This relates specifically to horizontal increases for regional stations in the Class III-A bracket from 1,000 watts to 5,000 watts where engineer- ingly feasible and of other stations described as Class IV, to 250 watts at night when technically possible.

The proposed rule in connection with experimental authorization should encourage experimentation in the broadcast band, the committee said, and that stations should be equipped with such authority as is needed to conduct experiments and will provide the possibility of economic reward to the stations carrying forward a worthwhile program of experimentation. This is in connection with the new rules that special experimental authorization be eliminated entirely unless they actually are experimental in nature and not to be realized from such experiments. This grew out of the fact that not more than 50 stations have been operating under such licenses during regular program hours for protracted periods.

Program Service

The bulk of Section III of the appendix deals with social and economic aspects of FCC program service, definitions, breakdowns as between program classes, comparison with industry research and related studies. All these, however, were based on the questionnaire surveys made last year and did not cover station revenues for 1937 and program and employment breakdowns for a typical week in 1938. These data, in essence, already have been published, and the Broadcasting 1939 Yearbook carries the main breakdowns and tabulations. The committee pointed out that these data were projected not as new material or information which has any "finality" but for the sake of completeness.

Highlighting this discussion was the reporting that music holds the dominating position in each group of stations in percentage of total time on the air, with 46.5% on national network stations, 52.6% on regional network stations, and 59.9% on stations with no network affiliation.

What Sponsors Report

The percentage of commercial time to total time for all programs was 38.1% for national network stations; 27.6% for regional network stations; 30.1% for stations with no network affiliation.

Sponsors seem to prefer music, dramatic and variety programs in the order named, the report said. Talks and dialogue rank in fourth position of favor in four geographical regions, in fifth in two geographical regions and in third position in one region. Dramatics and variety programs receive a greater relative emphasis in commercial time than in total time while talks and dialogue receive less emphasis. Other types of programs appear in

THOUGH WOWO, Fort Wayne, deems its Dorothy Wright the "most beautiful home economist in America" [BROADCASTING, March 15], KPO, San Francisco NBC station, submits that Janet Baird, NBC commentator, is the acme of pulchritude, the zenith of charm, the utmost . . . etc. Submitted in evidence is the above pose, taken especially for the occasion. No explanation is given for the presence of a drab-appearing news camera perched on her knees.}
RESOLVED!

30 Days of Progress
These stations subscribed to NAB-Lang-Worth Plan the first 30 days.

ALABAMA
WSGN          Birmingham
KIVD          Los Angeles
KCBS          San Francisco
KSFQ          San Francisco
KTVK          Visalia
KPEL          Colorado
WFLA          Tallahassee
WSB          Atlanta
WMAZ          Macon
WTOC          Savannah
WHAS          Louisville
WCMR          Baltimore
WSEA          Salisbury
WAAB          Boston
WMEX          Boston
KMBC          Kansas City
KQIR          Butte
KPPA          Helena
KGVO          Missoula
WOW          Omaha
WXBN          Youngstown
KASA          Elk City
KTKO          Oklahoma City
KOIN-KALE      Portland
WSPI          Spartanburg
WDOD          Chattanooga
WMC          Memphis
WSM          Nashville
KGNC          Amarillo
WFBA          Dallas
WRAP          Fort Worth
KXYZ          Houston
WOAI        San Antonio
WLVA          Lynchburg
WTRF          Norfolk
WVRA          Richmond
KNSC          Washington
WSAZ          Seattle
WEST VIRGINIA

Extract of resolution adopted by the Copyright Committee of the NAB, March 21st, 1939

"WHEREAS in the opinion of the NAB the ASCAP’s present method of licensing broadcasters . . . is inequitable, inasmuch as it compels broadcasters to pay fees on programs not using ASCAP music.

THEREFORE, be it unanimously resolved, that the Copyright Committee of the NAB . . . authorize Neville Miller, President . . . to enter into immediate negotiations with ASCAP . . . predicated on the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogues, and be it, therefore, further resolved that negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31st, 1939."

Broadcasters Are Applauding!

Broadcasters are applauding the resolution (quoted above) of the NAB Copyright Committee. Networks, Affiliates and Independent stations are seeing eye to eye on this vital subject.

By starting negotiations NOW, another, and still costlier, eleventh hour ultimatum will be avoided.

A recorded library of 300 hours of tax-free music is but the first step in the well designed NAB-Lang-Worth Plan to promote Radio’s own music and free it from total dependence on copyright organizations.

Just as the NAB wisely starts negotiations at once, so too is every far-visioned station operator investing NOW in tax-free music . . . because, with the adoption of a more equitable ASCAP license, every station owner will profit in exact proportion to the amount of tax-free music he has available.

Says President Neville Miller: “300 hours of tax-free music will be of inestimable value to the Industry. I urge all broadcasters to give the NAB-Lang-Worth Plan their whole-hearted support immediately”.

LANG-WORTH
FEATURE PROGRAMS INC.
420 MADISON AVE., NEW YORK
Set Industry and Broadcasters Actively Boosting Radio Drive

Open House Week’ to Launch Campaign April 17; Many Special Programs to Be Broadcast

GRATIFYING cooperation, both from the broadcasting industry and the radio manufacturers and trade associations, in the joint all-radio promotion campaign, is reported by headquarters of NAB in Washington. The campaign is likely to be a long-range one of the trade associations of both fields.

To be launched April 17 with “Open House Week”, the campaign is designed as a continuing one in which broadcasters, manufacturers, and radio dealers would coordinate their efforts in nationwide self-promotion. The erroneous impression apparently had been created, it was stated, that the campaign was based on a “malicious proposition” and would terminate after that time.

Bond Geddes, executive vice-president of Broadcast Manufacturers Assn., and Ed Kirby, NAB public relations director, both report unprejudiced cooperation and support throughout the country in advance of April 17. The effort is to have all dealers in particular conferences; and with these the campaign and much promotional data has been sent from the association headquarters.

The national networks will participate with special broadcasts during the April 17 week, which will be supplemented by local station campaigns and specially prepared transcriptions.

Dealer Displays

With the two-edged objective of promoting radio listening and increasing new set sales, the campaign is based entirely on industry cooperation. It is expected, however, that the mutuality of interest will result in wide spread use of local spots and programs by radio dealers. Moreover, cooperative manufacturers’ campaigns are expected to result in greater use of radio than heretofore. As the campaign moves toward the summer months, RMA through manufacturer members will place new displays and promotional material in the hands of the some 65,000 dealers, which will emphasize various seasonal appeals in programming.

Each trade association, twice weekly, is supplying members and their advertising agencies with NAB-RMA service bulletins. In that fashion, all participants will be kept abreast of developments and given the benefit of ideas evolved by others.

Each station has been supplied with 200 window cards to promote “Open House Week”. A 30-minute recorded dramatization of the objectives and possibilities of the drive, titled “A Day In The Crystal Box”, has been sent to all stations. This was supplemented by a transcription of remarks of NAB President Horace M. Wallenstein and President A. S. Wells on the campaign. NAB reported that many broadcasters have lined up luncheons and civic, industrial, and trade group for radio talks to be delivered during the early spring months. NAB has sent to its members a statistic of 35-minute talk upon which these speeches can be based, entitled “What A Free Radio Means to You”.

Notices sent NAB headquarters indicated that possibly 100 separate meetings of broadcasters and radio dealers have been arranged throughout the country in advance of April 17. The effort was to have all dealers in particular conferences; and with these the campaign and much promotional data has been sent from the association headquarters. The national networks will participate with special broadcasts during the April 17 week, which will be supplemented by local station campaigns and specially prepared transcriptions.

March Time Sales of Major Networks Continue to Create All-Time Records

NETWORK billings spurred ahead in March, as NBC achieved the all-time high for its entire history in its history and CBS had its second highest month, topped only by March of last year. Combined gross billings for NBC, CBS and MBS for the month totaled $7,405,812, a 4.7% gain over the $7,074,025 reported for March, 1938. Combined billings for the 15 NBC stations, totaling $6,098,852 ahead of the same period last year, when the total was $28,448,018.

NRB’s all-time high of $4,170,852 is made up of $3,132,832 billed to clients of the Red network and $1,038,020 of the Blue network, new highs for each of these networks and also the first time the Blue has passed the million mark. March was the 18th consecutive month in which there has been an increase in NBC billings in comparison with the same month of the previous year. For the quarter NBC billings totaled $11,955,847, a gain of 7.7% over the first quarter of 1938, which totaled $11,098,400.

Mutual’s March billings of $306,976, 31.8% ahead of March 1938, raised the network’s total gross billings for the quarter to $989,659 as compared with $786,021 for the same period of last year, an increase of 19.8%. Though the month was the second largest in CBS history, the network’s all-time high of 3.6% in comparison with the same month last year, which was the second month of April, 1939, CBS has reported for the past 12 months will be broken in April, as the first week of this month shows a 16.5% gain over the same week in 1938.

Gross Monthly Time Sales

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<th>Network</th>
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<tr>
<td>NBC</td>
<td>$4,170,852</td>
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<td>CBS</td>
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<td>MBS</td>
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Sethles WFIL Suit

SETTLEMENT of the suit of Donald Withycomb, former general manager of WFIL, Philadelphia, for performance of his employment contract, was effected out of court April 10, according to an announcement by Samuel R. Rosenbaum, president of WFIL Broadcasting Co., Settlement terms were not disclosed. Mr. Withycomb filed two suits in New York seeking $50,000, claiming his contract had been broken and a right to run out on March 31, 1940. He left the station in September, 1938. The two suits have been consolidated, as a consequence of the settlement. The amicable settlement was effected by the board of directors of the WFIL Broadcasting Co. with Mr. Withycomb and Stuart Sprague of New York, Mr. Withycomb’s counsel.

Richfield Spots on 35

RICHFIELD OIL Corp., Los Angeles, from April 10 through May 19 is conducting a campaign of five transmitted announcements weekly, with the spots run on a list of 30 stations throughout the country. The account is handled by Sherman K. Ellis & Co., New York.

Amoco Returns on CBS

AMERICAN OIL Co., Baltimore, former regional network and spot advertiser, which in the last few years has had considerable radio activity to sponsorship of the broadcast of the annual Freakness race at Pimlico, May 15, will start a series of news commentaries by Edwin C. Hill over a 5-station CBS network in the interest of Amoco gasoline.
More than 1,000 people turned away . . . 4,000 people crowded into Tulsa's Convention Hall for the first Saddle Mountain Roundup, new Saturday night show featuring KVOO talent! These people came from a radius of 100 miles around Tulsa, sold on the idea through KVOO exclusively! What KVOO did for the Saddle Mountain Roundup it can do for you!

Tulsa Oklahoma is the Oil Capital of the World. 58th in population, Tulsa stands 28th in per capita income; pays 38% higher average weekly wage than national average.

Within a radius of 75 miles of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's Greatest Market with KVOO!

Oklahoma's Most Powerful Station

25,000 WATTS  BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY
NATIONAL REPRESENTATIVES
<table>
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<tr>
<th>Cities Observing Daylight Saving Time: 1939</th>
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<td><strong>NEW YORK</strong></td>
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PROBABLY every one interested in radio has received recently the printed report of the Joint Committee on Radio Research on its study of rural radio listening, and the C.B.S. book entitled "Columbia's R.F.D. Audience".

All of the personal field interviews for both of these studies were made by The Hooper-Holmes Bureau, Inc. The Columbia study was made in the identical 96 counties six months after the Joint Committee study. It contains a table showing comparable data from the two studies. The close correlation shown is a clear indication of the carefulness and accuracy of the Hooper-Holmes field work.

Radio stations should discuss with us the value of our radio listening roster surveys which give an accurate picture of local competition. They also show the programs listened to during the entire broadcasting day for an entire week. Such studies furthermore give the economic level of all listeners, telephone and automobile ownership, etc.

Station owners can also obtain through us an accurate and acceptable picture of the territory reached. We conducted practically all of the experimental studies of the Joint Committee on this subject.

Furthermore, advertisers, agencies and radio stations can obtain through us complete checks of individual programs by personal interview.

Anyone interested in radio research should discuss his problems with us.

**WHAT IS THE HOOPER-HOLMES BUREAU?**

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 53,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK
THE TEXAS QUALITY NETWORK
EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Netts

EDWARD PETRY & COMPANY, IN
TODAY...

TEXAS RANGES ARE IN THE KITCHEN

There was a time when a Texas range meant wide open spaces and cowboys in the saddle. Today the range is the center of every Texas household—and Mrs. Texas Housewife heads up the household buying.

But 60% of the Texas homes are located away from the urban centers. And there’s just one way to reach this vast, evenly distributed buying power—with the 105,000 watts of the Texas Quality Network.

At the same time the TQN stations are first choice in Dallas, Fort Worth, Houston and San Antonio. They are first in these Four Star Texas markets because of their top-ranking network programs, good local productions, News broadcasts and Sport features.

TQN power and programs deliver both urban and rural audiences in Texas—TQN coverage fits the population pattern of Texas like a glove. That’s why advertisers have said TQN since 1934—and continued profitable experience prompts them to say TQN today more than ever before.

WFAA-WBAP
DALLAS

KPRC
HOUSTON

WOAI
SAN ANTONIO

Standard Market Data Brochure

3.- NATIONAL REPRESENTATIVES
Five New Locals Are Authorized in Decisions by FCC

Three Fulltime and Two Day Stations Granted CP's

Five new broadcasting stations have been authorized for construction by the FCC during the last two weeks. On April 3, to be effective April 10, it approved new stations to be located in St. Petersburg, Fla., Fredericksburg, Va., and Sebring, Fla. On April 16, it authorized new stations in McComb, Miss., and Provo, Utah, effective April 17.

The St. Petersburg, Fla., 100 watts night and 250 day on 1570 kc., and Sebring, Fla., 100 watts on 485 kc., are among the first 150 applications which the FCC will act on during the first quarter of its fiscal year.

The FCC gave a favorable decision to the request for a station to be located in Fredericksburg, Va., to be known as WHRF. In applying for a station in this territory, B. A. Byrd, publisher of the Fredericksburg Dispatch, and B. A. Byrd, Jr., owner of the Fredericksburg Standard, have been granted a station on a day frequency of 630 kc., 100 watts effective radiated power.

The FCC has approved the request of Frank R. Kinnard, owner of the Press Club in Washington recently by Frank Mullen, RCA public relation representative. The FCC has also approved the request of "in appreciation of its contribution to electronics television demonstration" of the Press Club, Inc. on the Press Club at 27-27.

Salaries Revealed in Treasury Data

HIGHEST salaries paid broadcasting executives for 1937, as reported by the Treasury to Congress April 7, were paid to William S. Paley, CBS president, $190,106; David Sarnoff, RCA president and NBC part owner, $85,339; Al- fred J. McCooser, president of WOR and board chairman of MBS, $58,863; Edward Bower, $427,187; Mary Margaret McBride, WOR, $82,853; Charles H. Lord, $52,000; and Edward McCarver, Warner Bros. radio producer, $48,354. Louis K. Sidney, director of WHN, New York, and director for M.G.M. of Good News of 1937 program, $79,000.

Among agency executives identified with radio, salaries above $50, 000 were reported as follows: Roy S. Durstine, president, BBD, $76, 118; Charles E. Horton, Benton & Bowles, $62,000; Ather- ton W. Hobler, president, Benton & Bowles, $62,000; Stanley A. Brown, Brown & Tarcher, $55,841; Jack D. Tarcher, president, Brown & Tarcher, $60,000; J. Stirling Getchell, $60,000; William C. Esty, president, Wm. Esty & Co., $100, 000; James S. Flexner, vice-president, William Esty & Co., $62,500; Arthur H. Kudner, $102,481; Philip W. Lennen, Lennen & Mitchell, $82,500; Arthur D. Ruthrauff & Ryan, $50,000; R. W. Ruthrauff, vice-president, Ruther- & Ryan, $50,000; Charles P. Stewart, vice-president, J. W. Thompson Co., $50,140; John C. Roan, vice-president, J. W. Thompson Co., $90,140; Henry T. Stanton, vice-president, J. W. Thompson Co., $65,045; Chester L. Roache, president, Young & Rubi- cam, $59,500; Raymond Rubicam, chairman, Young & Rubicam, $75, 500; Hill Blackett, president, Blackett- Sample-Hummert, $110,000; E. R. Reber, president, B-S, $113,142; G. J. Sample, treasurer, B-S, $113,142; E. J. McLeod, chairman, B-S, $110,000; T. C. Block, chairman, B-S, $86,520; E. R. Jordan, president, Jordan Company, $78,500; and Edith A. Heinz, Advertising Age, $60,000; John A. Butler, copywriter, Spark-Goble, $52,929.

Sponsoring the Derby

TWENTIETH Century-Fox Film Corp., New York, on May 6 will sponsor the broadcast of the Kentucky Derby, telecast in the racing season, on 90 CBS stations, from 6:15 to 6:45 p.m., placed through Kentucky Blue, New York.

For the tenth time in 11 years, CBS is presenting the event exclusively. The Derby has been sponsored by Brown & William- son Tobacco Co., Louisville.

The event is sponsoring the epic race on behalf of a forthcoming production, "Rose of Wash- ington Square."
WOW played a "doubleheader" in Denison, Iowa, recently. The good citizens of this rich "plus market" of 4,000 packed their local auditorium, not once, but TWICE in one evening, to see the WOW Good Will Follies. Storms of applause and gales of laughter greeted the efforts of WOW's staff of entertainers.

WOW gets action for advertisers seeking to reach this rich farm belt. Capitalize on audience response—put WOW on your schedules.

WOW * OMAHA


Owned and Operated by the Woodmen of the World Life Insurance Society.
Liquor Ban to Be Lightened By Removing Prohibition Issue

Senator Johnson Makes Concession as Hearings On Proposed Advertising Law Are Ended

SENIOR Johnson (D-Col.) revealed he would amend his bill (S-517) banning the airways to liq- uor, wine and beer advertisements to exempt specifically political discussion of the prohibition question from the measure as the Senate Interstate Commerce subcommittee on April 7 wound up hearings on the legislation.

In the last two days of hearings on the bill, the subcommittee, composed of Senator Andrews (D-Fla.), chairman, and Senators Gurney, (R.S.D.) and Johnson, heard representatives of the liquor industry and labor unions denounce the bill and spokesmen for religious and educational groups support it.

The amendment to be offered by Johnson reads as follows:

On page 2, line 11, after the word "beverage" insert a colon and the following: "Provided, That nothing in this subsection shall be deemed to prohibit the broadcasting of any information with respect to the provisions and merits of any proposed Federal State legislation or standards in ordi- nance with respect to alcoholic beverages." 

Invasion of Free Speech

The most frequent criticism leveled against the Johnson Bill in the hearings has been the charge that its definition of advertising was much too broad and constituted an invasion of the right of free speech and a threat to free radio.

While Senator Johnson said he believed the addition of the section would meet "all legitimate objec- tions," Wesley Sturges, chief counsel of the Distilled Spirits Institute, who appeared before the subcommittee, said he still doubted if it would remove the danger. 

While declining to make any definite statement until he had an opportunity to study the addition, he believed the clause, on first exami- nation, not to be sufficient to meet the industry's objections.

Senator Johnson made the close of hearings on S-517 that he could not say when a report on the bill would be ready nor when hearings on the Cap- per Bill, which bans all advertis- ing media to alcoholic beverages, would begin.

Supporters of the Johnson measure at the last hearing were How- ard A. Dawson, representative of the National Association, and Mrs. Ira H. Stanton of the Council of Women for Home Missions, affiliated with the Federal Council of Churches.

George B. McCabe, counsel for the American Brewers Association, told the subcommittee the liquor industry looked upon its product as a food with the same rights as other food commodities to be ad- vertised on the air. His arguments were echoed by John L. Smith, counsel of the American Brewers Assn.

Mr. Sturges thus attacked the broad terms of the Johnson Bill: "Supposing the radio should be used by a person desiring to attack the industry, where would we stand under this bill if we used the same means to reply to those attacks?"

Senator Johnson said afterward that he believed his amendment would erase these ob- jections. "Speaking as a layman, I have no pre- conceptions about that," Mr. Sturges replied.

AFL Sees Evils

Harry L. Laurie, executive vice- president of the National Assn. of Alcoholic Importers, summed up the liquor industry's objection to the bill as based on the facts that there was need for the legisla- tion in view of existing State control, that it lacked definite and positive definition of an alcoholic beverage, and that it singled out the liquor industry to be the guinea pig in a drive to clean up advertis- ing on the air.

Organized labor came to the aid of the opponents of the Johnson Bill at the closing hearing. Ira Ornbur, secretary of union label committee of the American Federation of Labor, pointed out that organized labor had been one of the most active forces for im- provement of conditions among children and said that any good the Johnson bill might do would be far outweighed by the consequences in decreasing the growth of the distilling and brewing industries and their opportunity to increase wages.

"We believe if the industry tells the truth about its product it has just as much right to use the air to advertise as the producers of any other commodity," he declared.

He said the Johnson bill was an attack on the jobs of men working in the brewing and distilling indus- tries "just as much as if those very terms had been written into the bill."

Asked by Mr. Johnson if he thought that action of the United Distillers Foundation in volun- tarily withdrawing from the radio field was an admission that liquor advertising is offensive, he replied, "That is my personal opinion that they gave up radio advertising because of pressure from the Federal Alco- hol Administration."

Joseph Obergfell, secretary of the AFL soft drink and brewery workers national committee, said that the current standards up in the brewing industry were threatened by the bill.

Opening Wedge for Drys

Commenting on Senator John- son's statement that the bill was designed to "perpetuate the sanc- tity of the home," Mr. Obergfell pointed out that the hearings could turn off the radio if they thought the programs objectionable and unfit for children.

"There are other programs which are far from constructive on the air today, gangster programs and so forth," he said.

He described the Johnson bill as the opening wedge through which drys hoped to effect the return of prohibition.

Senator Johnson said he had not been informed by the Interstate Commerce commissioner when a report on the measure was due. His measure might be expected. He said it would be reported out in its amended form.

Meanwhile Senator Capper (R-Kan.), said he intended to press for action on his own bill which would bar all advertising media to beer and liquor advertising regardless of what action was taken on the Johnson Bill by either the com- mittee or the Senate. The veteran leader of the dry forces in the upper house said he expected hearings to be held on his bill this month, but said no date had yet been set.

Westhouse to Start New York Fair Program

WESTHOUSE ELECTRIC Co., New York, on May 7 will start a weekly series on 73 NBC-Blue stations, to originate from the company exhibit on the grounds of the New York World's Fair for the duration of the Fair, Sundays, 5:45 p.m. to 6 p.m. The series will be invited to write friends at home from the special writing rooms in the building and duplicates of their letters will serve as mate- rial for the program, which is ap- proved by the Department of Letters Home From the New York Fair.

The four best letters will be chosen and winners will be invited to appear on the program for interviews with Ray Perkins. Details of distribution of the $250 weekly prize money are now being worked out, but half will probably go to the letter writers and half to the persons receiving the letters outside of New York. An audience jury will decide the winners. Fuller & Smith & Ross, New York, handles the account.
Fifty years ago, on April 22, 1889, six thousand hardy pioneers made history as they raced to establish homes in the newly opened Oklahoma country. Their vision, their courage, their character is today reflected in Oklahoma City, which they founded.

That same history-making, pioneering spirit which changed a prairie water-stop into a thriving metropolis in this short span of half a century is exemplified in Radio Station WKY.

Were the famed “Run of 1889” to occur on April 22, 1939, it would be carried into a million and a half homes in this section with all its color through WKY’s 200-watt mobile transmitter. Interviews with those who made the run would be aired through WKY’s modern pack transmitter by WKY’s staff of specially trained special events commentators. The entire event would be preserved for posterity through WKY’s recording equipment.

Just as history was being made fifty years ago in the establishment of a new and important factor in the economic life of the Southwest, so today is WKY making history in the manner in which it has equipped itself to serve public interest, convenience and necessity in Oklahoma.
Radio has put an end to the isolation that was once the lot of the farmer. The entertainment, the news, the whole range of human activities so familiar to city dwellers, were once a closed book to rural families.

Now, through NBC, the broadcasting member of the family of RCA, millions of farm homes are familiar with the incomparable artistry of Toscanini as he conducts the NBC Symphony Orchestra. They enjoy the Metropolitan Opera. They know the comedians and actors of the air, and hear the news of the day on the day it is news. Their children dance to the music of the leading bands.

Radio serves the farmer in more serious ways. It brings him religious services, regardless of weather or distance. Farmers have always been politically minded. Formerly they often found it difficult to keep well informed. Now radio brings discussions of the political questions of the day right to the home.

Unchallenged leader in programs specifically for the farmer and his family is the NBC National Farm and Home Hour. This famous program, on the air six days a week, is in its eleventh year.

RCA helps the farmer in other ways, too. Research in RCA Laboratories has produced fine radios and instruments for playing Victor* and Bluebird Records for use both with and without electric current. The price of such RCA Victor* radios and RCA Victrolas* and Record Players and the cost of operating them has been brought steadily down.

Thus farmers throughout the nation, like all other Americans, find RCA ready to serve in every field of radio.


Here are but three of ways Radio serves the Farmer

“BANG BOARD” champ crowned as NBC reports story—Thousands attend, millions listen as NBC each year gives eye-witness account of National Corn Husking Championship, the farmers’ favorite contest. (At left) Irvin Bau- man, Illinois Champion and runner-up for 1938 National honors photographed by “Prairie Farmer” as he strips an ear.

“SHALL I PLOW THE SOUTH 40 TOMORROW?” — Farmers have respect for Uncle Sam’s weather men, know that over extended periods they are 85% right. Old-time photo shows flags used as weather signals in pre-radio days. Now NBC broadcasts regular weather forecasts several times daily, and in addition bulletins of interest to producers of specialty crops.
365 days a year

"RADIO BEGOTTEN KNOWLEDGE"
Breeding of fine livestock is aided through information reaching farmers by radio. (At your left) Young California farmer tells NBC listeners how he raised his prize-winning champion Hereford steer. Youngsters on farms listen eagerly to various radioed suggestions, and as a result they raise many blue ribbon winners.

Listen to "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

Radio Corporation of America
RADIO CITY, NEW YORK
RCA Manufacturing Company, Inc. Radiomarine Corporation of America
R.C.A. Communications, Inc. National Broadcasting Company
RCA Institutes, Inc.
SALT LAKE CITY
Collects $36,000,000
in Admissions...

We’re being conservative with our figures. $36,000,000 was the amount spent in the Salt Lake area by tourists last year. This year, drawn to the great Golden Gate International Exposition, more people will spend more money as they pass through this territory.

It means increased income for people who live here. It means that service station men, restaurant, hotel, resort, department store employees—everybody—will have more money to spend for things you sell.

Tell them your story over the station they’re in the habit of tuning in—the station they prefer for its interesting, entertaining, unsurpassed showmanship.

FCC Is Rebuked by Appellate Tribunal
For Failing to Carry Out Court Orders

ANOTHER legal solar plexus blow at the FCC, calling it to task for inconsistent actions on broadcast applications, was delivered April 3 by the U.S. Court of Appeals for the District of Columbia in two cases which raised practically identical questions.

Both opinions, written by Chief Justice Groner and concurred in by Associate Justices Stephens and Edgerton, took the FCC to task for its failure to carry out previous mandates of the court, reversing FCC denials. The court sharply criticized the Commission for its view that it has “uncontrolled discretion” either to grant or deny applicants.

The principal decision came in the case involving the application of Pottsville Broadcasting Co. for a new station in Pottsville, Pa., which had been denied by the Commission in 1937. The second case was in the Heitmeyer case, which was before the court on special appeal from the U.S. District Court in Washington which had refused to grant an FCC motion to dismiss an injunction restraining the Commission from considering other applications for a station in Cheyenne, Wyo., until the Heitmeyer application had been granted.

The decisions supplement a long line of rulings by the appellate tribunal which has kept the Commission under the aegis of the court since the year 1932, and rebuked it for actions and repeatedly reversed it when the court found the Commission’s actions to have been contrary to law in four significant cases of fundamental issues which challenged the tribunal’s rights to review cases in which economics constitute the primary reasons for appeal [Broadcasting, March 15].

Priority of Filing

In the Pottsville and Heitmeyer cases, the court made it clear that the Commission cannot add new parties to hearings after the aggrieved applicant has taken his statutory appeal. The Commission’s own rulings, it stated, recognize priority of filing when subsequent applications are made after the prior one has been set for hearing.

Equally significant to both opinions was the court’s statement in the Pottsville case that it was obvious the objections of the Commission to a reconsideration on the original record “are mere makeweights and that the real bone of contention is the insistence by the Commission upon absolute authority to decide the rights of applicants for permits without regard to previous findings or decisions made by it or by this court.” If added that the position of the Commission is no different from that of a lower court and that it is required to follow the mandate of the appellate court.

In reviewing the Pottsville case, appealed by Attorneys Eliot C. Lovett and Charles D. Drayton, the court brought out that the Pottsville company had received a favorable examiner’s report but that the Commission denied its application, holding that the showing on financial repute was not satisfactory and that the principal stockholder did not reside in Pottsville. In all other respects, the court found the applicant qualified and that need existed for the service. Pottsville appealed to the court, which in May, 1938, held the Commission was in error on the question of financial responsibility. As to the Commission’s interest regarding absentee ownership, the court said it knew from published reports of the Commission that it had not adopted a fixed and definite policy in that respect nor sought to lay down a hard and fast rule.

The Commission, however, ordered a new hearing and set down Pottsville News & Radio Corp., whose application had been filed seven months after Pottsville Broadcasting Co. and Schuykill Hill, to make a new application, for the hearing. After relating other steps which were taken by Pottsville Broadcasting Co. to block the hearing, the court said the question before it was: When it reverses a decision of the Commission and remands the case for further proceedings, “is the Commission required to reconsider the same record in the light of our opinion, or may it reopen the cause and hear it on an entirely new and different record?”

The Commission, the court said, takes the latter view and insists that the statutes vest upon it the power and duty to reconsider the application in the light of events subsequent to the making of the original record. In other words, the court said, the question is whether the Commission, having decided that Pottsville was disqualified in particular respects, may disregard its priority and consider its application on a comparative basis with subsequent applications on records made after the Commission’s original decision.

The court said it had no doubt that the order of the court entered on an appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower Federal court to an appellate Federal court in an equity proceeding. This rule is that when a case has been decided on an appeal and remanded to the trial court, the latter has no authority, without leave of the appellate court, to grant a new trial, a rehearing or a review or to permit new defenses on the merits to be introduced by amendment of the answer.”

No Absentee Policy

Discussing the Pottsville case, the court said that when it first remanded the case it did so on the sole question of whether the application should be granted in view of the unconservative issue. If the Commission shall adopt a rule with relation to that subject, “we should feel impelled to accept the Commission’s view,” the court added in reiterating that no such policy had been established.

“When an applicant for a station who is qualified as to citizenship and otherwise has submitted his cause to the Commission and the Commission in denying the application has filed, as the Act requires and as we have time and again insisted should be done, ‘a full statement of the facts and grounds for its decision’ and an appeal as authorized by law is taken to this court, and the decision of the Commission is reversed and the cause remanded for proceedings in accordance with our opinion and

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BROADCASTING • Broadcast Advertising
A GUINEA PIG GOES TO TOWN

For several weeks, now, the Mutual Guinea Pig has been parading through the American market place shouting at the top of his little lungs, "This way, Gentlemen! This way TO TOWN!" By this, he meant (in case you haven't kept up on your radio reading) that we've been proving, and improving, ourselves at a merry rate.

VOTES FROM THE VICTORIOUS
March was the eleventh consecutive month that Mutual billings, month for month, hit an all-time high! Most of the gain came, gratifyingly enough, from enlarged hook-ups by satisfied clients like Bayuk, Ironized Yeast, Wheeling.

FIRST IN FACSIMILE
There's only one Faccsimile Network, and that's the Mutual Facsimile Network, begun March 10, 1939. WOR, WGN, WLW, WHK exchange regular service daily. Like Don Lee's Television strides—it's just non-commercial pioneering.

Well, to get back to our Guinea Pig, confronted with these new facts, he put up his paws, flexed his biceps, turned to his audience, and said "Here goes a good little Guinea Pig to market, want to come along?" "In case you didn't receive our newest booklet, "A Guinea Pig Goes To Town," and would like to see some radio ideas thoroughly guinea-pigged, write for a copy.

BOUQUET FROM BILLBOARD
We're the best network for publicity exploitation according to the annual Billboard Magazine Survey. It's an important point for advertisers to remember because exploitation is one sure way of increasing audience.

STRIDES IN STATIONS
The addition of thirty-five more stations—to intensify coverage in Texas, California, the northwest and the northeast—climaxed a year of expansion along many lines. Half a dozen Mutual Stations upped their power.
NOBODY HAS OFFERED A FigHardLeCkll Maybe because nobody, including ourselves, knows what a FegHardLeCkll is. But just about everything else that is tough to white elephants has been put up for sale... and sold on "Tonight's Best Buys," which makes want ads exciting on KSFO for Felix's Cakes. And even six phones right in the studio can't keep up with calls. The Raymond R. Morgan Agency is in charge.

**TREASURE ISLAND QUIZ.** Why is Northern California a white spot on the business map? Maybe Professor Quiz found out when he and Bob Trout were among those present at San Francisco's World's Fair and broadcast nationwide through KSFO from Treasure Island studios.

**LIKE FLIES TO MOLASSES.** Folks come around whenever the Gallo-Kamp Treasure Island Reporter shows up. But the most important thing, Gallo-Kamp Shoes learned, is that, like flies to molasses, listeners come to KSFO. The show, placed through Long Advertising Service, is one of many top-flight local ioculates that hold Columbia audiences.

**KSFO Focus**

**Radio and Education**

**RECORDINGS of educational programs** now available are described in a leaflet just issued by the Educational Exchange of the U.S. Office of Education, Washington. First offering in a series of 24 transcriptions of the Americans All program, All series now on CBS, made available through the arrangement with CBS, the Committee on Scientific Aid to Learning, American Federation of Musicians and the Music Publishers Protective Association.

NEW program on WORC Worcester, Mass., in the Holy Cross College Forum, with the debating society of the college carrying on a series of debates and panel discussions on Saturdays, 8:30 p.m. The Oxford system of debate is followed and the last 15 minutes of the period is devoted to open forum discussions with the studio audience. Judging is done by mail by the audience.

**UNIVERSITY of Chicago Round Table** books containing transcripts of the Sunday morning series on NBC Red Network are scheduled for delivery to 120,000 listeners during 1938. Selling for a dime a copy, the transcripts have been published as series of 100,000 copies for the past year. Recent annual issue carried testimonials of Miles Trammell, NBC executive vice-president; James R. Angell, NBC educational counselor; Harold L. Ives, Secretary of the Interior, and prominent national educators.

**SATURDAY afternoon broadcasts** by Indiana colleges have been started by WRIE, Indianapolis, and other states. Part of each program is devoted to data about the college. Another series is based on high school musical talent in various countries, with a local beauty contest as a specialty.

**NEW educational series. The Municipal Court at Work,** on WPEN, Philadelphia, is designed to acquaint listeners with the work of the court. Spotted on Sunday mornings, the feature presents the 11 judges of the court and various court officials who discuss its functions and problems.

**NEW YORK University's** has a bulletin outlining the courses to be offered at its Summer Radio Workshop, July 5-Aug. 12.

**HAROLD SATTFORD, program director of WLS, Chicago, conducted the radio section of a high-school vocational guidance conference at Casei, Ill., on April 3. More than 2,000 students from 30 Illinois counties attended.

**UNIVERSITY of Southern California** public schools, REHE each Monday night presents a quarter-hour program, Pioneer in Progress, enacted by students from the adult education division of the Inglewood High School.

**WILLIAMSBURG Division of the College of William & Mary** is conducting a series of educational institutions in a series of debates, broadcast weekly on WYAR, Norfolk.

**JOHN R. STEPHENS,** professor of law at American University, Washington, is inaugurating a special course in the law of radio broadcasting.

**KMOX, St. Louis,** will originate the CBS American School of the Air April 24 under direction of Harriet V. Edwards, KSFO education director.

**Music Course on 25**

**CHARLIE COOK** Corp., New York (music-by-air), is currently sponsoring a series of five quarter-hour transcriptions weekly consisting of lessons in music for listeners on a list of 25 stations. H. G. Morris & Co., New York, handles the account.

**N.Y.U. Will Offer Full Radio Course**

**Four-Year Training Leading To a Degree is Announced**

WHAT New York University reports it believes to be the first liberal arts institution in the country to offer a four-year radio major leading to an A.B. degree was announced April 6 by Chancellor Harry Woodburn Chase, who stated that the new department of radio will be established in Washington Square College next September under the direction of Robert Emerson. Mr. Emerson will resign from CBS, where he is an assistant in production, to head the department.

Dr. Chase declared that all university radio activities have been coordinated in the University Radio Workshop, which will include the new curriculum along with courses for general radio majors offered by the Division of General Education and broadcasts by students and faculty. Dean Maxwell McCollum said the new program will be designed "to give young men and women the combination of a broad liberal education with an introduction to radio techniques which, according to leaders of the radio industry, constitute the best preparation for employment in this field."

**All Phases Covered**

"Approximately three-fourths of the curriculum will be composed of courses in the liberal arts and sciences, with emphasis in the fields of English composition and literature, history, economics, government, psychology, public speaking, and music," Dean McCollum said.

"The course is designed as a general radio, which will start in the students' first year and expand throughout the four years, will embody an introduction to and orientation in the technical problems of radio, including writing for radio, speaking on the radio, the use of music on the radio, announcing, the planning of radio programs, production news broadcasting, and the broadcasting of special events, the elements of radio engineering, telephony and facsimile, station operation, audience psychology, radio advertising, the educational uses of radio, and the legal relations of radio."

"The curriculum is designed to prepare students primarily for the field of radio production and program planning. It is not intended to train for radio engineering nor is it designed for the development of 'artists' or performers. These factors will be carefully considered in the selection of students; enrollment in the new department will be limited."

**CANADIAN listeners will continue to pay $3.00 a year for the privilege of listening on their radio receivers, the motions to eliminate or reduce the tax having been defeated in the Parliament Radio Committee at Ottawa. The system of collection is being changed this year, veterans being picked for the door-to-door canvass made each year from April 1 to about May 31.**

**SAMUEL M. EMINSON, publisher of the Newsies (Inc.) Post has applied to the FCC for a new 100-watt station on 1420 kc. in that community.**
If your business needs "CHECKS APPEAL".

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<tr>
<th>No.</th>
<th>Question</th>
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<tr>
<td>1</td>
<td>Which Southern California Radio Station has more sponsored hour, half-hour and quarter-hour programs than any other Network Station in this area?</td>
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<td>2</td>
<td>Which Southern California Radio Station carries 8 of the 10 most popular programs selected in the Annual Radio Editors Poll?</td>
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<td>3</td>
<td>Which Southern California Radio Station is first in advertising volume?</td>
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<td>4</td>
<td>Which Southern California Radio Station offers four proven participating programs to advertisers?</td>
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<td>5</td>
<td>Which Southern California Radio Station carries more national advertising than any other in this area?</td>
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<td>6</td>
<td>Which Southern California Radio Station has 8 out of 10 repeat advertisers?</td>
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<tr>
<td>7</td>
<td>Which Southern California Radio Station is powered in every way to cover the third major market to the advertiser's satisfaction?</td>
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Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market — the 50,000 watt voice of KFI in Southern California.

The Best Buy is KFI, the voice of Southern California, 50,000 watts power on the NBC Red Network.

EDWARD PETRY & CO. • National Sales Representative

Before Selecting Your Station in the Nation's Third Major Market.

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station — some 150 in all.

Another reason that leads us to believe that advertisers are pretty well sold on KFI is the fact that we're going merrily along in 1939 with the greatest number of repeat advertisers in our history.

The State of KFI
EVERY IMPORTANT IMPROVEMENT IN THE FIELD OF RADIO RECORDING HAS BEEN PIONEERED BY WORLD
Here’s what World’s Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

**1ST—to produce a disc playing 15 minutes at 33 1/3 R.P.M.**

**1ST—to produce 33 1/3 R.P.M. vertical cut recordings.**

**1ST—to produce 33 1/3 R.P.M. vertical cut Wide Range recordings.**

**1ST—to inaugurate a transcription library—The World Program Service.**

**1ST—and only organization to offer an exclusive and complete radio transcription service. World operates studios and recording facilities in New York, Chicago, and Hollywood, and its own fully-equipped processing, pressing and shipping facilities in New York.**

**1ST—and only transcription company to give true Wide Range quality because only World records on Western Electric equipment, by the Western Electric Wide Range method.**

**1ST—to offer advertisers a completely flexible group of tested stations—the Gold Group—with one headquarters for production, responsibility and control, just like network operation.**
Television Ahead

AFTER more than a decade of guarded laboratory incubation, spoon-fed to the tune of some $13,000,000, television faces its sternest critics—Mr. and Mrs. John Q. Public on their way to the Fair.

Since January, laboratory television (via wire) has performed before thousands at the San Francisco Exposition. On April 30 it makes its public debut with the opening of the New York World's Fair. Previous demonstrations, both laboratory and field, have evoked great enthusiasm. But they hardly furnish the acid test—whether the public will be willing to accept present-day television in the comfort of their living rooms.

Certainly television will receive great impetus as a result of the fairs. In New York at first, and then in other cities as visual services begin and sets are marketed, many people may be expected to purchase receiving apparatus for sight along with sound.

A new interest is being born—a blood-rela-

tion of broadcasting, reared and nurtured in the same laboratories that produced sound broadcasting. Realizing that television is their natural heritage, a number of far-sighted broadcasters have pitched into the new art while practically all others are watching every develop-

ment. The broadcasting industry must realize that it cannot afford to sit back su-

pinely as did many newspaper publishers who now remorsefully rue their lack of foresight in radio's earlier years.

The broadcasters, who can now buy television equipment if they can get transmission licenses, are in a strategic position to benefit from the errors of sound radio as they adopt the techniques of video. They know audience likes and dislikes. They know their local needs and desires. They are regulated by the same agen-
y— the FCC. That board, incidentally, has named a special committee to appraise television and chart its regulatory course. In its hands lies the responsibility of starting the new medium on the right track by establishing standards covering a specified time span and insuring both the visual broadcasters and the owners of televisions against overnight obso-

lence.

Upon the FCC committee and upon the broadcasters rests the obligation to insure that visual radio becomes "Television by the Ameri-
can Plan"—free and competitive and impelled to progress by the stimulation of the profit motive.

The Press Issue

RANCOR over newspaper ownership of broad-
cast stations still exists in the Administration.

Though suppressed publicly, it nevertheless erupts now and again. The reason for much of the New Deal antipathy reposes in the ad-
mittled fact that the bulk of newspaper circu-
lation is anti-Administration.

Outside the Administration there is an even more insidious subsurface opposition—among some newspaper publishers themselves. Many non-station owning publishers are jealous of their more far-sighted station-owning competi-
tors, and while they cannot openly expose it, they nevertheless would revel in any move-

toward Government ownership of broad-
casting. In devious ways it appears they are doing everything possible to undermine com-

mercial broadcasting.

Both the Administration and the anti-press attitudes are recognized in informed quarters as something more than fancy. For example, legisla-
tion of a feefer nature has been intro-
duced to prevent press ownership of radio stations, but it hasn't gotten anywhere so far. Some elements on the FCC have sought to block further inroads of newspapers, but that body has not met the issue squarely, and what few denials there have appeared been predicated on grounds other than the "local monopoly in pub-
lie opinion" issue. By indirection, however, it is quite apparent that the anti-newspaper trend will continue, though in recent months a half-dozen stations have been transferred to new press ownership and today about 245 sta-
tions are identified with publisher ownership.

We have always maintained it would be a sad day if radio became wholly subservient to publishing as a sort of "second fiddle" opera-
tion, to be suppressed rather than permitted to enjoy a normal, competitive growth. In such an event, publishers, by reason of greater in-

vestment in newspaper plant, stubborn or fool-

ish "first love" sentiment, or just plain resent-
ment over the intrusion of radio, might be in-

clined to submerge it by striping it of worth-

while programs and news and otherwise sabot-

aging the medium.

Fortunately, however, that has not hap-

pened. Nor is it likely to happen now, for radio has attained imposing stature as a public service and as a news disseminating medium that any such effort would promptly be re-
pulsed by public reaction.

The most recent example of press exploita-
tion of anti-radio sentiment occurred April 7 with the publication of stories on the report of the three-man committee of the FCC relat-
ing to proposed new rules and regulations. Tucked away in the "superpower" section of the ponderous report was one sentence which, in dealing with superpower alone, said that in the committee's judgment it cannot safely be argued that Congress will always permit unlimited opportunity to radio licensees to secure advertising "to the serious detriment of the economic structure of important and neces-
sary services rendered to the public by un-
licensed media".

This was interpreted as an "indication" that the Government may possibly take steps to protect newspapers from "unlimited competition of radio stations". FCC officials expressed amazement over the interpretation, first be-

cause they said it was not intended as a recom-

mendation, and secondly because they felt the newspapers took unwarranted liberties.

But even admitting the press interpretation, it seems to us it is just about as great a tribute to radio's merchandising prowess as could oc-
cur—that newspaper advertising is so badly scared it may actually look to Government for protection against radio.

FCC Payoff

WHAT'S happened to the FCC reorganiza-
tion? is a question frequently asked. Wide-
eyed broadcasters want to know why the sud-

den cessation in the drive for the three-man FCC proposed by Chairman McNinch and in-


troduced as a bill in the Senate by Senator Wheeler with the blessing of the Administration.

While the legislative situation appears be-

calmed at the moment, we suspect it may erupt any time, though perhaps in an unortho-
dox way. From where we sit it appears that Chairman Wheeler has lost much of his ardor for the attainment of that idea.

Generally, Congressional reaction appears to be strongly opposed to the McNinch-Wheeler "ripper-bill." Sentiment preponderantly is for full hearings before the writing of new law.

Yet a revival of fireworks over the FCC ap-

pears inevitable on Capitol Hill. The Commis-
sion has no more to lose beyond June 30.

It's current appropriation is said to be running low, and belt-tightening is already the order of the day. Before June 30 Congress must ap-

propriate some or all of its $2,000,000 budget estimate. Should it fail to appropriate—which admittedly is unlikely—the regulatory picture might well become chaotic. It is when the pres-

sure is applied for the needed funds that the clamor for legislation will be renewed.

Possibly there will be a compromise then in the form of a resolution authorizing the long-

threatened investigation of the FCC and the radio industry that has been insistently de-

manded by severe critics in both houses.

Incidentally, when the question of funds comes up, Congress may see fit to inquire into the FCC's current plethora of questionnaires, tabulations and curious calculations (some-
times inaccurate, as in the case of its "mul-
tiple ownership survey") that have all but en-
gaged its staff as well as the industry. What with a deluge of such questionnaires, accountants and clerks turned loose on broadcasting "surveys" to the exclusion of the FCC's moribund public utility functioning, the broadcasters as tax-

payers have every right to question the useful-

ness of this work.
HORACE ALLEN CAMPBELL

THIS IS a tale of the man who transformed "Hi Yo Silver!" into a national catch-phrase, and consequently made it one of the best gold-producing programs in radio lore. At the same time he has also pursued his none-too-prosaic task of general manager of the Michigan Radio Network and WXYZ, while exploiting other novel ventures which have made his broadcasting organization a prolific and effective program producing operation.

Horace Allen Campbell didn't invent, conceive or discover The Lone Ranger. His progenitor was the ubiquitous George W. Trendle (Mr. Campbell's boss), who is president of the King-Trendle Broadcasting Corp., and of the Michigan Radio Network. But it was H. Allen who handled the exploitation, sold the program initially to the Gordon Baking Co., put it on Mutual, on transmissions, on foreign stations, and in newspaper syndicate strips. Today The Lone Ranger gallops over the invisible ether via 127 stations in the United States, Canada and Australia. Of these 65 get it direct on network lines and 62 by transcription four weeks later. The "live" broadcasts occur at least two and during certain seasons, three days daily.

The story of Allen Campbell does not begin with this epochal program, which is only one of a number he has developed. It is in symbol of the merchandising and sales ability of the man. Far from high pressure, he is in fact the antithesis of the glib, garrulous promoter type. A likeable fellow, he retains the charm and simplicity of his native South, but has acquired and knows how to use that keen business sense of the Yankee.

But before we permit The Lone Ranger and Silver to canter out of the scene, we should observe that he first came to life in 1933 on WXYZ and shortly thereafter was also heard in Chicago and New York in the interest of Silvercrock Bread, product of Gordon Baking Co. Allen Campbell sold the account. That really was the commercial beginning of Mutual Broadcasting System, for it was the success of this venture that led to the eventual founding of the network.

And Gordon Baking Co. found the program such a success that it had to build more bakeries and add more routes to take care of the demand.

The fame of Lone Ranger was never more significantly demonstrated than during the FCC's so-called network-monopoly inquiry. Messrs. Trendle and Campbell interrupted a vacation in Florida to appear before the Committee several weeks ago in connection with Michigan Radio Network affairs.

But the questioning soon turned to the program, with Commissioners Sykes and Walker taking to tap the innermost phases of the production. Judge Sykes admitted that his two grandsons were strong boosters for the programs, and that he occasionally cooked an attentive ear.

It was in 1930 that Horace Allen Campbell, a lad of 30, joined the sales staff of King-Trendle, which then operated only WXYZ, fresh from management of the real estate department of The Detroit Times. Within six months he found himself ensconced as general sales manager. About that time WXYZ dissolved its affiliate association with CBS and went independent. There followed the formation of the Michigan Network of eight stations, designed to afford full Michigan coverage. Emphasis was placed on programs. The Green Hornet, launched after the Lone Ranger, is also catering for itself national recognition. WXYZ maintains a program staff of 40 to 50 people, stemming largely from the King-Trendle theatrical operations prior to its entry into radio.

After WXYZ left CBS, some $300,000 was spent under Mr. Campbell's supervision for programs and talent that would place the station and network on its own feet. In 1935, WXYZ joined NBC Blue. Thus it now is affiliated with NBC, feeds programs to MBS, Canadian Broadcasting Co. stations, and Michigan Network, giving it a four-way network affiliation.

Horace Allen Campbell was born in Nashville, Tenn., on Jan. 30, 1900. After attending local schools and the business school of Vanderbilt University, he joined the clerical department of the Michigan Central Railroad in Detroit. Progress was rapid and he soon became traffic manager of the General Aluminum & Brass Mfg. Co. A yen for advertising and journalism in 1922 found him in the sales department of his college paper, which yielded a handshake offer to turn for a striping of 20. Back to the states in 1925, he joined the advertising department of Collins Radio, where he learned wide space and rates. He afterward became advertising manager of the Canadian Pacific Railway and then at Blue Grass, enjoying phenomenal success. Still in his early 20's when he joined Hearst's Detroit Times as manager of its real estate department, he soon established a reputation amounting to something of a "whiz" in salesmanship.

When MNN was formed in 1933, Mr. Campbell became its first general manager, and as the division grew he took the general management head of WXYZ. About a year ago he was elected treasurer of both King-Trendle and MNN, and elected to the board in the latter company. WOOD-WASH, Grand Rapids, is also owned by King-Trendle and Campbell.

Campbell's immediate successor.

The Campbells reside in Grosse Point. There are no children. Allen Campbell is a golfer of no mean attainments, a particularly enthusiastic horse breeder and racing. He belongs to the Grosse Point Yacht Club, several golf clubs and Detroit's famed A erdacht Club.

GEORGE DIETRICH, of The Katz Agency Inc., national radio representatives, has joined the sales staff of WGN, Chicago, as director of sales staff. He was formerly with the Chicago sunbeam staff of KGIR, Butte, Mont., has been national sales manager of WOC, Davenport, la., Mr. Heyer started in radio with WMT, Cedar Rapids

BLAIR HEYER, formerly commercial manager of WHRP, Rock Island, and one of the sales staff of KGIR, Butte, Mont., has been named national sales manager of WOC, Davenport, la. Mr. Heyer was presented with a gold wrist watch by WSAU employees at a farewell party.

MRS. EARL T. IRWIN, president of KV1, Tacoma, left April 5 for San Francisco, en route to Honolulu on a two-week cruise. Mrs. Irwin, who is recovering from a serious attack of flu, is accompanied by her mother, Mrs. Laura Doerner.

VOLNEY F. RIGHTER, salesman of WOR, Newark, is the father of a seven-pound girl born March 31 at Mt. Kisco Hospital, New York.

EUGENE NEWMAN, formerly of the research department of E. B. Smith, Crosley Inc., Advertisers Research Corp., and H. W. Fairfax, has joined the WLS sales staff of Chicago.

CLYDE E. HANIE, former space salesman of The Birmingham Bulletin and the New York Daily News, has joined the sales staff of WLR, Rock Island, III.

Kyles Go to WCLQ

JAMES L. KYLE, former manager, and WCLQ, Ashland, Ky., has been appointed general manager of WCLQ, Jonesville, Va., in a reorganization of the station staff just ordered by the Jonesville Gazette, owners of the station.

Mrs. Kyle, former program director of WCLQ, takes the same post at WCLQ, and Paul Ruhie, also formerly with WCLQ, is appointed its new sales manager. Earle Sheridan, of Buffalo, becomes commercial director. R. L. Ferguson until recently was manager of WCLQ. WCLQ was recently sold to Lindsey and Gilmoe Nunn, owners of WBRF, Lexington, Ky.
MacEwen Joins WAVE

R. LEE MACEWEN, former news editor of WLW and WSAL, has joined WAVE, Louisville, as news director. He headed the newsroom of a large newspaper chain and was a vice-president of the Press Association. He will head the newsroom of the St. Louis Post in March, when he will become the new news director of the station.

BONNIE REILLY, CBS receptionist, on the 14th floor, location of the network's press and special features department, has cooperated with neighboring experts on March 30, when after being trapped and caught in an underground subway collapse, she spurred medical aid unil, after a four-block scramble, to avoid an emergency exit, she found a phone and gave CBS the first eyewitness description of the wreck, which it put on the air immediately. Then she led them up her scalps wounded and went on home to bed.

W. RAY WILSON, writer-producer of WLW, Cincinnati, on April 15 married Marianne Dixon.

LLOYD ANDERSON, formerly of KXOK, St. Louis, has joined the announcing staff of WHY, Dayton, O.

KENNETH WRIGHT, formerly of WCPO, Cincinnati, has joined the announcing staff of WNOX, Knoxville.

HILL BRYAN, program manager of KTSB, San Antonio, is the father of a boy born March 28.

JOHN MICHAEL MacKINNON, who recently appeared opposite Joan Crawford during a Gateway to Hollywood, has joined WAPI, Birmingham, Ala.

HANK WEAVER, sports announcer of KEBS, Los Angeles, has recovered from head injuries received in a recent auto accident.

The FEMALE of the species in many cases hold as important executive posts at some broadcasting stations throughout the United States and Canada as the dominant male. A survey by Broad- casting reveals that about a score or well-known own an executive or to bear the titles of manager, assistant manager or commercial manager. Broadcasting has selected this picture of pretty Miss Maxine Chaffin, assistant manager and commercial director of KID, Idaho Falls, Ida., for the first of a series of photos of lady radio executives to appear periodically.

MAXINE A. CHAFFIN

TOM DOLAN, formerly assistant sports editor of the Hudson (Wis.) Capitols, has joined the announcing staff of WSNX, Milwaukee.

MARTI WILKERSON has been appointed publicity director of KMTR. Hollywood, announcing executive. Rush Terrier, who resigned to go to New York.

FRANK NAGEL, formerly in the production department of KTVX, has been named continuity chief of KVOR, Colorado Springs. Henry Jacobs, who joined the KVO staff as manager.

WILLIE WANNAM RAMEY, woman announcer of KGMB, Rock, Ark., has been named hostess at the Arkansas exhibit of the World's Fair, a month before her return to the station in October.

PHYLLIS WOODS has joined KCUL. Through a special agreement, morning daily news editor of the air.

RUBBY COWAN, having effected a settlement of his contract as executive director of radio contacts, has left Paramount Pictures. Hollywood. His successor is Rober D. Honeyn, transferred from publicity. Cowan joined Paramount studios two years ago, coming from NBC, is Overseas, convalescing from a long illness.

JIM FOSTER has joined the Seattle staff of KVI, Tacoma, as relief announcer.

WENDELL NILES, Hollywood announcer-producer, has been assigned a post in the Fox Bros., "Battle of City Hall.

FRED HENRY, formerly of KGER, Long Beach, Cal., has joined KMTR. Hollywood, announcing producer, as the son of Norman Paige, who resigned to join KMTR. Formerly with San Francisco announcing staff, Robert Reynolds, new to radio, has also joined KMTR as junior announcer. Bert Rosenthal, announcing-producer, has left the station.

MAC MCALELLIST, formerly chief announcer of KGNO, Missouri, Montana, has joined the announcing and production department of KBCO, Kansas City. His duties at KGNO have been assumed by Bob Young and Charles Loveck.

HOWARD CULVER, KMTR. Hollywood, announcer-producer. Mickey Fichter, of that city, were married at Gladewater, Calf., in February.

DOUG ROMINE, formerly of KARK, Little Rock, Ark., has joined KTS, San Antonio.

HARRY W. FLANNERY, news editor of KMON, St. Louis, in a recent fever.

CHARLES CASPER, former publicity man of St. Louis Browns, will assist Frank Lawy in broadcasting play-by-play baseball on KMOX, St. Louis.

DON WIRTH, former announcer of WOTM, Minotourae, WHBL, Shepard, Minn., and other stations, has resigned as the program director of WIBA program director of KXW, Madi-son.

BOB HOBING, sports announcer of KGIT, Madison, has been named production manager of the station. March 19, formerly of WFLA, Clearwater, Fla., has joined the WWNO announcing department.

HAL HALPERN, writer, research director and head of the musical division of Radio Feature Service, New York, has been named to take a post in the New York City office. He will continue to free- lance.

DON WIRTH, former announcer of DOUGLAS BROWNING, announcer of WLW, Cincinnati, since 1928, has joined NBC in New York.
The Week of April 17th

is but the beginning of the Year-Round

NAB-RMA Joint Promotional Campaign

THE WEEK OF APRIL 17 will be a milestone in the history of American radio not

alone because it marks the first joint campaign sponsored by both the National As-

sociation of Broadcasters and the Radio Manufacturers Association . . .

not alone because it begins the first shoulder-to-shoulder cooperation between the

60,000 local radio retailers and the broadcasting stations in a determined effort to

broaden still further radio's mighty circulation and to promote radio on all fronts . . .

not alone because hundreds of thousands of listeners and particularly-interested groups

of listeners will receive the story of American radio first hand during the inaugural

Radio Open House Week . . .

not alone because radio, for the first time in its seventeen year history, summons its

many voices in a wholesome and long-deferred self promotion . . .

but also because it will sharply focus the attention of the industry and of

the public, month in and month out, year in and year out, on those things

which touch upon its service of public interest, convenience and necessity.

NAB-RMA

Year-Round

CAMPAIGN

HEADQUARTERS

1626 K STREET, N.W.
WASHINGTON, D.C.

TO PROMOTE THE BEST INTERESTS OF AMERICAN RADIO.

IN THE NEAR FUTURE.

A handsome pictorial booklet “Radio’s Riches — How You May Bring Them to Your Home” designed to stimulate more listening and a more

intelligent appreciation of radio . . . to be distributed to the eight million

people who still buy new radio receivers this year. Suitable also for

instant by individual broadcasting stations.

IN THE SUMMER

Programs for summer use, with special promotional plans for state fairs.

This space contributed to NAB-RMA Joint Campaign by Broadcasting Magazine

www.americanradiohistory.com
WEAF's Proposed Move
FEARS of Port Washington residents that the removal of the WEAF transmitter from its present site at Bellmore, L. I., to Port Washington, might interfere with their reception of other stations' programs were allayed by Raymond F. Guy, NBC engineer, who addressed a meeting of the town's Taxpayers Association on April 4. Mr. Guy read letters from the Bellmore Chamber of Commerce and other civic organizations testifying to the absence of interference caused by the transmitter and also presented several radio service men of Bellmore who gave similar testimony. At Mr. Guy's suggestion the group appointed a committee to visit Bellmore and confirm the evidence given at the meeting.

Social and Economic Aspects

(Continued from page 24)

and dialogues receive less emphasis. Other types of programs appear in about the same position of preference on commercial time as they do on total time.

The evidence also showed that commercial sponsorship of the several types of programs varies considerably between geographical regions. Even within regions the emphasis given by sponsors is not consistent between the various types of programs, it was pointed out.

For example, the Pacific region has a greater proportion of commercial time in total broadcast time and in total time devoted to music, news and religious devotional programs than any other region. It does, however, sell less proportionate time devoted to variety programs than any other region.

Where commercially sponsored programs represented 34.5% of total broadcasting hours in the United States, the committee pointed out they constituted 40% of the total hours broadcast from stations located in metropolitan districts and 29% of the total hours broadcast from stations located in cities not in metropolitan districts. This difference, which is marked, is approximately in each of the broadcast regions.

Types of Rendition

Of the total program time of all reporting stations, 63.8% was rendered by live talent and 32.4% was by mechanical rendition. Of the 32.4% rendered mechanically, 20.8% was by electrical transcription and 11.6% by records. Music was rendered 30.5% by transcription and 21.1% by records. Other types of programs rendered mechanically to a substantial degree were dramatic, 20.9%, and variety, 20.1%. The various media of rendition were used generally to about the same degree over commercial time as over total program time, said the committee.

There were a few variations but not of substantial significance, it said.

Of the total program time rendered by the various media, live talent taken from national networks was 32.7% commercial; from regional networks 30% commercial, originated locally, 35.1% commercial; with the total live talent 33.7% commercial. Electrical transcriptions were 20.9% commercial, records 32.5%, and announcements 75.5%.

In discussing the inherent and basic weaknesses of its program analyses, the committee said it lies largely in the questionnaire used for the purpose. It then recommended that, in any analysis of program service made in the future, the questionnaire form should be self-sufficient and leave nothing to the interpretation of the respondent. For example, in this way uniformity in reporting being gained and accurate statistics be prepared, it said.

Need of More Data

The committee discussed at length reasons why it felt more comprehensive data should be procured. In this connection, it advocated that full consideration should be given to the economic factors involved, including cost and convenience to the industry. The requirement for a detailed classification of programs in terms of the amount of financial burden upon broadcasters which becomes heavier as the detail is increased.

It suggested that the classification adopted should be adequate for significant analysis and yet "should not incur the reasonably laborious and expensive procedure upon the broadcasters. The counsel and approval of the broadcasting industry should be solicited before a final classification is adopted. This procedure would tend to lead toward a general and satisfactory standardization in classification of programs and make possible for comparative purposes a more ready evaluation of the program service of broadcast stations."
That's Your question and we are glad you asked us!

Here is the answer founded on facts*: Only 3 out of every 100 adult listeners are away from radios in any one week during the summer.

For summer information on one or all fifteen NBC Programmed Stations consult the NBC Spot Specialist in any of the cities listed on the right. (Also Detroit and Hollywood). And he'll be very glad to assist you in solving your own particular Summer Spot Broadcasting problem.

*These facts are from a personal interview survey conducted by an independent research agency. (Anderson, Nichols, Associates, Inc.)
Farewell Banquet For Judge Sykes

MORE THAN 200 Government officials, employees of the FCC, broadcasters, and others identified with communications, paid tribute to Judge E. O. Sykes at the farewell banquet April 8 at a farewell dinner honoring him after 12 years of service as one of the members of the Radio Commission and the FCC.

Returning to private practice of law in Washington, Judge Sykes will be succeeded by Pat Harrison (D-Miss.), a life-long friend; FCC Chairman McNich, who plans to continue his interest in age, ability, and teamwork; Senator Burton K. Wheeler (D-Mont.), chairman of the Commerce Committee, who said he often called in Judge Sykes for counsel on radio and communications matters; Rep. Sam Rayburn, Majority Leader of the House, and Lambdin Kay, general manager of WSB, as spokesman for the broadcasting industry. NAB President Neville Miller presided. Entertainment was furnished again by the Sym-phony, with Arch McDonald, CBS baseball announcer, as master of ceremonies.

All members of the FCC save Commissioners Case, who was unable to attend because of a previously scheduled family affair, and Payne were present, along with several former members. Frederick I. Thompson, Judge Sykes’ successor, also attended. FCC employ-ees presented to the Judge, through Chairman McNich, a十分: a set. As the gift of those at the dinner, a leather easy chair was presented to the retiring commissioner.

The fish course at the banquet—twenty 25 lb. salmon—was supplied by B. R. Fisher, general manager of KOMO-KJR, Seattle, and Don Grah-a m, Seattle attorney.

In addition to those mentioned, Senators who attended the banquet included John H. Bankhead, D-Alabama, Tom Connolly, Texas; Walter F. George, R. Reynolds, North Carolina; Richard B. Russell Jr., Georgia; Ellard S. Smith, Indiana; and former Senators Hubert D. Stephens (Miss.), Judge Sykes’ law part-ner and James E. Watson, Indiana.

Among the towns and cities, included: V. Akersberg, CBS-W.G. Alston, WBNA; A. W. Ascher, WKY; T. B. Bandy, Yankee Network; Hugh M. Breville Jr., NBC; H. K. Carpenter, WHK; Lester E. Cox, KWTG-KGB; Donald D. Davis, WHB; William G. H. Fink, WMCM; Donald S. Shaw, WMCA; Charles Gann, Arthur Kneiser Inc.; Sam Gellard, WLTH; Gustav A. Gerber, New York; G. W. Gentry, Chicago; Harry A. F. Harrison, United Press; William R. Haydon, YWCA; Mr. and Mrs. John A. Kennedy, WGBS; Paul Ken-nedy, Washington; H. L. Lamont, WAAT; Dr. Leon Levy, WCAU; T. L. Evans, WABC; KCOM-KRKC; W. H. Kunkel, Braves; KWK; Alfred J. McCook, WOR; Rich-ard E. McPherson, WBZ; Robert C. Mey-er, WBN; Eugene C. Pallam, WIRE; W. E. Peterson, WRNR; Chief Counsel William Ross, WUW; Mefford R. Runyon, CBS; John Shepard W. Wenck, Yankee Net-work; Charles W. Glenn, National Broad-casting Co.; Joe Sterner, reported as sta-tion representative; E. R. Waldo, L. W. Witten, AMCN; Chief Counsel Williams, United Press; W. P. Williams, American Broadcasting Co.; L. L. WBNX, nd L. B. Wilson, WCKY.

On accepting his resignation by President Roosevelt April 5, Judge Sykes said he would consent to being the law firm of the former Senator. Paul D. P. Spearman, and former FCC Assistant Chief Counsel Frank Roberson, who has been changed to Stephens, Spearman, Sykes, and Roberson.

COURT RECOGNIZES

BROADCASTER’S PROBLEMS WITH SIX-MONTH LICENSE

EVEN the austere U.S. Court of Appeals for the District of Columbia has taken cognizance of the li-cense troubles of some broadcasters. During oral arguments April 10 on the appeal of Colonial Broad-caster Fay Brown, the FCC was granted a new local station to Arthur Lucas in Savannah, Ga.-suggested by General Counsel William J. Dempsey whether “greater sta-bility would not accrue to broad-casters if the television license were to expire six-month licenses in lieu of the six-month tenures.”

The Court responded affirmatively, declaring there was no question but that broadcasters would benefit greatly. When Chief Justice J. Lawrence Groner asked whether it was true that broadcasters have seven-month licenses “at their own peril” with no more assurance of renewal than newcomers, Mr. Groner was flatly but positively but asserted that the law permitted the FCC to exercise its discretion in regard to the tenure.

FCC Rebuked by Appellate Court

(Continued from page 38)

Chief Justice Groner brought out a short point: “Heitmeyer, through former Sen-ator Clarence C. Dill and James W. Gunn, his attorneys, then asked the Commission to make a final deci-sion on the record as it stood, but the Commission ordered the record to be reopened for further hearing and consolidated it de novo (back to the beginning) upon the applica-tion of Frontier Broadcasting Co. and Cheyenne Radio Corp., new applicants. Heitmeyer appealed to the court for a “show cause” rule, which was denied, following which he went to the District Court on the appeal, which was reversed by this Court in an opinion.”

The only substantial difference between the Heitmeyer and Potts-ginn cases, the Court said, is that in the former the Commission, instead of passing upon all the issues set down for hearing before the examiner, denied the application on the single ground of Heitmeyer’s financial qualifications. In original-ly reversing and remanding the case to the FCC with instructions to proceed with the application in question, the Court also remanded the case to the District Court.

The Court recognized that the FCC has not made its determination on the matter.

Attention—we have pointed out that the Commission intended to impose upon the appellant the making of a new record, and to make the decision turn on the relative merits of the qualifications of the applicants. Two new parties who had become applicants for identical facilities since his case was heard in 1936, and who, under the Commission’s own rules, were not eligible to become parties to the record on the appealed record, “had to leave the appeal, and the court said.”

For the reasons stated in the Pottsville case, the court said, Heitmeyer is entitled to have the questions decided upon the original record, and not a record based on facts as new as this case. It pointed out also that in the Pottsville case it said that upon a “show cause” rule, newly-discovered evidence “which go to the very right of app-licant to have the license, the Commission might apply to us for leave to reopen for these purposes.”

But except in these circum-stances, the Court said, “we think the rule announced in the Pottsville case is controlling here; and that the order of the Commission for a hearing on a new and different record and plac-ing new parties on a parity with applicant is erroneous. Upon the showing made, appellee was entitled to apply to us for a mandamus to obviate the hearing and then appeal.”

TEN YEARS behind KFYR’s mike at the North Dakota State basketball tournament, Colonial Broad-caster Fay Brown, picturing deliv-ering his rapid-fire description of the firm’s championship game, from the Bismarck station’s special glass booth high in the gym, rose to the playing floor. In 1936 Brown was awarded the fifth place, general class, magazine. Pic-tured in the booth with Brown is KFYR’s program director, Wayne Glenn, who handled the commer-cials for the sponsor, Sweetheart Bread, and Control Engineer Bob Watts.

Bosco to Add

BOSCO Co., New York (milli-am-plifier), on April 3 added six quar-ter-hour news periods weekly on WBBL, Rochester, to the second new news programs currently spon-sored on the Yankee Network. WBBL, which is the flagship of the Rochester network, and WKBW, Buffalo, will feature news for the "P MOMENT." More stations will be added from time to time. Kenyon & Eckhardt, New York, places the account.

COURT ASKS RELIEF FROM BULKY BRIEFS

THE U.S. Court of Appeals for the District of Columbia on April 11 criticized the cost of radio littiga-tion during arguments on the ap-peal of Stuart of Pittsburgh, Ariz., from a decision of the FCC granting a competitive application for a new station in that city.

Chief Justice J. Lawrence Groner criticized the practice which has re-sulted in the filing of bulky records in which he said consumed much of the court’s time. He also observed that this practice entailed unnec-essary costs for litigants. He alluded to a 600-page record costing approximately $1,000 involved in the case and com-mented that probably all of the neces-sary pertinent evidence could have been placed before the court in 25 or 50 pages.

Declaring he would have liked to have heard what some of the radio bar, in the interest of conserving the court’s time and clients’ funds, Chief Jus-tice Groner inquired why the complete record had been submitted. William C. Koplovitz, FCC assistant general counsel, said the com-mission had sought to have the ap-pearance dismissed on two occasions and had made specific mention of the necessity for submitting the entire record. Frank Stollwerck appeared as counsel for Stuart.
Sales Enmity of Newspapers and Radio Criticized at Ohio Broadcast Session

While everyone knows there should not exist because both media have their places in the advertising field, Henry Young, former president of the American Newspaper Publishers Assn. and advertising director of Columbus Dispatch, told the Ohio Sales Institute of the Ohio Association of Broadcasters at its second annual session in Columbus April 1.

Headlining speakers at the Institute, Mr. Young discussed sales fundamentals but took occasion to point out that competition between newspapers and stations need not be a death blow. He said that in some cases broadcast stations have made papers tighten their belts a bit but that they had come back in their own way by evolving new sales methods and innovations in printed advertising. Both radio and newspapers have a use in the world and nothing useful, so long as it maintained its purpose, would ever be eliminated by another "useful service", he said.

Attended by some 70 Ohio broadcasters and salesmen, the Institute was called by Leonard Reinsch, manager of WHIO, Dayton, president of the Ohio association. He emphasized the aim of the group was advancement of radio advertising through cooperative educational efforts. Fred Bock, sales manager of WADC, Akron, and chairman of the Institute, presided after introductory remarks by Mr. Reinsch.

James Tells of Successes
E. P. H. James, advertising manager of NBC, addressed the group on commercial broadcasting and gave a number of case histories of commercial programs. He emphasized the advantages and extra values obtained by proper merchandizing of campaigns and sought to substantiate his contention that "radio is the most intensive means of advertising in the world today."

After conclusion of Mr. James' regular talk, he was asked about television. With blackboard diagrams and in lay language, he projected the story. Explaining technical progress already made by the visual art and the present limitations of television, Mr. James asserted that even if television stations are licensed for commercial use, there would have to be some 30,000 receivers in the New York area before a New York station would be able to sell advertising which would bring returns commensurate with costs.

Charles O. Caley, sales manager of WMBD, Peoria, discussed local selling. He said a radio salesman might look at the toothpaste salesman who calls on the drug store which has 20 kinds of toothpaste on the shelf already and to convince the druggist that No. 21 is the one he needs to make more sales. Then, he pointed out, the radio man's competition seems trivial.

The radio salesman should seek to show the prospect that radio is really best for his purpose, Mr. Caley declared. He should be armed with tangible evidence, and use it. While everyone appears to be interested in radio because of its glamour, he said nevertheless the astute buyer wants to be shown that it is a good medium and can sell goods.

He urged that salesmen not oversell but attempt to give the account something in line with his budget. Merchandising problems likewise should be discussed. Don't just sell broadcasting, he admonished, but sell a complete merchandising campaign—a program built to entertain and sell goods. Emphasizing the importance of good copy, Mr. Caley said that in his opinion, the continuity and production departments are 75% responsible for renewals.

A brief discussion period followed each speech. The meeting closed with a forum led by Gene Carr, assistant manager of WGAR, during which all parties were given opportunity to ask any questions or expound any theories.

In addition to Chairman Bock and Mr. Caley, other members of the Sales Institute Committee were Bill Orr, of WHNS, and Dave Brown, of WHIO.

Calling All Ma’s
TO SETTLE once and for all who is the champion “cold calling mama” of the five boroughs of New York, Bob Hawk, of the Mennen Co.'s People’s Radio rally program, on April 16 over MBS will conduct a contest which he names the Calling All Ma’s competition. He seeks to find the mother who can yell loudest in bringing her offspring off the streets for supper.


A detail—but the radio audience has made it important: When we streamlined our station identification to "St. Louis KWK," listeners really sat up and took notice! They wrote, they telephoned, they said they liked it!

No need for us to say, "You are listening to Radio Station KWK, etc., etc.,"—they know they’re listening to KWK and so do we! But we checked two hours of Class A time the other night just to make certain: A thousand telephone calls showed St. Louis KWK with 43.8% of the audience to St. Louis network stations. Another detail—perhaps—yet of a nature which insures sponsor success on St. Louis KWK.

ST. LOUIS
Thomas Patrick, Incorporated
HOTEL CHASE
Representative
PAUL H. RAYMER CO.
New York · Chicago · San Francisco

RAILWAY EXPRESS SPOTS

RAILWAY EXPRESS AGENCY, New York, on April 11 started a 10-week campaign of three to four spot announcements weekly on a list of 41 stations. Six spots weekly are also placed on KOA, WBZ, WCCO, WGY, WTAM, and KDKA. Caples Co., New York, is agency.
CIT Awards for Safety Are Given NBC, WGAR

NBC and WGAR, Cleveland, were the recipients of the awards presented by the Commercial Investment Trust Safety Foundation for their contributions to the cause of highway safety. NBC received a bronze plaque for its programs, "Sunday Drivers and No School Today," while WGAR won the Foundation's local radio station award, with special mention for its program "Safety Cruiser." A. O. Dietz, president of CIT, made the presentations at the Foundation's annual dinner April 12, part of which was broadcast on NBC-Blue. The Foundation was started in 1930 to promote highway safety by the CIT, an installment sales financing company, with special view to its services to the automobile group.

CJR, Regina, Sask., on April 2 changed its frequency from 540 kc., which will be used by the new CBC 13 kc. transmitter CBA at Watrous, Sask., to 950 kc.

WBTW Staff Complete COMPLETION of the staff of WBTW, Williamson, W. Va., was announced by A. C. Rodgers, general manager, as the new station prepared for its inauguration April 16, operating with 100 watts daytime on 1370 kc. Mr. Rodgers, formerly with KTO, Oklahoma City, WBBZ, Ponca City, Okla., and WOPI, Bristol, Tenn., stated that Eddie Whitehart will be program director; F. W. B. Wagner, chief engineer; James Clark and Eddie White, announcers; George R. Taylor outside salesman. Mr. Whitehart comes from WPAY, Portsmouth, O., as does Mr. Wagner. Mr. Clark formerly was with WHIS, Bluefield, W. Va. Mr. White and Mr. Taylor are new to radio. The station will have Collins equipment throughout with a Lingo radiogram, and has subscribed to EP news service.

Composite Award

FIRST BONER of the spring season is credited to Joe Wynn, of KOB, Albuquerque, N.M., for his statement during the excitement of presenting awards at the conclusion of a recent basketball tournament: "The captain of the Albuquerque baseball team will receive a gold football for winning this basketball game."

Deforest School Tests DEFOREST Training School, Chicago (television and radio school), has started a test campaign of week-long quarter-hour shows on WOR, Newark; CHSJ, Saint John, N.B.; CHNS, Halifax, N.S. The account will likely expand to various Canadian stations, according to Presa, Fellers & Presa, Chicago agency handling the account.

Repurchase of Holdings In American Record by CBS Disclosed by SEC

PROFITS aggregating about $55,000 resulted to "members of the family of certain directors" of CBS and their associates in a transaction by which CBS on Feb. 8 repurchased for $112,500 a 10% interest in American Record Corp., which CBS had held on Dec. 31, 1928, with option to repurchase, to Isaac D. Levy on behalf of a group which did not include himself beneficially.

According to statements filed with the Securities & Exchange Commission on the terms of the Dec. 27 transaction, Mr. Levy, a CBS director and part owner of WCAU, Philadelphia, bought 16 shares of the capital stock of American Record Corp. from CBS, giving CBS all right to repurchase. Mr. Levy, reported as "having no beneficial interest in the stock or proceeds of the sale" paid CBS $75 and 10% interest along with $10,000 additional as expenses involved in an investigation of the company.

With CBS negotiating an agreement to sign contracts for the purchase of all the common stock of another corporation (WBS) also engaged in some phases of the record business in which it was originally contemplated (American Record Corp.) would engage, the question arose whether Mr. Levy had the right to participate with CBS in the acquisition of the common stock of such corporation. Since continued ownership in the name of Mr. Levy "might present continued complications and difficulties in the future", upon mutual agreement on this point, CBS on Feb. 8 repurchased the stock for $112,500 and terminated the option.

Beneficial Holders' Profits

The SEC report, listing the beneficial holders of stock involved in the transaction, showed Edna Borlin and Stan Lee Broza each holding 100 shares, resold to CBS for $2,925, a profit of $425.66 each; Leon Levy, for Robert Levy, his son, 3,207 shares, sold for $41,900.66, a profit of $15,767.33; Rita K. Levy, for herself and David Richard and Ann Frances Levy, her children, 3,207 shares, sold for $41,900.66, a profit of $15,767.33; Jacob Paley, a CBS director, 80 shares, sold for $2,925, the original purchase price; Samuel Paley, also a CBS director, 2,186 shares, sold for $17,493.33, the original purchase price, Remraf & Co., which is beneficially owned by Jacqueline Paley, daughter of Jacob Paley, 1,000 shares, sold for $8,000, the original purchase price.

Tintex Dyes on 29

PARK & TILFOID, New York, on April 10 started its spot campaign for Tintex dyes with an average of three spots weekly on the following list of stations: WBRC KLZ WBMB WBOW WHAS WWLW WCHS WOUM WAVE WABC WHOM WAGB WBNJ WOR WCAU WNBC WBBM WGN WPLW WSEA WCAU WOR WBBM WNBC WBBM WOR WCHS WOUM WABE WWNY WABC WGN WPLW WSEA WCAU WOR WBBM WNBC WBBM WOR WCHS WOUM WABE WWNY. The account is placed by Chas. M. Storm Co., New York.

KSD has a greater daytime coverage area than any other St. Louis broadcasting station. Business conditions are "Above" in the BilliOpeningArea--KSD Territory

Maps for both January and February as compiled by "Nation's Business" show conditions in the KSD territory above the same months of last year.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

FREE & PETERS, INC. NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Page 52 • April 15, 1939

BROADCASTING • Broadcast Advertising
Daylight Saving Time
(Continued from page 28)

MAINE (Cont'd)

Saint Louis

Sandford

Scarborough Beach

Showhegan

Seymour Pond

South Paris

Southport

South Windham

Sears Falls

Stockholm

Stratton

Thompson

Van Buren

Waldeboro

Warren

Waterford

Waterville

(a) From April 22 to Oct. 15.
(b) From April 30 to Sept. 30.
(c) Starting April 23.
(d) Observed unofficially, starting April 22.

IDAHO

Kellogg

Wallace

(May 1-October 1)

GEORGIA

Athens and surrounding towns.

CANADA

Aurora, Ont. *
Beauharnois, Que.
(Continued from page 28)

Burlington, Ont.

Burlington, Ont.

Burlington, Ont.

Bytown, Ont.

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WCKY

*POWERFUL AS ANY IN THE ENTIRE U.

AND I

*WILBEAS
MY RADIO STATION
UNITED STATES . . . .

S. B. Wilson

WON'T BE VERY LONG NOW!
CATHOLIC FATHERS HOME COMPANION, weekly, thru Paulist Fathers, Chicago.


El Paso Times, New York (Texas), 1 sp, thru Lennen & Mitchell, N. Y.

Wander Co., Chicago (Oraline), 2 sp, thru Blackett-Sample-Hummer, Chicago.

Scholl Mfg., Chicago, 2 sp weekly, thru Freska, Fellers & Fresha, Chicago.


International Harvester Co., Chicago (McCormick-Deering), 3 sp weekly, thru Ferry-Hanly Co., Kansas City.

Mikelite Co., Kansas City, 2 sp weekly, thru Berry & Co., Kansas City.


Cleveland Union Pacific Stages, Omaha, thru WJW, Cleveland.


Royal 400 Oil Co., Fort Dodge, 2 sp weekly, thru Fairall & Co., Des Moines.


WGJ, Schenectady

Arkansas Soft Pine Bureau, Little Rock, weekly, thru Lord & Ricker, Little Rock.

Dayden & Palmer, Long Island City (Gray Master), 2 sp weekly, thru E. C. Root Agency, N. Y.

Wait & Bond, New York (Yanke cigs), 3 sp weekly, thru BBDO, N. Y.

WOAI, San Antonio

Stancio Inc., New York ( fills), 195 sp, thru McCann-Erickson, N. Y.


Kraft Phenix Cheese Corp., Chicago (Cheese), 2 sp weekly, thru Needham, Louis & Brophy, Chicago.


KFI, Los Angeles

Studebaker Sales Corp., South Bend, Ind. (autos), 13 sp weekly, thru Roche, Williams & Canningham, Chicago.


KDYL, Salt Lake City

Union Pacific Stages, Omaha, 100 sp, thru Beacom & Linham, Omaha.

GOTHAM BASEBALL

TO INCLUDE WNEW

ATLANTIC REFINING Co., Philadelphia, through N. W. Ayer & Son of that city, and General Mills, Minneapolis (Wheaties), through Blackett-Sample-Hummer, Chicago, have just signed with WNEW, New York, for the broadcast of all baseball games of the Newark Bears and the Jersey City Giants. WNEW is carrying the Newark Bears games for the sixth consecutive year. This is the first year the station has broadcast the Jersey City Giants games, which were formerly heard on WHN, New York. Exact schedules have not been worked out as yet, except for April 20, which is the opening day of the Newark Bears games. Earl Harper will announce.

On WOR, Syracuse, Nick Stemmier will announce for General Mills and Atlantic Refining games of the Chiefs (International League), schedule not completed.

All announcers for General Mills in the East were to meet in New York April 15 for a two-day session under direction of Brad Robinson, manager of the New York office of McCann, in charge of all General Mills sports broadcasting. The Saturday meeting will devoted to general baseball announcing technique and the Sunday session to the handling of commercial announcements.

Gren Rand, assisted by Sherb Herrick, will announce the baseball broadcasts of the Albany Senators on WABY and WOKO, co-sponsored by General Mills and Atlantic Refining Co. Other announcers selected since the publication of the previous column in Broadcasting are: Lou Deuser, May 7, thru WJZ, New York; R. G. C. Marks, assisting Arch McDonald at WABC, New York; Al Heffer, assisting Red Barber at WOR and WHN, New York; Bill Scium Jr., assisting Walter Johnson at WJSV, Washington; Lee Davis, WCBM, Baltimore.

To Promote Seafood

NEWLY-organized Fishery Council of the New York and Middle-Atlantic Area which has tenaciously, and successfully, attempted to promote the consumption of seafood, especially in the New York area. The Council is currently promoting seafood on the talks brochured by Mrs. Loretta, food specialist, on WNYC, New York's municipal station, and is planning further pro motions after interest has been aroused in producers of fish products, according to Frank W. McMillion, chairman of the New York committee.

For Towels Only

PARTICIPATION of Scott Paper Co. in the Agency's Network's "Virginia Mills" program promotes only paper towels and does not include mention of other toilet tissue now as stated in Broadcasting April 1. According to John Shepard 3d, Yankee president, the contract was accepted under the definite provision that no mention would be made of tissue in any way.
Radio Advertisers

BANK OF AMERICA, San Francisco, with branches throughout California, recently launched a 13-week spot campaign, using stations in California. Transcribed minute announcements, live spot announcements and two-quarter-hour programs are being used. Some of the announcements are purely institutional, others will call attention to the various services maintained by the banking institution and still others do direct selling. Account is handled by Charles R. Stuart Advertising Agency, San Francisco.

KYW, Philadelphia, to its Home For- merly directed by Betty Park, has added the following participating sponsors: Philadelphia Electric Co. (public utility); electrical appliance division); S. C. Johnson & Co. (floor waxes), Charles Taxin & Co. (fruits and products).

CRACKER JACK Co., Chicago, on May 1 starts Jolly Joe Kelly, 45-minute six mornings daily on WLS, that city. Rogers & Smith, Chicago, recently acquired the account.

WARREN WATKINS CANDY Co., Los Angeles, which announced a Pacific Coast regional spot campaign starting in late April, has postponed radio activities until fall. Firm had originally planned to use a twice weekly five minute transcribed program, Listen & Learn, placing through Cramer Radio Productions, Hollywood.

LYONS BEDDING Co., Toronto, has appointed Dickson & Ford, Toronto, to handle its advertising and merchandising. Firm is currently sponsoring the new weekly Battle of Words feature on CFRB, Toronto.

BIRELEY'S Inc., Hollywood, distributors of bottled orange and tomato juices, has appointed Ed Morgan, that city, and is planning an intensive campaign to start June 1. Radio, along with newspaper, will be used in selected markets. Dealer tie-ins in plans. List of stations is now being made up.

THOMAS H. YOUNG, who has been engaged in sales, sales promotion and advertising work for the U. S. Rubber Co., New York, since 1916, has been made director of advertising for the company, succeeding Walter Emeny, appointed economist.

HAMILTON & MEYER, Kitchener, Ont. (chocolates), have started a twice-weekly test transcription campaign on CFRB, Toronto, through Canadian Radio Facilities, Toronto.

COCA-COLA BOTTLING Co., Asheville, N. C., is sponsoring play-by-play broadcasts of Asheville Tourists games in the Piedmont League this season on WWNC, Asheville.

GREAT WESTERN GARMENT Co., Edmonton, Alta. (work and sport clothes), in the autumn starts Lone Ranger on 10 stations in British Columbia, Alberta and Saskatchewan. Account will be placed through CJCA, Edmonton, and All-Canada Radio Facilities, Calgary, Alta.

America's 4th Market

K-TEX

700 Kc

is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE YourResultsController!

MINIMUM EXTRA COST

MAXIMUM EXTRA $45.00

AFFIXING the usual symbol on the customary line is R. C. Bowen, president of Bowen Motor Coaches, with Temple Bowen (right), vice-president, at his side. Mr. Bowen's signature completed negotiations with Harold Hough (left), manager of RGCO and WBAT, Fort Worth, for the new News & Interviews program announced by Porter Randall (beside Mr. Hough). The contract, handled direct, calls for five evening quarter-hour newscasts.

EASTERN WINE Corp., New York (Chateau Martin wines), has expanded its radio campaign with an additional series of programs heard on WNEW, New York, on a 52-week contract starting April 10. The campaign includes six quarter-hours new programs a week, three 15-minute musical programs, participation in Dance Parade and Stan Shaw's Milkman's Matinee, and spot announcements. Firm recently began a series of programs and announcements on WHN, and the test brought a decision for further expansion of radio advertising. Plans are under way to add all other stations in this and other markets. Austin & Spector Co., N. Y., is agency. H. KAYE Co., Toronto, Ont. (sport clothes), on April 1 started a series of live and transcribed dramatized spot announcements on CKCO, Ottawa; CFPL, London, Ont.; CKSO, Sudbury, Ont.; McGill Eastman & Co., Toronto, placed the account.

TAYSTEE BREAD Co., Detroit, will sponsor Smin' Ed McConnell in personal shows for 13 weeks, starting May 1, on WJR, Detroit, to be heard Mon., Wed., Fri., 1:15 p.m., Campbell-Mithun Inc., Minneapolis, handles the account.

HUDE TORRACCO Co. has purchased the KJY transcribed series produced jointly by NBC and Heffelfinger Radio Productions, New York, for sponsorship on 10 NBC stations. Account is handled by Whitehall Broadcasting Co., New York.

NORTH AMERICAN Accident Insurance Co., Newark, has renewed its contract with KDO, San Francisco, for sponsorship of A Reporter Speaks.

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Magic Key Replacement Being Planned by RCA

PLANS to replace the Magic Key of RCA series of institutional programs with a different type of broadcast having a direct sales appeal are under consideration at RCA, which has sponsored the Sunday afternoon Magic Key series for the past 3½ years. "Because it is felt that it has achieved its objectives" this program "will soon be retired from the air," says NBC's announcement. Date of retirement was not announced but is expected to be about the end of April. New series, it is said, will start as soon as a suitable program can be developed, probably early next fall.

This summer lay-off of RCA was said to have met with high approval by the NBC sales executives who pointed out the difficulty in keeping other advertisers on the air through the summer if the parent company went off, the plea being that one of RCA's counter argument that expense of its World's Fair exhibits on both Coasts necessitates a reduction in other advertising.

PATTER has just released a new one-sheet show titled "Air Waves" which was filmed in the NBC Radio City studios and includes a summary of the building of a program.
Johnson’s Wax Renews As Radio Boosts Sales

WHEN Fibber McGee & Co. presented its 200th broadcast for S. C. Johnson & Son on April 11, officials of the company reviewed the four-year success of the program. The firm’s radio budget for 1939 tops $800,000, and the program was recently renewed for 52 weeks on a combined NBC-Red and CBC network of 102 stations. In Mid-April the network was supplemented with a short spot campaign for Glo-coat self-polishing wax, using a varying schedule of one-minute and 100-word announcements on WJZ-WGY WNC WCAM WBNS KYW KDWA WNOX KTSM WCHS KOA WRC WMAQ WQBF WOWO WBT WMT KQV WNB WBBZ WBZA WJR KSTP KSD WTKO. A 50% increase in the sponsor’s business has occurred since Fibber-McGee went on the air in 1935, according to Jack Louis, of Needham, Louis & Brorby, Chicago agency handling the account. Having reviewed the conventional advertising approach used for other household products, the network show features light, humorous commercials that add to the show’s entertainment value by entertaining in themselves. The program was not an instant success, Mr. Louis said, but has offered such mass appeal that it has built up to its current position.

CKAC's live shows speak

of

Montreal's

enthusiasm for Broadcasting

Radio families at 3½¢ per thousand? Where?

It's no secret why programs pay out on WNAK. 
It's the station where 5,000 watts do the job of 30,000. But, rates are right in line with the 5,000 watts power.

Frequency tells the story—570 Kc.—plus ideal soil and climatic conditions for radio transmission.

WNAK is your primary daytime outlet to 3,917,000 people—719,500 radio homes.

Those people—in five states—Iowa, Nebraska, Minnesota, North and South Dakota—last year spent $891,466,000 for the things you’re trying to sell.

WNAK rates enable you to buy these 719,500 radio families for as little as 2 1/3 cents per thousand. You ask how? Just drop us a line, or call your nearest Katz Agency office.

CKAC MONTREAL

It takes three radio theatres to accommodate all the enthusiastic Montrealeans who care to see CKAC’s live shows each week.

This popularity is easily explained:

1. Three-quarters of Montreal’s population speak French.
2. CKAC speaks French.

Canada's Busiest Station

Radio families at 3½¢ per thousand? Where?

WINAX of course!

It’s no secret why programs pay out on WNAK. It’s the station where 5,000 watts do the job of 30,000. But, rates are right in line with the 5,000 watts power.

Frequency tells the story—570 Kc.—plus ideal soil and climatic conditions for radio transmission.

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CBS Profits Cut

(Continued from page 54)

information and discussion in this country. Referring to the FCC’s network inquiry, he states:

“This is the first comprehensive presentation of modern radio chain broadcasting service which has ever been put on public record. It is our belief that this record of testimony and exhibits will do much to inform, enlighten and interest people in this business. It is also our belief that Columbia’s presentation showed that we operate with a high sense of public responsibility; that this method of operation represents the soundest way in which current high standards of sustaining and sponsored programs can be maintained and improved, and that the diversified programs available to the American people as a result of our operations are increasing very rapidly.”

The Fairness of Pride

Mr. Paley reiterated his statement of a year ago, that Columbia “has pledged itself not only to freedom of the air, but to non-partisanship and fairness of the air.”

“Thus far as Government is concerned,” he added, “we held the view that apart from the legislation and regulation to which business in general is subjected, special broadcasting regulation is necessary at all only because, the number of stations is so large, that the broadcasting band is so limited, interference should be prevented, and that such special regulation should be confined to the field of the physical aspects of the radio. The public is our best censor. Compliance with this is our best stimulus to higher standards. And it is through network broadcasting that radio is enabled to perform some of its most valuable functions most effectively.”

The CBS consolidated profit and loss and earned surplus account for 1938 was as follows:

| Grown-in sale from sale of facilities, talent and lines | $3,682,992.80 |
| - Time discount and agency commissions | $9,920,700.00 |
| | $23,065,593.89 |
| Income | $23,065,593.89 |
| Operating expenses | $12,689,415.08 |
| Selling, general and administrative expenses | $5,653,476.71 |
| | $18,352,892.80 |
| Net income for the year before interest, depreciation, Federal income taxes and miscellaneous income | $4,832,701.09 |
| | $4,832,701.09 |
| Interest | $549,664.92 |
| Depreciation | $562,066.41 |
| Federal income taxes | $170,716.00 |
| | $1,141,457.38 |
| Add: Minor’s waive income | $3,402,090.40 |
| Net profit for the year | $7,543,547.76 |
| Earned Surplus at Jan. 1. | $3,641,749.00 |
| | $4,884,503.26 |
| Deduct: Dividends (cash) | $4,492,344.16 |
| Earned Surplus at Dec. 31. | $3,155,958.45 |

*And, of course, you can buy WNAK in combination with the Iowa Network at an exceptionally low rate.

WINAX

YANKTON, S.D. • 570 Kilocycles • CBS 5000 WATTS L.S. • 1000 WATTS NIGHT Represented by THE KATZ AGENCY

Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

Making BETTER AMERICANS...

There’s showmanship in our longevity, our programs, our personalities... And more. There’s an American accent that builds sincere loyalty. Do America’s favorite speaking to America’s favorite speaking to Americans (more than 125 million of them) know YOUR program?

YES! GES is first in English speaking radio

WGES

In The Heart of Chicago
DAVIES & SCHWABLER, Los Angeles, producers of tax-free music and transcription service, has moved its New York offices at 645 Fifth Ave., with Orson Welles, as manager. Mr. H. Frank, general manager, was in New York in early April for the opening. The firm has devised a multiple-colored speed-action index file for transcription purposes. A special edition is being sent to its library subscribers.

NEW subscribers to NBC's Theatreworld transcription library are WILM, Wilmington, Del.; WKVO, Kalamazoo; WBCM, Bay City, Mich.

DAVID S. BALLOU Productions, Hollywood, has acquired from National Radio Adv. Agency, that city, the exclusive Western sales rights to the transcribed juvenile adventure serial, Speed Gibson.

JAMES ALLEN has joined Aerogram Corp., Hollywood transcription concern, to promote sales and handle production. He was formerly a partner in Alop Radio Recording Corp., and Allen - Alop, Eddy Radio Recording Corp., New York.

BILL MILLER, formerly first saxophonist with Paul Pendover's orchestra, and his brother Ross Miller, have established a recording and radio business at 445 S. La Cienega Blvd., Los Angeles, under the firm name of Miller Bros. Firm will engage in all types of recording and transcription work and is now installing transcription equipment.

HALI-BOULT Radio Productions Inc., has been organized with headquarters at 1414 N. McCadden Place, Hollywood. The firm will handle transcription, transcription programs, and transcription recording programs under supervision of F. H. Podol, chief engineer. Betty Blount is president and Robert H. Hall, vice-president. Kenneth Smith is station relations and sales manager.

WCSC, Charleston, S. C., and KHUB, Waterville, Calif., are recent additions to the subscribers to World program service.

A new program, titled "Birdie," has been announced by T. W. Radio Productions, New York, which will offer it to stations as an exclusive basis. Program, a twice-weekly transcription feature, will be similar to motion picture newsreels, presenting a series of news highlights described by well known commentators. T. W. Radio Productions is the producer of "White Banners," radio version of the novel of the same name, and has just announced a radio version of "Magnificent Obsession," another novel by the same author, in preparation.

DUANE M. DAVIS, manager of the transcription department of MusiCraft Records Inc., New York, has taken charge of distribution of the firm's Duralite recording blanks used for its own masters during the last year but now available for sale.

Making a preliminary script on a new Presto Recorder are S. J. Andrews, radio director, and Carolyn Allen, both of Fuller & Smith, and Ross, Westinghouse E. & M. Co. agency, Ralph Curnow, Presto Recording Corp. sales manager, officials at the machine, the new Model G portable designed for use for orchestrations and entertainers, as well for sales executives and speakers wishing to use it for rehearsal and playback. Fuller & Smith & Ross has adopted the routine for submission of voice copy to clients. Mr. Andrews says, and it simplifies improvement and approval of final radio scripts.

Gospel Singer Discs

PROCTOR & GAMBLE Co., Cincinnati (Flubbo), on April 2 started the Gospel Singer via transcription on three Southern stations, WBT, WOAI and KVNO, and by April 15 will have added to the list WIS, WGST, WYK, WFAA, WRYA, WTB, WMAZ, WJDX and KNOW. The usual five-times-weekly broadcasts of this program will continue on a split NBC Red and Blue network 9:45-10 a.m., while the Southern stations will broadcast the program Sundays and Thursdays only, Compton Adv., New York, handles the account.

Apple Campaign

WASHINGTOA State Apple Adv. Commission, Wenatchee, Wash., on April 5 launched a special radio campaign for two weeks on 22 stations in the East, Midwest and South in behalf of Newtown and Winesap apples. Fifty-word daytime spot announcements are being used during the campaign. Account is handled by J. Walter Thompson Co., San Francisco.

IMPERIAL TOBACCO Co., Montreal, recently ordered 22 more transcriptions of the Light Up & Listen series, produced by NBC transcription department, to be sent to 22 Canadian radio stations, placed through Whitehall Broadcasting Co., Montreal.

Long-Term AMP License Signed by Texas Network

A LONG-TERM licensing agreement, effective April 1, has been signed between Elliott Roosevelt, representing the 23 stations of the Texas State Network, and the Associated Music Publishers, owner of performance rights in the symphonic and concert works of a large group of leading publishers, both domestic and foreign. According to Robert S. Keller of the AMP, the agreement has no strings attached, the way of "reprint list" or "grand right" assessments and gives each station full authority to originate locally and to rebroadcast TNT and MBS programs containing AMP copyrights.

Each station "gets a clean bill of health on past infringements" and receives a generous supply of complimentary music, Mr. Keller said. AMP is the only large music licensing organization actually owning its own copyrights, which fact exempts it from anti-ASCAP legislation operating in certain States and pending in others.

N. C. Recording Law

FOLLOWING the lead of its sister state of South Carolina, the North Carolina Legislature has passed a bill which openly permits performance of phonograph records and transcriptions without payment of royalties under purported common law copyright. The bill, already signed by Governor Hoey, eliminates common law rights to restrict or license phonograph recordings by phonograph record or transcriptions when they have been sold in commerce. It was aimed particularly at activities of such groups as the National Association of Performing Artists, which seeks to collect royalties on phonograph recordings.

Royal Lace Series

ROYAL LACE PAPER WORKS, Brooklyn, N. Y., has run its 1939-1940 13-week campaign which will end the last part of April of five-minute transcriptions to promote Royal Lace, listing on the following April 14th 12 stations: WGN, WMBO, WBN, WHIO, WWJ, WFCM, WAVE, WKR, WKT, WJSN and KSTP, Lawrence C. Gumbinner Agency, New York, placed the account.
THE Federal Trade Commission has ordered Allen B. Wrisley Co., also trading as Regal Soap Co., Chicago, to cease certain claims regarding the olive oil content of its product. The Commission has received stipulations from the following firms which agree to revise certain advertising claims: Varady Inc., Chicago; Richard Hudnut, New York; Ralston Purina Co., Purina Mills, St. Louis; Standard Chemical Mfg. Co., Omaha; Pennsylvania Salt Mfg. Co., Philadelphia. Fels & Co., Philadelphia, has been charged with making false claims on behalf of its soap chips.

CAL AUSTIN, formerly of NBC-Chicago and more recently of Blackett-Semple-Flemmert, that city, has joined Stack-Goble Adv. Agency, Chicago.

Mr. Roberts was advertising manager of Purdity Bakersies, Chicago, has been named head of the radio contract department and station relations of Blackett-Semple-Flemmert, Chicago. Mr. Roberts was with Purdity from 1922 to 1927, sales manager from 1927 through 1946. He estimates that during his advertising career he has placed $40,000,000 in advertising of which nine millions was expended for radio. Among his radio contracts have been Amos 'n Andy, The Goldbergs, Frank Buck, Eddie Duchin, Al Pearce & His Gang. Mr. Roberts was graduated from Wisconsin University in 1917. Miss Alice Shepherd, formerly of Press Radio Features, Chicago, has been named secretary to Mr. Roberts. Jack W. Laemmer and Gene Fromhers, when it was announced, will remain as time-buyers in the B-S-H radio depart- ment.

Mission Dry Discs
MISSION DBY Corp., Los Angeles (bottled orangeade), has cut a series of 10 one-minute dramatized transmissions at C. F. McGregor, Hollywood recording studios, which are being distributed to Mission Orange bottlers nationally in a summer campaign. Agency is The McCarty Co., Los Angeles.

To Serve You Better

J. F. Johns Harlan Oakes
These two old friends of hundreds of agencies and advertisers are now associated with the Howard H. Wilson Co. Increased business made it necessary that we find two men with long-established records for personalized service and results. We found them! J. F. Johns—with an enviable 12-year record as representative for farm papers, radio stations, newspapers and national magazines. Harlan Oakes—former Chicago manager for national radio representatives. Seven year’s background of specialized radio sales and production.

HOWARD H. WILSON CO.
Radio Station Representatives
Chicago New York Kansas City

MeCann-Erickson Move
McCANN-ERICKSON, New York, advertising agency, has leased the 11th, 12th and 13th floors of the American Fine Arts Bldg., Rockefeller Plaza, with plans to move from present headquarters at 225 Madison Ave. soon after June 15. The offices will include in addition to office facilities for 300 employees, three conference rooms, and one gallery-sized radio studio in the room. The agency will erect on the 12th floor a retail store window for window display and sales promotion material.

Ayer Expands in N. Y.
NEW YORK headquarters of N. W. Ayer & Son, within the next 60 to 90 days, will be moved to the 11th floor of the RCA Bldg., Rockefeller Center, with an expansion of office facilities to include departments of service, radio production and programming, publicity, and all other related functions. A suite of studios with comprehensive radio equipment will be established in the new offices in which programs may be produced directly from the agency. Executives in charge will include Gerald M. Lauck, executive vice-president; Edward R. Dunning, John B. Hunter, Frank J. Zink, vice-presiden- tial; and Shell Biddle, executive vice-president in charge of service in the New York office, and Harold L. McClinton, vice-president in charge of radio production.

Voice of the Spindles'
WITH Pat McSwain as manager, the new WGNC, Gastonia, N. C., 100 watts night and 250 day on 1420 kc., went on the air in March on full schedule. Mr. McSwain formerly was with WSPA, Spartanburg, S. C. Commercial manager is Frank Abernathy, new to radio. Program director is Grady Newman, formerly of WNOX, Knoxville, and announcers are Earl Holder, formerly of WSTP, Salisbury, N. C.; Howard Turner, formerly of WOC, Charlotte, and Richard Gray, Clarence Moore, formerly of WSPA, is chief engineer with William C. Groves, Norman Edwards and Vernon Upchurch, Jr. operators. The station is equipped with a Collins transmitter, and is licensed to F. C. Todd, dealer in textile machinery and supplies, who has designated it as "The Voice of the Spindles".

Come and Get it!
A ready-made audience with a constant supply of ready cash is the gold combination offered you on WAIR. If it’s volume you want—it’s here! Come and get it!

WAIR
Winston-Salem, North Carolina
National Representatives Sears & Ayer

Sorenson Takes Bowey's
ROY A. SORENSEN, formerly of Stack-Goble Adv. Agency, Chicago, has formed his own agency under the name of Sorenson & Co., Palmolive Bldg., Chicago; telephone: DEward 8100. Among the new firm’s accounts is Bowey’s Inc., Chicago (Dari-Rich) which is changing from the juvenile to the adult appeal in its broadcast advertising for its chocolate milk drink. Company is temporarily off the air since the conclusion March 22 of its children’s serial, Terry and the Pirates, on NBC-Blue, but on June 4 it will start Swing Newsradio as a half-hour Sunday program on 33 CBS stations. Program will be broadcast at 11 a.m. (EDST) with a rebroadcast for five western stations at 2:30 p.m. (EDST) until Oct. 8. Beginning Oct. 15, it will be heard on all stations at 2:30 p.m. (EST).

William BAKER, vice-president of Benton & Bowley, and J. E. DEWAR, General Foods Corp. vice-president in charge of sales on Maxwell House coffee, both of New York, were in Hollywood during early April to check on the NBC Good Morning program sponsored by the latter firm. Future radio plans for the Maxwell House coffee account were not revealed. It is understood that a summer show will replace the present series, which ends in June.

WENDLAND, formerly a field executive for Crandall & McCormick, Los Angeles, has joined Howard Ray Adv. Agency, that city.

LAM IS KARNS, formerly of Blackett-Semple-Hummert Inc., Chicago, has joined H. W. Kastor & Sons Adv. Co., that city, as account executive for Procter & Gamble’s Tels.

WALTER RATHBUL, formerly of J. Roland Kay, Chicago export advertising firm, has joined the copy department of Schimewski & Scott, Chicago.

DICKSON FORD is the new name given to the Publicity & Advertising Agency, Toronto, Ont. Rolly, formerly public relations director of CJOR, Vancouver, is a new member of the firm. The other principal is Roy David Dickson. The agency specializes in radio production.

DR. EDWARD L. LLOYD, former vice-president of the Data Section of the Bureau of Foreign & Domestic Commerce, has joined A. C. Nielsen Co., Chicago market research firm whose activities include a radio index based on audimeters.

KENNETH MORGAN, Benton & Bowley, producer, after several months in Hollywood, has returned to the New York office.

LOUIS DEARMIO has resigned as president and director of Fulton, deCaro & Ellis, New York, to establish his own advertising agency later this spring.

ED HELWICK has been transferring from New York to the Hollywood script staff of J. W. Thompson Co. WITH LAWSON, radio publicity writer and ettenger, Beverly Hills, Cal., agency, is the father of a boy, born March 29.

WM. H. MACHER, radio time salesman at Compton Adv., New York, on April 3 married Cathryn Joughin.

BARBARA WINTHROP, formerly of ABC and AVA, and more recently of KMBC, Kansas City, where she produced the KMBC Magazine of the Air, has joined the radio department of Rogers & Smith, Chicago.

William Baker, vice-president of Benton & Bowley, and J. K. DEWAR, General Foods Corp., vice-president in charge of sales on Maxwell House coffee, both of New York, were in Hollywood during early April to check on the NBC Good Morning program sponsored by the latter firm. Future radio plans for the Maxwell House coffee account were not revealed. It is understood that a summer show will replace the present series, which ends in June.


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Petry Appoints Kercher
To Head St. Louis Office

GEORGE A. KERCHER, for six
six years of the Chicago office of
Edward Petry & Co., has been
named manager of that company's
St. Louis office which will be op-
opened May 1. Mr. Kercher
started in radio as an
announcer on WBBM, Chicago,
and later worked in the press de-
partment of NBC Chicago. In 1932,
he was in charge of
radio for the
Republican Na-
tional Committee in Chicago. He
joined Edward Petry & Co. in Jan-
uary of 1933 when Edward E. Voy-
now opened the firm's Chicago office.
A 1924 graduate of James
Milkin, U. DePaul, Ill., he is a
member of Sigma Alpha fraternity.
In announcing the appointment,
Mr. Petry said, "Advertisers in the
St. Louis area have been increas-
ing their use of spot radio in the
past twelve months, making it ad-
visable to provide a regional of-
fice to expedite and facilitate the
service to these accounts. The ad-
dress of the new St. Louis office
had not been determined as Broad-
casting went to press.

CBS Names Moskovics

GEORGE L. MOSKOVICS has
taken over the duties as sales pro-
motion manager of the CBS Pacific
network, a newly-created post.
Headquartered in Hollywood, he will
also continue as Radio Sales
representative for the eastern
CBS owned and operated stations, ac-
cording to Donald W. Thorburn,
Pacific Coast vice-president of
the network. On KNX, Hollywood,
national spot business con-
der direction of Harry W. Witt,
sales manager of that station, as-
sisted by Roger K. Houston, E. C.
Buckalew continues as sales pro-
motion manager of KNX. Oscar
Reichenbach, for six months as-
signed to promotion work in the
CBS San Francisco offices, has re-
turned to the Hollywood staff.
William Anderson has resigned
from the KNX sales promotion de-
partment to become sales promo-
tion director of KOMA, Oklahoma
City.

All-Nu Wax Test

HOLLINGSHEAD Corp., Camden,
N. J. (All-Nu Floor Wax), on
April 10 started a ten-week test
campaign of five spots weekly on
WNEW, New York, and seven spots weekly on WEVD, New York.
Plans are now being made to ex-
tend the campaign to Philadelphia and
ten stations in New England before May 1. Ted Nelson, New
York, handles the radio advertising for the account.

Soap Firm Testing

DR. W. J. ROSS Co., Los Al-
mites, Cal. (Silver Foam Granu-
lated Soap), in a four-week test
started April 3, is using a six-
weekly quarter-hour program, Ed
Wilson's Wake-Up, on KFBI, H Rear.
A regional campaign is
being planned following the test.
Howard Ray Adv. Agency, Los
Angeles, has the account.

J. FRANK JOHNS, of the Chicago
staff of Free & Peters Inc, for the last
four and a half years, has joined the
Chicago office of Howard Wilson Co.,
national representatives. Prior to joining
Free & Peters Inc., Mr. Johns was
associated with the Chicago Tribune,
St. Paul Daily News, Chicago Daily
News, Associated Farm Papers,
Hearst papers, Macfadden Publica-
tions Inc.

PAUL F. ADZER, formerly sales
man for Craig & Hollingbery (now George
P. Hollingbery Co.), accounted
traditional for F. P. Miller Agency, and
space salesman for WMCA, New York,
has been appointed manager of the
New York office of Sigma & Ayr, sta-
tion representatives. New offices have
been opened at 500 Fifth Ave. Phone
number is Plaza 8-312.

WTNJ, Trenton, N. J., has opened a
New York office at 505 Fifth Ave.,
with George H. Field in charge. Mr.
Field was formerly with Langlois &
Wentworth and was eastern manager
of the Radio Transcription Co. of
America. Phone number of the new
office is Murray Hill 2-3576.

LEO FITZPATRICK, executive vice-
president of WJR, Detroit; WGAR,
Cleveland, and KMPC, Beverly Hills,
announced on April 3 an extension of
contract, with Edward Petry & Co. as
national sales representatives to silenze rumors that a change would be
made.

RAY LINTON, station representative
who recently returned from a four-
month trip to South America where
he studied radio conditions, has opened
a new representative firm at 360 N.
Michigan; phone: Franklin 1068.

WTAG, Worcester, Mass., has ap-
pointed Edward Petry & Co. as its
exclusive representative, effective im-
mediately.

GENE FURGASON Co., national
representative firm, announces its ap-
pointment as representative of WIND;
Gary, Ind., exclusive of the Chicago
area.

WEBR, Buffalo, has announced the
appointment of Weed & Co. as na-
tional sales representatives.

WILLIAM G. RAMBEAU Co., na-
tional representative firm, has moved
its Chicago office to 500 N. Michigan
Ave.; phone: Andover 5000.

THE MEASURING STICK
of Cleveland's Radio Audience

For six years now, The United Broadcasting Co. has
enjoyed exclusive rights to the play-by-play
broadcasts of the Cleveland Indians' baseball
games all through the drowsy summer, in
hamlet and town and city of the rich Cleveland
market, countless radio sets are tuned to Jack
Graney's stirring voice. Just walk up or down
any street and your eye and ear will quickly
tell you how true this is. If you know folks, you
know that a listening habit which means greater value for your radio
dollar when you buy time on WHK-WCLE.

WHK & WCLE
THE UNED BROADCASTING COMPANY
Also Operating WMBC--Columbus, Ohio

AP Serves Two More

WQXR and WBNX, New York, on
April 1 began broadcasting twice-
daily periods of news supplied by
the Associated Press. AP news is
broadcast on WQXR at 8:55
m. and 6:25 p.m. and on WBNX
at 9:25 a.m. and 5:55 p.m., in
addition to special bulletins which
are broadcast when received. Arrange-
memts between stations and the
press association are the same as
those previously made by AP with
NBC and WOR—that the news shall
be broadcast as a sustaining feature only, with a credit line tellin
listeners to read their Associ-
ated Press newspaper for further
details. News is furnished without
charge to the stations, which pay
only for the actual cost of the
transmission from the news agency
to their studios.

KMBC, Kansas City, has contracted with
Columbia Artists Bureau to han
dle its national program sales in
New York and Hollywood. George E. Hal-
ley will continue as director of KMBC
national program sales, covering the
Midwest with headquarters in Chi-
ago.

When Outstanding Sports Events
Take Place Look for the U. B. C.
"Mike." IT'S ON THE FIELD!
National Representatives
RADIO ADVERTISING CORPORATION
New York Chicago Cleveland Detroit
San Francisco Los Angeles
DRAMATIZATIONS of important events in the growth of the nation's major business and educational organizations are offered on the new addition to the We Americans series, America Works, on WHK, Cleveland. The feature, heard Mondays, 9:30-10 p.m., presents members of the Cleveland Playhouse in the dramatic incidents, with musical background by Helen Wyant at the organ. Scripts and production are handled by Leslie Bieble and Norman Drysdale.

Tricks With Titles

KGVO, Missoula, Mont., invites listeners on its Tie the Titles program to "tie the titles" of eight popular tunes into a verse or short story, using a minimum of connecting words. Cash awards are made each week.

House Repairing

DIME SAVINGS BANK of Brooklyn, on April 5 started a new series of quarter-hour programs, entitled Cellar to Roof, on WMCA, New York. Designed to assist the homeowner in the care of his property, the series features Roger B. Whitman, housing and contributing editor to the real estate section of the New York Sun, who answers housing questions submitted by listeners. Account is handled by Austin Adv. Agency, N. Y.

After the Altar

NEW weekly feature North Carolina Honeymoons, on WSTP, Salisbury, N. C., presents narration by Juliette Hamby of unusual reports of North Carolina couples during their honeymoon trips. The sponsor, a local drug store, offers prizes for best narratives.

174,885 Square Miles

Primary (0.5 mv/m contour) Coverage

K FYR has the Largest Primary Area of any Radio Station in the United States regardless of size.

LET US SELL YOUR STORY

Strictly Impartial

TO AVOID taking sides in controversial issues before the Minnesota Legislature, KSTP, St. Paul, has started a Thursday night half-hour presenting one proponent and one opponent from the Legislature, each airing his views individually, with Val Bjornson, KSTP's editorial commentator, interpolating. To avoid any criticism of favoritism in the presentation of the speakers, a coin is tossed before the broadcast to determine which side shall be presented first.

Swains and Their Worries

FOR TUESDAY on WGR, Cleveland, has started a new weekly feature, Pop the Question, on which shy suitors may propose by air while enjoying the privacy of a secluded studio, with only an announcer nearby. The musical portion of the program by Walberg Brown's orchestra originates in another studio. Bashful lovers tell their sweethearts to listen in at the appointed time and then pop the question by remote control.

Through a Lady's Eyes

PIQUANT inside dope back of news stories is furnished by KVI, Tacoma, on its new Off the Record program, which features a woman's viewpoint on interesting current events. Written and presented by Marjorie McPherson, suspense and contrast are introduced by an announcer's reading an article as it might appear in a brief newsleten, with Miss McPherson then giving the real human interest story behind the headlines.

Baloney Brigade

SCREWBALL entertainment in general, with prizes to 20 club members weekly of a half day's free cavorting and eating in town, is supplied on Dunkers Club Inc., new breakfast program on WMNN, Fairmont, W. Va. Food is furnished by local firms, gratis, and foolishness by Bill Edwards, formerly of WLW, Cincinnati, and Fred Shaffmaster.

Juvenile Talent

YOUTHTIME is a new program on WRTD, Richmond, Va, sponsored by a real estate firm, offering a variation of the amateur idea. Contestants, ranging from 1 to 20 years of age, get three cash prizes weekly on the basis of votes pulled from the audience. At the end of 15 weeks sponsor will award a scholarship in a local talent school.

are you overlooking

THE WEST'S THIRD MARKET

(Interior California)

? ? ?

The McClatchy Broadcasting Company offers the only blanket coverage of this area with KFBK, Sacramento; KWG, Stockton; KMJ, Fresno and KERN, Bakersfield.

Represented nationally by Paul H. Raymer Company
New York - Detroit - Chicago

Page 62 • April 15, 1939
Birth of the Jitters

THE DEVELOPMENT of jazz from its early origins in African tribal music to the present day swing style of Goodman, Dorsey, Basie and Shaw, all prominent orchestra leaders, is the subject of a new weekly series on WNYC, New York. Daniel A. Wolfert, an authority on jazz and a member of the Music Department of Brooklyn College, is conducting the programs, which feature jazz records from Mr. Wolfert's personal collection and from the collection of the Hot Record Society, in addition to interviews with prominent jazz musicians and composers.

Know Their Noises
CONTESTANTS try to recognize recorded sounds and descriptions on the new British quiz program, Voice & Occasion. Lined up before recording instruments, contestants listen to fragments from famous radio events, appearances of well-known personalities and such, then try to identify them. Recordings of a coronation celebration, an American stratosphere flight, a description of the Crystal Palace fire, Melba making her radio debut and other memorable happenings were played during a recent contest.

Columbia's Week
NEW TWIST to the interview program is the quarter-hour Sunday afternoon show, In Columbia This Week, on WIS, Columbia, S. C. Two-minute informal chats with interesting personalities visiting South Carolina's capital city are transmitted at the convenience of those interviewed, and the tracks later combined, with musical bridges, into the 15-minute show. First program presented Senator Josh Lee of Oklahoma, delegate to the State Education Association convention, and a sword-swallow.

Melodic Therapy
LISTENERS tell The Song Doctor their problems, and he answers them on WTMJ, Milwaukee, with song prescriptions. For example, John Smith might have a steady girl, Mabel, but he's fallen pretty hard for a new one, Anne-so The Song Doctor, Jack Teter, prescribes "I Must See Annie Tonight". The program is heard three-weekly and features with Vocalist Teter, the organist, Jack Martin, and Joe Slot, guitarist.

Night Club Baseball
MUSICAL baseball game called Bandstand Grandstand and featuring Bob Crosby's orchestra from Chicago's Blackhawk Restaurant, has started on MBS, Monday, 11-15 midnight. Contestants are divided into National and American Leagues and top value assigned each answer is a home run. Empire is a personality from the sports world. Jess Kirkpatrick, WGN-MBS announcer, will handle the show.

Student Mikemen
WITH prizes for the best announcing talent in each of the 13 high public and parochial high schools, WHB, Kansas City, has started High School Announcers' Contest, in which 21 candidates each week make 50-word transcriptions that are broadcast during the program. Listeners pick winners by voting in the sponsor's jewelry stores during the eight weeks of competition.

This is WIBW's new, ultra-modern transmitter...built by and on the solid foundation of listener response...hundreds of thousands of letters from enthusiastic listeners who not only wrote but bought WIBW-advertised products.

NOW we're ready to give YOU Kansas-plus coverage, better reception and higher quality. And we'll bring you lower-cost results by telling our greater audience about your product in the same, friendly, neighbor-to-neighbor way that we've always used.

5000 watts where it counts most...on 580 kilocycles

WIBW "The Voice of Kansas"

BROADCASTING • Broadcast Advertising

April 15, 1939 • Page 63
Rapid Growth of Disc Industry Shown

FCC Net Inquiry Told Of Methods Used by Transcribers

OPENING the transcription phase of the FCC's inquiry, declared in April 4 and 5, C. Lloyd Egner, manager of the NBC Electrical Transcription Department, explained the development of NBC's transcription business and operation of the Thesaurus service.

Under direct examination by K. P. Myers, NBC attorney, Mr. Egner traced the genesis of the transcription business to the early days of radio when operators necessarily used a great number of phonograph recordings because of limited funds for talent. With the development of commercial broadcasting, and the rise in available funds for production, the number and quality of live programs grew "until phonograph records seemed poor by comparison", he said, and the idea of transcribing these quality live programs should hold immediately as a method of supplying the ordinary station with programs of broadcast standard it could not reproduce independently.

Egner Tells of Advances In the Recording Art

From 1924 to 1927 great technical advances were being made in the recording industry, he continued, and corollary developments came from radio, providing them the system of electrical recording, which immediately began to replace the phonograph in broadcasting.

Estimating the total electrical transcription business for 1938 at between $4,000,000 and $5,000,000, Mr. Egner said there were from 20 to 25 "important companies doing a substantial amount of business" among the two broad classes of customers—stations and advertisers. The effect of the constantly increasing volume of business has resulted in "remarkable progress" in raising the quality of programs and reproduction, he commented.

Although NBC entered the transcription business in 1934, it did not actually begin operating in its field until 1938, since the first year was taken up with laying ground-work and making preliminary arrangements. Originally NBC's conception of its operation of a transcription business extended only to NBC stations and NBC programs. NBC stations with programs by NBC artists on NBC recordings, he explained, had not previously been transcribed, a concrete shape as the prime objection.

Explaining an exhibit, the "guide book" of Thesaurus programs and sales distributed to subscribers, Mr. Egner said NBC not only outlined the operation and use of the recorded library, but also gave suggestions on how to use programs using Thesaurus material and furnished scripts for actual programs.

First preference in marketing the Thesaurus service goes to NBC stations in their respective territories, he explained, but if they do not choose to use the service, the subscription is "opened on a first-come, first-served basis". If an independent station connected to a telephone network other than NBC takes the service, and later an NBC affiliate seeks a transcribed library service, the first station surrenders no rights and the NBC affiliate must go elsewhere for its transcribed program material, he declared.

One Station Only Is Served in an Area

He estimated that 31% of Thesaurus subscribers are NBC affiliates, 11% CBS or MBS affiliates and 52 independent non-network stations. Making a similar estimate of the subscribers to the World Broadcasting System, he said about 25% are NBC affiliates, 27% CBS or MBS affiliates, and 61% independents, according to figures published by World.

With Thesaurus rates based on the individual station's rate card and "weighted by other factors", Mr. Egner said that the theory behind the price was to have stations serving substantially equal areas paying substantially equal rates. No preferential price is given to either NBC affiliates or to an owner of several stations, he added.

Discussing the Thesaurus contract, he pointed out that the subscriber has the right to cancel his contract any time after four months from the starting date by a short notice by payment of two additional monthly installments, service to be discontinued immediately upon receipt of notice of cancellation. He explained that although this might not be considered good business for NBC, in a strict economic sense, it was deemed the best plan in the long run. The service is confined to one station in a single area, he said, because NBC "would rather have one satisfied customer than possibly two dissatisfied ones". He added that the "exclusive territory" was limited strictly to the primary service area of each station.

In the commercial field there are three types of transcribed service, he explained, custom-built, programs in which NBC develops a program idea, produces the program, takes care of all technical and musical problems and then delivers the program as a package to the client at a flat price; independently produced programs staged and recorded in NBC studios with NBC facilities, and simultaneous wireline recordings of regular studio shows. NBC, recording any of these types of programs, turns them over to the advertiser to use as he sees fit on any station, whether they be NBC affiliates or not, he added.

Analyzing commercial transcription customers on a basis of network use, Mr. Egner estimated that 12% of Thesaurus affiliates used NBC alone in 1938, 32% used CBS, MBS and/or NBC, 9% used CBS or MBS alone, and 64% used no network. Referring again to published World figures, he estimated that NBC transcribed programs used NBC only, 6% CBS, MBS and/or NBC, 11% CBS or MBS, and 70% no network. Breaking down spot business, using NBC transcriptions, for the April-May-June quarter of 1938, he said exclusively NBC affiliates accounted for 657 hours; CBS and MBS affiliates, 304 hours; NBC and MBS affiliates, 36 hours, and independents, 555 hours.

Continuity Submitted For Regular Acceptance

Continuing his direct testimony, Mr. Egner declared that although the NBC transcription department placed no direct restrictions on a sponsor or advertiser regarding the material, the client was examined by the NBC continuity acceptance department, just as though it were to be used in a network program, and that department's suggestions passed on to the client. He explained that although this responsibility was indirect, "we feel under obligation to the client to tell him what he's up against" in the matter of acceptability of programs for broadcast. He added that "borderline cases" are most troublesome, since cases of obvious unacceptability are readily recognizable by the client himself in most instances, and the greatest difficulty is experienced in "excellent programs" or "undeniably good" and "too-existing material". In case the client does not accept the recommendations, he said: "we'd probably fire him—or at least we'd have his hands full".

Commenting on NBC's policy of denying因為 its transcription concerns access to NBC studios, Mr. Egner declared, "To allow an outside company to connect by wire with our studios for simultaneous wireline recordings of an NBC program would amount to letting him move his equipment into our studios. We don't believe we are under any obligation to our competitors to allow them to enter our studios, and record programs of higher quality than they would otherwise be able to produce, without any return to NBC."

Ultimate Liability A Factor in Policy

He explained that failure to enforce the policy "would cost NBC a good deal" in both money and worry, since they feel that regardless of assurances of freedom from liability they must still face ultimate liability in copyright and moral as well as suppress technical operations of synchronizing and cueing for transcription.

NBC's simultaneous wireline recording business amounted to about $125,000 in 1938, its biggest year, he said. While this amounted to "less than 10%" of NBC's total transcription business, it represented only 2 to 4% of the transcription industry's four to five million dollar total gross. As for transcription of network programs, he said about six of these programs are separately recorded every day, and every one transcribed off the lines as the show is broadcast. Cost of the two techniques remains about the same, he said, and AFM and AFRA fees must be paid whether the program is transcribed simultaneously or not.

Says Thesaurus Operates Separate From RCA

Referring to estimates of spot business, using electrical transcription, Mr. Egner pointed out that that volume had increased from about $19,500,000 in 1934 to $24,800,000 in 1938. The volume had increased this way faster than any other part of radio.

NBC rate cards for transcription service, he said, as exhibited, listed simultaneous wireline recording charges at 75¢ per master record, ranging downward to 65¢ according to the number of programs transcribed. Rates on finished duplicates of 16-inch phonograph plates ranged from $3 to $2.35 each, F.O.B. Camden, N. J. According to the published rate card, music copyright fees on recorded programs are cleared by NBC and charged to the client at cost. The rates on electrical recordings of pre-press discs ranged from $10 for a 15-minute recording to $20 for an hour program, with proportional reductions for quantity.

Cross-examined by S. King Funkhouse, a special counsel, Mr. Egner said that the field of simultaneous wireline recording was "merely an incident of the business". He added that NBC, in registering entry of outsiders to its studios, was in no way monopolizing public radio service in the way that "cross over six times as many" NBC programs are recorded outside NBC studios as NBC itself records. Of the $155,000 simultaneous record-
ing business done by NBC in 1938, he said only from $10,000 to $15,000 was for instantaneous or reference recording.

Referring to a letter from an unnamed independent transcription agency, Mr. Funkhouser asked the NBC executive about alleged "deals," one with a Florida station to make some special arrangements about Thesaurus in consideration of the station's purchase of RCA equipment, and another allowing the use of RCA records on NBC's own radio broadcast. The allegations drew complete denial from Mr. Egner, along with the clear distinction between NBC and RCA divisions who put them out of business, pointing out that the only thing not permitted by NBC is simultaneous wire record drawings from its studios. Also, he continued, NBC does not exercise any control over the facilities used by its artists through its studios, whose facilities are available to any and all purchasers of talent, and it puts no pressure on advertisers to use stations subscribing to Thesaurus.

Asked for his views on several questions, Mr. Egner stated that he thought NBC, as one of the national networks, should be in the transcription business because, aside from the chance for profit, it has done much to develop the "astounding growth" of the business "by what it itself has done as well as through the competition it has given others." He said that also he considered the network's artists service a valuable adjunct, from the viewpoint of a transcription operator.

Sees Continued Growth Of Transmission Industry

Regarding the future of the transcription industry, he commented, "With continuing effort to develop the industry, its tremendous growth will continue." He pointed to the change in attitude from "the early days" when NBC paid little attention to the transcription phase of the radio industry to the present when network organization lends all its facilities to the improvement and development of the art. Continuing on the need for the advisability of government regulation of the transcription industry, Mr. Egner stated, "I don't think any restrictions need be placed on the business. It seems to me competition will take care of that." In response to queries by acting-Chairman Walker about the advantages of association with "big and constantly expanding NBC," Mr. Egner commented "we don't feel our relative share of the total transcription business has tended to grow," adding that although the NBC association was valuable as a prestige connection, that alone would not open customers' doors. Concluding his testimony, Mr. Egner stated that "in practice Rule 176 (requiring 'electrical transcription' announcement) is working out quite satisfactorily," emphasizing its interest in having "every advantage" for the transcription program but recognizing that "every listener is entitled to know what he is listening to." He said complete elimination of the rule would be "very satisfactory" to him, although there should not be a misrepresentation as between live and transmitted programs.

Troubles of Independents Described by Grombach

Leading off for the independents April 5, Jean V. Grombach, head of Grombach Productions, who recently disposed of the technical facilities of his business, contended under questioning by Mr. Funkhouser that independent concerns lose business because they are unable to obtain lines to NBC studios, although he added NBC was "very fair" in enforcing its "no line" policy without exception.

Explaining that his firm had transmitted programs from CBS studios, as well as from certain individual stations and for the Yankee Network on the York line, without any difficulties from AFRA or AFM, he classed as "common problems" the difficulties previously described by Mr. Egner. He explained further that a separate study of transcription sessions costs more, "practically speaking," than simultaneous recording, since a warm-up rehearsal would be necessary, calling for extra time for the artists as well as name stars who do not operate on any union scale.

Although efforts have been made to standardize prices within the industry, they have not been successful, he commented, and "operation of the transcription business unfortunately has not been more or less the same in every station," he added. However, he added, the price angle is not the biggest competitive problem.

Mr. Grombach declared that network artist bureaus were "very willing to cooperate" with all purchasers of talent, since it was their business to sell talent, although independent operators are interested, when they can, in drawing freelance artists so that they can get the commission for talent sale themselves. As for NBC, he said its salesmen enjoy "a certain prestige" from their association with the network, but the network organization itself is not a great factor in selling the transcription service. This situation is merely one of the natural advantages of competition, he said, although he classified NBC's independent transcription policy as an "artificial advantage.

E. V. Brinckerhoff, following Mr. Grombach to the stand, declared that his firm's reference recording business has been "probably cut in half" by NBC's denial of facilities. Asserting that there is no unique technical problem in recording NBC programs if lines to the studios are available, he pointed out that reference recordings, since they are a record of the program as actually broadcast are of no value unless they are made simultaneously with the broadcast.

Brinckerhoff Dubious Of Reference Recordings

Estimating that the independents "split up" about $2,000,000 of the $4,000,000 to $5,000,000 total business, he said their future looked "very very poor." If CBS, after acquiring World, should institute a policy similar to that of NBC, he said it would mean a loss of 20 to 25% in his organization's business. The result of the policy is "complete prohibition" of reference recording business to the independents, he declared.

Brinckerhoff said he thought the "advertiser feels it's an unfair practice" and that the client, after buying the talent and the time, should have the right to stipulate where his reference or other recordings should be made. Questioned about WOR facilities, he said the situation amounted to "doing the same thing in a different way," offering access to its studios but at "prohibitive" rates. He termed the policy an unfair practice.

Observing that the high mortality among independent operators rises from the necessity for high overhead and the lack of reserves or funds or facilities, he said that if

HERE'S NEWS!

NEW Antenna
NEW Location
NEW Auditorium
NEW Transmitter House
NEW Studios and Offices

KMMJ has moved to Grand Island, Nebraska. We've planted our new 330 foot Trueson steel antenna and new transmitter building in the heart of the great midwestern agricultural and industrial territory. Our up-to-the-minute studios, auditorium and offices are in one of America's foremost livestock auction centers, where three railroads contribute to the community's prosperity with a million dollar payroll.

Why? To give you—our advertisers—even greater service! Service you'll recognize by mail pull, consumer preference... results! Increased service—greater results—the same rates! Let us show you immediate action and low cost results!

KMMJ
GRAND ISLAND, NEB.

Randall Ryan, Mgr.

Rep. by Howard H. Wilson Co.

WIN! PLACE! SHOW!

You'll finish "in the money" if you tell your story over

CKLW
5000 WATTS
day and night
1030 KC cleared
channel

2nd IN POWER IN DETROIT AREA

New York
Detroit
Chicago

JOS. H. McGUIVY
366 Madison Ave. 3300 Union Guardian Bldg.
Vandebilt 3-5055 Cadillac 7200

GEORGE ROEBER
360 S. Michigan Ave. Central 0605

BROADCASTING • Broadcast Advertising

April 15, 1939 • Page 65
Any makeshift delivery system can't handle the expensive "packages" that are sent daily over the radio networks of the Bell Telephone System. Sound is delicate. Bell System engineers have developed special telephone facilities to handle broadcast sound with care.

In the Bell System Laboratories scientists and engineers are striving constantly to improve and extend radio network equipment. The radio industry and the telephone industry are working, hand-in-hand, to provide even better broadcasting facilities for programs to come.
Facsimile Demonstration
Is Given CBC by Finch
USING the Canadian Broadcasting Corp. station facilities, and the transmitting medium, William G. Finch recently demonstrated a system home facsimile for the Parliamentary Radio Committee. Recorders were set up in the House of Parliament and in other strategic points, and reception from WLY, Cincinnati, as well as from CBO was demonstrated.

Mr. Finch, former FCC assistant chief engineer and now president of Finch Telecommunications Laboratories Inc., New York, explained the operation of his system to members of the committee, and reported that the Royal Signal Corps had recently equipped a station with its facsimile apparatus.

Mr. Stevenson said the new terms would apply after the sale of World to CBS. Royalties for 1938 amounted to between $50,000 and $60,000, he estimated.

Sound Studios, predecessor of WBS, adopted the new method of vertical cutting of records made from ERPI the additional recording equipment required for recording under this method in 1931, Stevenson said. By August, 1931, Sound Studios was indebted to Products (ERPI) in the sum of $60,000 on open account for equipment and services, but exclusive of royalties, and lacked capital to effectively carry on its activities.

"Products, believing that there was a large potential market in the radio broadcast field for sound records of the new type, which, if realized, would result in substantial royalties, entered into an agreement with Sound Studios, World and certain of the stockholders of World, under which there was pledged to Products as collateral for the existing indebtedness and for loans for working capital and equipment requirements, all of the preferred and common stock of Sound Studios together with substantially all the preferred and common stock of World.

Unanticipated Expenses Led to Indebtedness
"Loans were made by Products under this agreement and subsequently, on March 13, 1934, Sound Studios pledged its accounts receivable and its library of master records as additional collateral for its then indebtedness to Products. By 1938 the indebtedness of World and Sound Studios to Products had increased to approximately $166,000 for equipment and $201,000 for royalties, and $126,000 to a subsidiary of Products for loans. The indebtedness had grown to these figures largely because of unanticipated expenses involved in the commercial application of the new recording processes and lower gross revenues than had been contemplated.

It was also found, Mr. Stevenson said, that the royalties provided for in the licensing agreement were higher than the manufacturing costs and gross revenue justified. A lower rate of royalties was effected in 1935 under a new agreement, with the rate made retroactive to 1930, the date of the original agreement, and resulted in a reduction of the amount due ERPI to $107,000. The equipment indebtedness of $166,000 was cancelled under the same agreement when ERPI took back recording equipment theretofore leased to Sound Studios and took over possession of the premises previously occupied by it for studio and recording purposes.

Under the new agreement, he explained, World developed a much greater market for transcriptions than expected. By February, 1938, World had not only paid to ERPI the balances of royalties and loans made, but was able to meet its obligations as they accrued.

Details of the lease arrangements involving the former NBC headquarters at 711 Fifth Ave., now occupied by World, were outlined by Mr. Stevenson. He also outlined the transaction of July 1, 1936, under which ERPI acquired all of the preferred stock of World, as well as nearly 6,000
Asked if licensing privileges were available to others besides present license-holders, Mr. Stevenson declared, "We are at the present time ready to grant licenses to any responsible people on terms consistent with the licenses which we have granted to World and AMP." Mr. Palmer, following Mr. Stevenson on the stand, briefly explained the cross-licensing agreements covering transmissions between ERPI, AT&T and RCA.

"The agreement is based on the cross-license between the AT&T and General Electric Co., which was extended on the part of GE to Western and AT&T on the part of AT&T to Western Electric. The broad provisions of that agreement, so far as the composition business is concerned, are that each side is licensed under all the patents of the other side to make recording equipment," he said.

Shepard Returns to Explain Net Affiliations

John Shepard, 3d president, Yankee Network, made his second appearance before the Committee in a case which the Commission has agreed to sell stock to CBS, having obtained a release from World and Mr. Deutsch of their option to purchase before we offered to anyone else."

ERPI to Dispose of All Its World Stock

All ERPI's stock in World, amounting to all 3,000 shares of participating preferred and 5,846 shares, or about 18% to 19% of the common stock, will be sold, he said, adding that World will continue to operate as a separate corporation.

"We will own nothing. We never intended to have any ownership of this company. The ownership arose out of trying to collect a merchandising account. It was the one to be carried along until the opportunity has arisen when we can liquidate it. We are very glad indeed to get the money back, which is what we were originally after. We have made this arrangement. We get cash, and that is what we went after."

Great Scott, You Say 136 Local Advertisers Used KFBB in a Single Month?

The local boys know their advertising onions. No mistake about that. KFBB's great popularity with local advertisers is a reliable guide for national advertisers.

For your sales spot medium in the white spot area, remember KFBB.

KFBB
Great Falls, Montana
CBS
5000 W-DAY 1000 W-NIGHT

Word means business in Baltimore

BROADCASTING • Broadcast Advertising
tions do not like the idea of networks selling spots during a network program, since this deprives them of sales opportunities, he said IRTA feels that rather than flatly to ban such sales, commercial time in network programs should be limited and thus let the advertisers himself restrict his commercial copy to his own best interests.

Rosenberg Reviews Transamerican Activities

Emanuel J. Rosenberg, executive vice-president of Transamerican, has highlighted his testimony April 12 with a condemnation of NBC and Mutual policies prohibiting off-the-line recording of programs for spot placement, thus adding another voice to the chorus of complaints from transcription organizations against the NBC exclusive practice. Under cross-examination, however, he explained that Transamerican was not in the transcription manufacturing or recording field but merely engaged in transcription work to RCA and more recently to Associated Music Publishers.

That Transamerican is essentially a subsidiary of Warner Brothers, was brought out by Mr. Rosenberg under examination of his counsel, John W. Kendall. Its 2,500 shares of preferred stock at $100 per share are entirely held by Warner Brothers, he said. Warner Brothers holds 600 of the 1,000 shares of non-par common stock, with John L. Cifci, Transamerican president and director, holding 176 shares while the remaining 176 shares are held by himself. Directors of Transamerican, he said, are Messrs. Clark, Rosenberg and C. P. Jacer.

Warner Brothers interest in Transamerican is purely financial and it has no other active participation in its affairs, Mr. Rosenberg declared. He explained that Transamerican was essentially a program producing company but engages in the creation and production of transcriptions and live talent programs and also in non-exclusive station representation. The gross business of Transamerican for the fiscal year which ended in June, 1938, aggregated $2,500,000, Mr. Rosenberg testified.

Under cross-examination by FCC Counsel Funkhauser and P. J. Hennessey Jr., NBC counsel, he said this figure represented overall gross, including its station representation activities and business placements. Its actual technical recording business amounted to between $100,000 and $125,000 for the last year, representing all mechanical recording bills of RCA and AMF.

Calls Off-the-Line Ban Unfair Trade Practice

Apores off-the-line recordings, Mr. Rosenberg said Transamerican has lines into CBS and various New York stations but has never been able to make arrangements with NBC. MBS likewise refused this service, since it uses the WOR recording service. He placed in the record an exchange of correspondence between RCA and MBS dealing with off-the-line recordings, in which they refused the service.

Declaring he thought NBC should grant permission to advertisers requesting off-the-line recordings through some other company, such as Transamerican, Mr. Rosenberg said he regarded its refusal as an unfair trade practice. Advertisers, he said, do not desire to have this service performed through NBC because the cost and time involved are materially greater. NBC, he added, charges a considerably higher rate than Transamerican for such recordings. Asked by Mr. Funkhauser whether he felt networks should engage in the transcription business, Mr. Rosenberg said he saw no objection to it. Phonograph recordings by broadcast stations should be designated as such, he said, to distinguish them from transcriptions.

While he first testified, in response to Mr. Funkhauser, that there should be regulation by the FCC of the quality of transcriptions, he later asserted that competition probably would take care of any cost of the problem and perhaps obviate the need for Government regulation. Many transcriptions now broadcast are of inferior quality, he said. Mr. Rosenberg opposed Government regulation of the quality of programs, either through Congress or the Commission, saying he did not see how this was possible. When Mr. Funkhauser broached a possible "bureau of standards" on programs, Mr. Rosenberg said he felt such a development was possible but not likely.

Mr. Rosenberg did not answer a question as to dividends earned by Transamerican. When Mr. Funkhauser rephrased his question to inquire whether there had been years during which the company had not paid a dividend, he responded affirmatively.

Cross-examined by Mr. Hennessey, Mr. Rosenberg said that in many cases of placement of space, Transamerican absorbs the recording cost in its commissions received from the stations. Thus Transamerican loses business when it is prevented from recording off-the-line, he said. Transamerican, he added, does not represent any specific number of stations and its list varies with the demands of each advertiser. This, he testified, constituted the largest part of Transamerican's operations.

Deutsch Tells History Of World Organization

Percy L. Deutsch, president of World Broadcasting System and World Transcription System, testified April 12. He brought out that the contract for sale of WBS to CBS now is being negotiated and the effective date has been extended to April 28. Through his counsel, John J. Burns, who also had appeared as CBS chief counsel, it was explained that the contract if and when finally signed would be submitted for inclusion in the hearing record along with an affidavit covering any essential details. This was agreed to by FCC counsel and Commissioners Walker, the only member sitting.

Mr. Deutsch explained he has been engaged in the recording field since 1915. In 1904 he joined Brunswick-Balke-Collender Co. and in 1915 that company engaged in the manufacture of phonograph records and later radio sets. Explaining he served as executive vice-president of the company, he said that in the fall of 1927 he severed his connection with it and became president of the Acoustic Products Co., successor to Sonora Phonograph Co. Resigning that post in July, 1929, he established Sound Studios and World Broadcasting System as two separate companies to engage in the broadcast transcription field. These companies subsequently were merged and operated until 1938, when WBS was reorganized with Electrical Research and Product Co. as a stockholder.

In February, 1939, Mr. Deutsch explained, he contracted with ERP and CBS was entered into under which CBS acquired the option to purchase all of the preferred and common stock of World. Negotiations are still in progress for this sale and the new closing date has been set as April 28, though the CBS option expires April 19. It was at this point that Counsel Burns stipulated that the contract for CBS acquisition if, as and when completed, was submitted to...
the FCC for inclusion in the hearing file. He explained it was desirable to withhold details of the transaction until the closing date because of the possibility that it might not be consummated.

Mr. Deutsch testified that in the event the proposed transaction is actually put in effect, no change in the World organization, personnel or enterprise is contemplated. He added that he would remain as president and chief officer of the company.

Delving into the history of transcriptions, Mr. Deutsch brought out that there are only nine plants in the country capable of processing and making master records. Eight of these are in the home recording field while two are maintained by World—in New York and Chicago. While he said he had no record of the actual dollar value of transcriptions, he agreed with the estimate previously made by Mr. Egner for NBC Thesaurus that approximately $4,500,000 represented the figure.

Explain's Library
And WTS Activities

The gross revenue of World for the year ended April 30, 1938, was $1,500,000, he declared, of which $11,100,000 was derived from the actual manufacture of transcriptions.

World has a total of 125 employees, of whom 14 are engineers, 59 factory employees and 52 engaged in sales, office and executive work. It maintains a complete broadcasting organization, including studios, musicians, continuity services, copyright clearance and the like, he said.

The various activities of World, including the recently organized World Transcription Service, along with contracts entered into with stations, advertisers and agencies, were covered by Mr. Deutsch. Exhibits explanatory of these operations were placed in the record. Under its contract with ERPI for use of its vertical recording system, World pays the AT&T subsidiary 6% of its first million dollars of income and 5% thereafter, he explained. World averages production of about 12,000 16-inch transcriptions per month.

The World Library Service is used by 64 unaffiliated stations, 38 CBS stations, 31 NBC stations and 17 MBS stations. Service is available to only one station in a given market. The station, however, is free to take any other service it desires. There are three classes of library service, he explained. The first is for major network affiliated stations, totaling approximately 70. The charge averages about $70 per week. The second goes to network affiliated stations in smaller markets and payments average about $150 per month. A third is for independent stations, having no network affiliations, if offered at a substantially lower rate of approximately $100 a month, he said, with certain other provisions that are not part of the standard contract. On national spot programs placed by World, the station remits a license fee of 7½% of its card rates. On library service sponsored nationally, the station remits the talent fee which is paid by World for commercial music royalties, he explained. For locally sponsored library service programs, there is no charge.

Describing WTS, formed the latter part of 1938, Mr. Deutsch explained that it was designed to render an added service in the transcription field by offering to national advertisers service similar to that offered by the networks. WBS, he said, under this system, buys time at the stations' cash rate minus two 15% commissions. The first 15% goes to the advertising agency and the second to WTS. Of the latter, one-third is estimated to absorb transcription cost, one-sixth represents a promotional fund and the balance is commission to WTS.

Asserting that World produces what he believes to be highest quality transcriptions, Mr. Deutsch defined the processes involved in WBS operations. Complete equipment has been changed four times during the last decade while studios have been changed twice to keep abreast of latest innovations, he said.

Under cross-examination by Mr. Funkhouser, he asserted he felt a plan for eliminating phonograph records for broadcast would prove a hardship on small stations. When Mr. Funkhouser asked whether the public should be protected against records which are not made exclusively for broadcasting purposes, Mr. Deutsch declared a regulation establishing a standard minimum quality for transcriptions might be made, but he did not know how one could be invoked. In the case of library services, he said such a standard might have to be lower than the highest standards today because many transcription companies would not be in a position to make the heavy investment in studios and facilities required for production of highest quality transcriptions.

In response to the stock question by Mr. Funkhouser of all transcription companies regarding continuation, abrogation or modification of the existing regulation requiring maintenance of a transcription program as such before and after rendition, Mr. Deutsch said his firm was not interested in its abolition. Secondly, he said, if that could not be done, the requirement of announcement at the start of the program should be eliminated because it is "discriminatory" and because it permits the listener to "pre-judge" a transcription.

Compares Disc and Network Advertising

If the announcement requirement were limited to the sign-off, Mr. Deutsch declared, it would enable the manufacturer of good transcriptions to identify the quality of his programs and help build up that phase of the business. All in all, he declared, it would accomplish what the FCC apparently is trying to develop in the transcription field.

Mr. Deutsch agreed with the FCC counsel that, when the transcription announcement rule was promulgated years ago, it was because phonograph records rather than transcriptions were used for broadcast purposes and that there was a vast difference in quality. He said, however, that he did not think such a distinguishing announcement was necessary today from the public standpoint. Mr. Funkhouser observed that among others, the "labor unions" are opposed to elimination of the announcement.

Contrary to previous testimony of transcriptions witnesses, Mr. Deutsch said that in his opinion networks and transcriptions "are not at all competitive in the wide sense." He explained that there are two types of national advertising, broadly speaking, one the type which uses magazine display and the other newspaper. Magazine advertising, he said, is comparable to network, whereas the transcription phase, being more flexible, compares to the newspaper type of advertising. In the case of transcriptions, advertisers can take advantage of variables such as sea-
Minnesota Dunk

THE annual April Fool’s Day Doughnut Dunking Festival, held by WCCO, Minneapolis, at the Hotel Nicollet of that city, drew a crowd of more than 1,800 ardent dunkers. Promoted by Cillian Card, WCCO announcer, for the last two years, the party is held in connection with the Alumnae of the Air program, sponsored by Northrup King & Co. (seeds), while the last half of the program is sponsored by the Western Grocers’ Jack Spratt News, announced by Bill Wieginton. The dunkers were obliged to arise exceptionally early as Mr. Card asked them to come at 7 to 7:30 a.m.

FEELIN’ ANY GAINS FROM FISH TRAP (KY.?)

Fish Trap, Kentucky, is a town, all right—but you won’t find it on your sales map (nor on WAVE’s map, either!). WAVE covers the Louisville Trading Area, and that’s what really makes Kentucky important! Use WAVE to cover the important area alone—and save what you’d pay for anything else beyond! Our data book is full of revelations about this rich, essential market. Would you like a copy?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

“Feelin’ Any Gains from Fish Trap (KY.?)”

Broadcasting  
Broadcast Advertising
April 15, 1939  
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“Federated Soap & Chemical Atomic Merchandising, reports outstanding success from its first try at radio on KOWH (formerly WAAW), Omaha. The sponsor, a large grocery chain, took advantage of the recent merger of KOWH with another Omaha station, starting on KOWH with five-minute daily dramas with a tag line leading into a brief commercial, also taking full advantage of the stations merchandising service of posters, window displays and dealer letters.

When the contract was renewed recently, with the sponsor ordering “samples” in large quantities of the merchandising material at his expense and considering transcriptions, the station management was responsible for “unbelievable” dealer acceptance and dealer cooperation. Observing that distribution of the product is almost 100% in local stores, he concluded that the toughest grocer chain took the line after testing it on three of the dramas, while a prospectus of the KOWH merchandising campaign persuaded a large drug distributor to push the drain opener.

WJSV Goes to AFRA

STAFF announcers of WJSV, Washington, have resigned in a body from the American Guild of Radio Announcers and Producers, independent union, to join American Federation of Radio Artists, AFL body, according to AFRA headquarters in New York. AFRA will shortly start negotiating with the station management for a new contract to replace the present one, which expires this month. Negotiations of ARAP for revisions in its contract with CBS covering the staff announcers and producers at WABC, New York, have been commenced.

ACA Signs WNBW

CONTRACT covering the four technical employees of WNBW, Binghamton, N. Y., was signed April 1 between the station and the American Communications Association. In addition to the usual provisions for closed shop, hiring through the union, dismissal only with union consent, 40-hour five-day week, time-and-a-half for overtime plus $1 supper money, sick leave and two weeks annual vacation with pay, seniority rights, technical staff to make up its own schedule, the contract calls for flat salaries of $20 weekly and for the station to employ a minimum of four engineers. Contract runs until April 1, 1940, and is automatically renewed unless 30 days previous notice is given.

“Tribe Airwaves And enjoys success, so soap—Firm Renewed”
Growth of the Disc Industry

(Continued from page 71)

CBS acquisition of WBS. Responding to his questions, Mr. Deutsch said that under the proposed contract, it would be a little more than three years. When the chairman asked him whether this was a "guaranteed tenure", Counsel Edward Dinan interjected to observe that while the contract had not been entered into he assumed it would carry over the employment of that station's customar: service as a condition for cause. He then explained that he had entered into a stipulation with CBS regarding the sales contract and Chairman McNinch observed that he did not want to go "behind the stipulation".

Mr. Funkhouser inquired about CBS' recent acquisition of American Record Co., which manufactures recordings for home use, and has engaged in both broadcast and record transactions to a limited extent.

So far as he is aware, Mr. Deutsch said, it is the intention of CBS to keep present WBS contracts in force. He added that whether CBS would seek to prevent independent transcription companies from employing its studios and that such matters must be determined by CBS as policy.

Langlois Tells of Public Domain Service

C. O. Langlois, president of Langlois & Wentworth, independent transcription firm operating exclusively in the public domain music, appeared April 13. Under questioning by Mr. Funkhouser, the firm has developed a transcription service of tax-free music.

Discussing the public domain copyright situation, Mr. Langlois declared that although there was from 25 to 33% more public domain music in the United States than elsewhere and copyrighted music amounted to only 7%, tax-free music was relatively scarce because it was so difficult to unearth. Langlois and the NBA have been active in digging out an adequate supply, he said, making it available with new arrangements as sound cultural programs, sponsors, future plans along this line and affiliations with schools, libraries, radio station's program departments and national welfare agencies.

Exploitation being necessary to establish commercial value for a sound, composition publishers are anxious that radio "plug" their wares through broadcasts, he said, though he places the radio industry in the business of presenting music so the composer and publisher can benefit economically and through the ASCAP, AIRD and AFS requirements. He pointed out that the ASCAP contract, which provides a large clearance, is a burden to the small operator, provides that a station must pay for even its use of tax-free music unless it pays at least 5% on station revenue.

Describing the recent arrangement with a New York baseball team over the projected NBA public domain library service, Mr. Langlois said future plans encompassed a rise in transcribed material from Langworth's present 100 hours to 300 hours, depending on an increase in clients. Since March 11 some 1500 baseball games have been sold to the joint NBA-Langworth Library service, he said.

Points to Improvement

In Quality of Discs

Rule 176 was abolished, he added, since its reason for being has failed, due to the development of transcription facilities in its studios, pointing out that programs for transcription were fed to a large number of concerns, among them World, AMP and Brinkerhoff. He stated the only compensation to WOR for making its programs available was a large amounting to a minimum of 10% per "Geese".

WOR's transcription activities, which he said produced only about $25,000 revenue in 1938, the best year he can recall, are being programmed to do all regular, commercial communications, using the station's production facilities, and have made arrangements with foreign countries or programs conflicting with the established schedule.

Stratton Benefit

When the Chicago Cubs and White Sox play their benefit game April 17 for a foundation of former Sox pitcher whose leg had to be amputated as a result of a hunting accident, the Texas Co. will donate the proceeds, naturally WCFL, Chicago, for station time, sportscaster fees, etc., WCFL, donating the broadcast program, the account's agency, Buchanan & Co., donates its copy. As Broadcast.

End of the WPA Adult Education Program, and also form a foundation for the broadcasts.

Three Days to Learn

PAUL PIERCE, CBS Hollywood announcer recently added a muscle milestone to his long list of awards and accomplishments to his record. He was assigned to broadcast from a glider during the Southern National Soaring Championships at Bakersfield, Calif., on April 3, and met with such difficulty when the FCC ruled that a licensed engineer must accompany him to operate the shortwave equipment he was to wear on his back. Since the glider couldn't support such an arrangement, engineer and himself, Pierce did the next best thing. For three days broadcasting with no winging facts and passed the FCC test, receiving a radio telephone inspector's license from third class and was his own engineer during the broadcast over the CBS Pacific network.

From Abroad

SERIES of exchange programs advertising the New York and Colorado Rockies to British and American exporters will begin April 23 between WMCA, New York, and WCCO, Denver. The Rockwell foundation for the broadcasts.

From Europe

To PROMOTE the distribution of products, encourage industry and make jobs," Southern Brewing Co. has wisely planned the birthday for WFLA, Tampa. In a series of 26 programs 20 different Florida cities and towns have been selected. Microphones have been set up in 14 different towns, and via WFLA's mobile unit interviews by top-notch announcers have been carried with each city's mayor and business leaders.

Peninsular Drive

Citizenship Problems

ANYONE with problems relating to citizenship is invited to mail questions to the three-week WPA American Citizenship Court series, heard Mondays on WCHM, Jersey City, and Tuesdays and Thursdays at WOR, New York. Such inquiries are answered without charge by the Naturalization Aid Department of the WPA Adult Education Program, and also form a foundation for the broadcasts.

Hick Among the Slick

ADVENTURES of a rural character coming to the big city are depicted by Glen Wilmer Douglass, as "Glen Hick," on The Philosopher from Funkton, new feature on WTAG, Worcester, Mass.

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BROADCASTING • Broadcast Advertising
Gaumont - British Plans
Theatre Installations of
Television in New York

PLANS for installation of television receiving apparatus in several Broadway motion picture theaters have been announced by Arthur A. Lee, vice-president of Gaumont-British in this country, who said that negotiations are being conducted with a number of theater owners and predicted that May 15 will see the first television theater in New York. I. C. Javal, commercial di- rector of Baird Television, an af- filiate of Gaumont-British, and a staff of television engineers are bringing Baird theater receiving equipment to this country the end of April.

Idea for these American installa-
tions followed the successful thea-
ter reproductions of national and casts of the Oxford-Cambridge boat race and the Boon-Danahar prize-fight in three London theaters. So well were these telecasts liked by the theater audiences that Gau-
ton-British is putting this equip-
ment in the theater. It is hoped the Baird factory can turn it out, and expects to have 150 English picture houses equipped by May 1. Pictures are reproduced on a screen 12 x 16 feet in size, so that clear vision from any part of the theater.

Television will be an added fea-
ture to the regular movie programs of the theaters, Mr. Lee explained, and no attempt will be made to pre-
sent full programs of television images.

British Cinematograph Exhibitor
Assn., national organization of English motion picture operators, and the Cinematograph Renters Society, representing film distributors, have jointly petitioned the English Postmaster General to allow the establishment of a tele-
vision transmission system inde-
pendent of that of the BBC. A reception exclusively by theaters equipped with the Baird large screen receivers, according to Lord Ostrer, chairman of Gaumont British.

Sarnoff Sends Greetings
To 50 kw. CBC Station

GRATITUDE that the United States and Canada do not have to regard a border radio station as an instrument of international and hostile propaganda" was expressed on April 8 by David Sarnoff, president of BCA, in an address on a program inaugurating CBC's new 50,000 watt station CBA, located at Saskatoon, S. E. Mr. Sarnoff's speech, originating in NBC's stu-
dios in New York, was heard on CBA but not over United States stations.

"There are some nations in the world today," said Mr. Sarnoff, "where the installation of a powerful radio transmitter in a nearby country would not be welcome. It would be viewed with suspicion and distrust, as an instrument of na-
tionalistic and hostile propaganda. Happily, no such spirit exists be-
tween the citizens of Canada and the United States."

BORDEN DAIRY Co., New York, on May 5 starts "Howdy Doody," a weekly morning script on WGN, Chicago, written by Key Chase and played by Young & Rubicam, N. Y.

AIRLINE OPERATING
Covered by WQIM and Fed
To Vermont Hookup

INAUGURATION of non-stop airline service of Canadian Colonial Air between New York and Burlington, Vt., was covered by WQDM, St. Albans, Vt., April 1 at the first scheduled flight-stop at Burlington, with extensive coverage of the plane's arrival at the airport and interviews with passengers and Mayor La-Guardia of New York.

Later, at a luncheon commemor-
ing the maiden flight, Mayor La-
Guardia's speech for a state-
wide hookup including WCAQ, Burlington, WLBV, Waterbury, WNBX, Springfield, and WSYB, Rutland, under sponsorship of Ver-
mont Transit Co., agents for Can-
adian Colonial. Hays Adv. Agen-
cy, Burlington, handled the ac-
count.

Big Store Schedule

OKLAHOMA's largest department store, the John A. Brown Co., Ok-
lahoma City, recently made its big-
gest splurge in radio advertising by contracting for sponsorship, six days a week from 7:30-8:30 a.m. of The Coffee Club on ROCY, Ok-
lahoma City, starting April 16. In addition the store also has con-
tracted for a five-minute night news strip across the board. Claimed to be the largest block of time to be sponsored on any Oklahoma City station, the daily hour show also marks the sponsor's first use of radio to any radio station The Coffee Club, built around rec-
ording, with time announcements alternating with music and morning weather and temperatures reports, also features a news cast at 8 a.m., and is handled by Norman Rogers.

McEllaggh, Brockington
Settle Canadian Dispute

CBC CHAIRMAN L. W. Brockin-
ton and the Toronto Globe & Mail
publisher, George McEllaggh, have settled the dispute caused by the CBC refusal to allow the publisher either a national or private net-
work in January, but not before Mr. McEllaggh told the Parliament-
ary Radio Committee in Ottawa on April 4 that he was discrimi-
nated against because his paper favored the abolition of the annual $2.50 license fee.

A joint statement was issued fol-
lowing the advice given by Mc-
Ellaggh in which it was stated that "after a frank discussion of mat-
ters which have obviously been the subject of some misunderstanding between the undersigned and some difference of opinion, we both de-
sire that no further public refer-
ence be made to the recent incident. In arriving at this decision, the Ca-
adian Broadcasting Corp. desires to assure Mr. McEllaggh that it had no intention to treat him other-
wise than with complete impartial-
ity, and believes that he, on his part, was actuated by a sense of public obligation in the course he pursued."

CMX Using 10 Kw.

IN AN ITEM regarding the shift of NBC outlet in Havana from CMG to CMX in Broadcasting, March 15, it was incorrectly stated that "as a result of a power of 200 watts. Francisco A. Lavin, operator of CMX states that since JAN. 15 the station has been oper-
ating with 10,000 watts on a fre-
quency of 880 kc., following the re-
cent installation of new RCA equip-
ment. Including a directional anten-
a which concentrates the CMX signal on eastern Cuba and prevents interference with U. S.

WFIL Reports Upswing

THE year 1939 will be a banner one for WFIL, Philadelphia, if illu-
lumings for the first quarter are indi-
cative of the full 12 months, ac-
cording to Manager Roger W. Clipp, who announced a 68% in-
crease in the number of advertis-
ers using the station on April 1 as compared to Jan. 1 and a corre-
pending increase of 72% in dollar volume for the same period. Mr. Clipp attributes WFIL's gains to a quickening of activity in all sales fields—network, national spot and local—with the latter up 85% to pace the way. This increase in local business was particularly sig-
nificant because it brought with it five local advertisers who had never before used WFIL and three who never used radio.

Scholl To Use 18

SCHOLL MFG. Co., Chicago (foot remedies), on April 17 starts World Fair News, a daily five-minute news program of happenings at the New York World's Fair, on WMCA, New York. The firm is also using three weekly five-min-
ute shows on KEKE, Los Angeles; WFBF, Syracuse; WJW, Detroit. Series will be expanded to approxi-
mately 18 stations, according to Presba, Fellers & Presba, Chicago agency.

More National Advertisers
used CHNS last year than ever before. Now is the time to make sure of summer bookings.

CHNS

HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

Additional coverage provided at no additional cost by our shortwave station CHNX

Spring into Summer now with a campaign to reach our "Friendly Family" of 1,500,000 Italo-Americans! And that's just what Progressive Advertisers are doing so that they become welcome guests with our "Friendly Family," which summers with us daily!

WVQ THE INTERNATIONAL BROADCASTING CORP.
NEW YORK
1000 WATTS
WB1 THE INTERNATIONAL BROADCASTING CORP.
NEW YORK
5000 WATTS

BROADCASTING • Broadcast Advertising
April 15, 1939 • Page 73

www.americanradiohistory.com
Radio Corporation of America (RCA) has announced a new 5-kw, deluxe transmitter identified as 5-DX in an elaborate brochure released in mid-April. Citing a number of exclusive new features, the transmitter is modernistic in appearance and "streamlined", being functionally styled and especially adapted to air-conditioning. It includes a "finger-tip" control console and uses air-cooled metal-oxide tubes.

THAT Kansas State College of Agriculture & Science, Manhattan, Kan., pioneer television experimenter, intends to abandon the lower shortwave visual band and turn to the ultrahigh frequencies, was indicated in an application filed with the FCC to change its W9XAK from 2000-2100 kc. to 4200-5000 kc. and reduce power from 125 to 100 watts. The only other licensees of the 2000-2100 band are W9XK of the University of Iowa, which also operates on the ultraband, and W9OG of Purdue U.

A NEW phase monitor (2-A) to facilitate the adjustment of directional antenna arrays, developed by Bell Laboratories, is announced by Western Electric Co. The device, designed for permit stations to correct phase relationship and magnitude of radio frequency current in such antenna arrays, will provide a basis for determining the radiation pattern of the station, it was said. The monitor weighs 43 pounds and mounts on a standard rack, measuring 15½" high by 1½" deep. Internal parts are mounted upon a steel panel. It employs four vacuum tubes, all of which operate 25% below normal ratings.

MUSICRAFT Records Inc, 10 W. 47th St., New York, has issued a folder describing its new line of Duratone instantaneous recording blanks, together with price list.

ALLEN B. DuMONT Laboratories, Passaic, N. J., announces two new cathode ray tubes for television use, one a five-inch intensifier type, 94-11-T, with or without intensifier electrode. The second is a nine-inch tube type, 94-11-T, made only with the intensifier electrode. Both have black and white screens.

RAY SCHROEDER, chief engineer of KCMX, Seattle, Wash., has completed a 14-page brochure on engineering in television studios, supplementing the manual of practice developed by Owen Saddler, production manager.

KJFO, Longview, Texas, has patented a Gates type remote control system to use in play-by-play broadcasts of baseball games, and an RCA TV-7 uni-directional microphone for studio use.

GREEK government has invited American manufacturers of radio broadcasting facilities to submit proposals for installation of a 10 kw. station at Salouika and a 5 kw. station at Jannina, according to a report from the Commerce Department from the Greek commercial attaché at Athens. The proposed stations are to be used to relay programs over the 15 kw. station at Athens which has been operating since the middle of 1938. The Greek government desires that quotations list separately the cost of the complete construction and installation charges.

DuMont Plans to Build New Television Stations

IN NEW YORK, Washington

WIDENING of its proposed television activities was indicated by Allen B. DuMont Laboratories Inc., Passaic, N. J., in applications with the FCC April 8 asking for new stations in Manhattan and Washington. DuMont asked that its WAXVT at Passaic be authorize to add the 60,000,000-65,000 watts power and increase both its sight and sound power to 5,000 watts.

The applications ask for 1,000 watts for 60,000-65,000 kc. for a transmitter at 515 Madison Ave., New York, and for 1,000 watts on 49,000-51,000 kc. at 147 F St. NW, Washington. In addition an application was filed for a portable mobile television transmitter of 50 watts power, using the 60,000-65,000 and 150,000-162,000 kc. bands.

The DuMont organization, hitherto primarily engaged in the manufacture of cathode ray tubes, has the backing of Paramount Pictures.

Television Is Not Ready, Zenith Informos Dealers

COMDR. Eugene F. McDonald Jr., president of Zenith Radio Corp., on April 7 addressed a notice to 60,000 radio dealers throughout the country in which he reiterated his view that television is not ready for the public since "even Government television standards are not yet established".

COMDR. McDonald asserted that Zenith's visual station, WXYZ in Chicago, is already operating daily as the only FCC licensed television station in the Chicago area. "Today Zenith's television receivers are loaned, not sold," he added. "Zenith is ready—budget revision is not... Zenith believes it is unfair to the public and knows it is unfair to the dealers who have been to finance the television industry's experiments. Radio dealers have been penalized and punished by premature television publicity starting last fall. Prospects were led to believe that television would cover the country in 1939. Zenith will not break faith with its dealers. When Zenith believes television is ready for general use in the store and the home, Zenith will supply you with television receivers and not before."

Zenith's Television

CHICAGO'S first high definition television broadcast was transmitted March 30 from the television studios of Zenith Radio Corp. over WXYZ. Receiving sets of the firm's officials were located within a radius of 12 to 15 miles from the transmitter atop the Zenith plant at 6061 Dickens Ave. The quarter-hour program featured the Hoosier Soil Busters of WLS, Chicago, with Don Kelley of WLS as m.c. According to J. E. Brown, chief television engineer of Zenith, the 441-line transmission was highly successful. Zenith will not televise on a regular program schedule, but will continue its experiments, he said.

WGN, Chicago, estimates that a million persons have visited its studios since the preview on Sept. 22, 1935. Studio One of the half-million dollar Gothic structure seats 600.

Fitting Up a "50" is the subject of conversation between James Topmillertini, WCKY chief engineer and Joseph A. Chambers, of McNary & Chambers, Washington, D.C. They are looking over plans for WCKY's new 50,000-watt RCA transmitter, now being installed, and expected to be ready for operation this summer. Mr. Chambers is consulting engineer supervising installation of the Cincinnati outlet.

New Television Station Is Planned by Don Lee

DON LEE Broadcasting System, Los Angeles, will erect a television station on one of the highest peaks overlooking Hollywood if a deal now in negotiation is consummated. Thomas S. Lee, president, on April 10 revealed plans for the construction of a new transmitter on a 20,000-watt station in the Hollywoodland hills. The peak, with an elevation of 1,700 feet, is highest in the Los Angeles area. Negotiations for the Rancho Providencia acreage, also known as the Mack Sennett estate, are being carried on by Lewis Allen Weiss, vice-president and general manager of Don Lee.

Don Lee network is operating W6XAO, its television transmitter, on a five-day weekly schedule and has been carrying on experimental activity in Los Angeles for nine years. Effective radius of coverage is estimated at more than 30 miles. It is estimated there are more than 100 television receivers, many of them assembled by amateurs, in the Los Angeles area.

FIRST non-radio concern to apply to the FCC for a television construction permit is the May Department Stores Co., Los Angeles, which seeks a 1000-watt outlet to operate in the 60,000-80,000 kc. band.

KALORAMA Laboratories Inc., 108 Colt St., Irvington, N. J., has applied to the FCC for a 500-watt television station, visual only, to operate in the 2,000-3,100 kc. band.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 650 kc. daily, gives 500 watts at night. A Sales Message over KFRU Covers the Heart of Missouri

* RESULTS OF BILLBOARD'S SURVEY OF THE NATION ON EXPLOITATION!
LYNN C. SMEBY, chief engineer of WXVZ, Detroit, has resigned. He has not announced future plans. S. W. Edwards, former engineer at Detroit, has been retained by King-Tennell Broadcasting Corp. as consultant.

ROBERT M. MORRIS, NBC development engineer, is the father of a girl born March 20.

LAWRENCE BRUNES, of Minneapolis, has been appointed chief engineer of the new WJMC, Rice Lake, Wis.

WILLIAM OLSEN, graduate of Midland Television Inc. training school in Kansas City, is now an engineer with KOAM, Pittsburg, Kan.

J. H. BAILEY has been named chief engineer of WRHR, Selma, Ala., and John Yarns also has joined the engineering staff.

AT O'GHTON, engineer of KTSB, San Antonio, is the father of a girl born recently.

EDMOND DAYTON, control operator, has resigned from WICC, Bridgeport, Conn.

RICHARD FIELD LEWIS, chief engineer of KFXX, San Bernardino, Calif., and Mrs. Lewis shortly will leave California for Frederick, Md., where he will operate a newly-organized local station.

WILLIAM HAMRICK and Guy Beard recently joined the technical staff of WWNO, Asheville, N. C.

R. OAKLEY KGER, Long Beach, Calif., technician, is the father of a boy born March 20.

Philco Video Tour
PHILCO's mobile television unit, first demonstrated in Miami, New York and Washington (BROADCASTING, March 15, April 1) is now on tour in what Philco Radio & Television Corp., Philadelphia, describes as its "television caravan."

The itinerary included Baltimore, Boston, Pittsburgh and Cleveland in latter March and early April, and is scheduled for Detroit, April 18-21; Chicago, April 25-28; Minneapolis, May 7; St. Louis, May 9. Demonstrations are given in collaboration with local distributors under the direction of Albert F. Murray, Philco chief television engineer, assisted by Charles Sce, Norman Young and E. J. Bowley.

C & J Tests on 3
C & J AUTO PRODUCTS, Kansas City (motor conditioners), on April 10 started a test campaign of thrice-weekly 15-minute musical shows on WEO, St. Louis; WHBI, Sheboygan; KSOO, Sioux Falls; WPGB, Norwich, and Scarlet Adv. Co., Winnipeg, handled the account.

Battery Account

RESOURCEFUL was Chris Wood Jr., NBC turf commentator, when sudden, driving rains drenched the Springdale track at Camden, S. C., during the running of the historic Carolina Cup steeplechase. He pulled a thin, waterproof tobacco pouch from his pocket and fitted it over the mike. The race was broadcast by a hookup of WIS, Columbia, and WSCC, Charleston.

Fire Wrecks Station
FIRE on April 2 wrecked the plant of CKGB, Timmins, Ont., and that of the Timmins Daily Press, causing the station to be off the air two days. Damage to the station and printing plant, both owned by Roy Thompson, who had just returned from a three-month holiday in Europe, was estimated at $200,000. The entire broadcasting equipment and two transcription libraries were damaged. Auxiliary equipment, including some of the new 1,000-watt transmitter to be installed soon, were utilized at new quarters in the Sky Lodge, enabling the station to return to the air early April 4.

WHK Is Fourth Member Of MBS Facsimile Net
WHK, Cleveland, on April 8 joined the MBS facsimile network as its fourth station. Network, composed of WGN, WOR and WLB, began operations March 11 (BROADCASTING, March 15) and broadcasts each Saturday from 2 to 3:30 p.m. each station contributing a portion of the network transmission, which utilizes the Finch system. WHK broadcasts facsimile programs for an hour each day, beginning at 2:30 a.m. and its ultra-high frequency facsimile station, WEX, broadcasts two hours a day, 2:30-4:30 p.m.

Columbia University's graduate journalism school, working with WOR, is studying type styles, sizes and make-up to determine the kind of printed material best suited for facsimile transmission and reception from the points of view of both broadcaster and set-owner.

President Franklin D. Roosevelt will inaugurate the country's first regular high-definition television service as he delivers the opening address at the New York World's Fair April 30. NBC has announced. A telecast of the Chief Executive as he addresses in person an audience of Fair visitors and by radio the audiences of all metropolitan stations will enable him to be seen as well by owners of television receivers in the New York metropolitan area.

Space has been reserved for NBC's iconoscope cameras in the first week in front of the rostrum before the Federal Building at the Fair. Images will be carried by coaxial cables to NBC's mobile television vans and relayed from there to the Empire State transmitter for broadcasting. Beginning with this program, NBC will broadcast sight programs on a regular schedule of one-hour evening broadcasts a week.

AFRA Loses KWK Plea
NATIONAL Labor Relations Board recently announced dismissal of a petition by St. Louis Local, AFRA, for certification of representatives of employes of Thomas Patrick Inc. at KWK, St. Louis. The NRLB action was based on a secret ballot election held Jan. 6, 1938, resulting in a 12 to 7 count against the AFL union.

Associated Recorded Program Service
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street
New York City

ASSOCIATED RECORDED PROGRAM SERVICE

First to open the new field in "Home" Facsimile broadcasting.

First to perfect automatic, fully visible, continuous feed "Home" recorders, requiring neither liquids nor carbon transfer sheets.

First to develop an automatic selective synchronizing method which permits "Home" facsimile recording in all AC or DC power areas.

First to open the new field in facsimile broadcasting for Aircraft, Police, and other mobile agencies. Demonstrations at appointment. Call Circle 6-8680.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
1819 Broadway, New York City

Walt Loehman
Winner National Baseball Announcer Popularity Contest, 1936
Winner George Trautman Trophy, 1938
Play-by-play announcer for Kansas City Blues Baseball Games on KMBC, 1939

Walt Loehman in "Dugout Dope," five-minute spot preceding afternoon baseball games, and two KMBC Sportscasts—6:10 and 9:40 P. M.

Call your nearest Free & Peters office or

KMBC OF KANSAS CITY
The Program Broadcasting and Testing Station

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Says Mr. Arbenz: "Our national spot radio business, placed through the R. H. Alber Co., requires a good deal of accurate up-to-the-minute information about stations and markets. So it's easy to realize why Mr. Alber always keeps recent copies of BROADCASTING, and the YEARBOOK, on hand for ready reference."
Tenth Institute at Ohio State to Hear Forum on Radio Education Techniques

TECHNIQUES of education by radio will again be discussed by educational and commercial broadcasters at the tenth annual Institute for Education by Radio to be held in Columbus, Ohio State University under the direction of Dr. W. W. Charters, director of the Institute and of Ohio State's Bureau of Educational Research, and J. Keith Tyler, the Institute's secretary. The conference will get under way with a panel discussion on "The Place of Radio in a Democracy" conducted by members of the faculty of the University of Chicago along the lines of its network broadcasts.

The afternoons of May 1 and 2 will be devoted to work-study groups, with these subjects and chairs:

Agricultural Broadcasts, G. Emerson Markham, agricultural director, WBT, Charlotte, N.C.; Harry Fowle, program supervisor, CBS, New York.

Radio Courses in Colleges and Universities, Prof. Joseph F. Thomas, University of Wisconsin.

Research in Radio Education, J. Wayne Wrightstone, associate director, Evaluation of School Broadcasts, Ohio State U.

Educational Uses of Facsimile, Television, and Recorded Speech, E. Allenungen, California Institute of Technology.

Speech, Wisconsin University.

Research in Radio Education, J. Wayne Wrightstone, associate director, Evaluation of School Broadcasts, Ohio State U.

Public Relations Broadcasts, Karl Berns, assistant secretary, Ohio Educational Council, Columbus.

Radio Workshop, Larry Ruder, educational director, W H K - W C L E.


Princeton Studies, Paul Lazarfeld, New York.

Wisconsin Study, Lester Ward Parker, Madison, Wis.

Evaluation of School Broadcasts, I. Keith Tyler, Ohio State University.

Round Tables

A series of round-table discussions set for the night of May 2 includes these subjects and leaders: Neon Program, E. H. Speet, casting director, CBS, New York.

Forum Programs, Allen Miller, University Broadcasting Council, Chicago.

Handling Controversial Issues, John Royal, NBC vice-president in charge of programs.

Public Relations Broadcasts, Karl Berns, assistant secretary, Ohio Educational Council, Columbus.

Radio Workshop, Larry Ruder, educational director, W H K - W C L E.


Princeton Studies, Paul Lazarfeld, New York.

Wisconsin Study, Lester Ward Parker, Madison, Wis.

Evaluation of School Broadcasts, I. Keith Tyler, Ohio State University.

Special Problems

Sections on special problems are listed for the opening night, May 1, as follows: National Asn., of Educational Broadcasters, Howard Menzer, University of Iowa; NAB, Neville Miller; Utilization of School Broadcasts, Harold Kent, director, radio council, Chicago board of education; Adult Education by Radio, Lyman Bryson, chairman, Education and Recreation Boards; Music Programs, Alton O'Steen, research associate in music, Evaluation of School Broadcasts, Ohio State U.

A demonstration of the utilization of a classroom on broadcast will be given the morning of May 2 by a student group under Mrs. Helen Moore, teacher in the Detroit public schools. Comments on the demonstration will be heard from Ster-
On Britle Paths

AT LOCAL stables in and near Chicago, Harry Creigh-
ton, sports commentator of WAAF, that city, interviews riders, transcribes the inter-
views and broadcasts them the following Sunday morn-
ing. Quarter-hour series called Bailey's Radio Horse
Shop is sponsored by Bailey's Inc., Chicago, whose slo-
gan is "everything for the rider but the horse." Spon-
sor will soon start a contest for the best novice rider. Grand prize: A horse, com-
plete with saddle and bridle. Judges will be chosen from
members of the Chicago Town and Equestrian Assn.

Permit Held Terminated

With Death of Partner

HOLDING that the death of one of the partners legally dissolved the
partnership, to which it had issued a construction permit for
another station, the FCC on April 4 dis-
missed an application of Hunt Broadcasting
Association for a construction permit for a station
in Tex., for a modification of CP approving transmitter site.
As a result, the group planning to erect KGVL in that community
with 100 watts daytime on 1300 kc. will have CP itself automati-
cally terminated.

Fred E. Horton, publisher of the Green Bay Press, who died June
29, 1938, was one of the partners who secured the new station
grant in August, 1937. The others are
J. L. Collins, local hotel owner,
and Noble Young, merchant. They proposed to construct the station
as originally planned by the group, but ran into legal complications.
When WOAI, San Antonio, operat-
ed by A. L. Mier, filed objections and
raised the legal point that no
partnership existed due to Mr.
Horton's death.

Handling Radio Rights

RADIO Rights Clearing House, a new firm to handle radio rights for
magazine stories, has just been formed. Partners are W. S. Doherty, formerly with
Cook & Doherty, publicists agents. The or-
ders are to handle leading publishers of pulp magazines to sell air rights for their serial
fics. The firm is located at 11-E 48th St.; telephone Plaza 6-0698.

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PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience

GLEN D. GILLETTE
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982 National Press Bldg.,
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Munsey Bldg., District 4846
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Hendron Avenue
Telephone 3-403B and 5-246
DALLAS, TEXAS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

MCNARY and CHAMBERS
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value
for routine observation of transmitter performance
and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, an-
nouncers, operators and other employees精通 strategy. Complete information in PARAMOUNT DISTRIBUTORS. Box 864.

Experienced continuity man with an-

nouncing ability for Southern station. Give full details and references. Pay ex-
pected. Box A381. BROADCASTING.

Wanted: experienced, responsible, sober
salesman with auto for rural area selling in Wisconsin. Opportunity to handle reb-
outes, announce, and build clientele in

towns of ten & fifteen thousand population. Commission & drawing account. Send refer-
ences. Box A377. BROADCASTING.

Situations Wanted

Top-notch sales producer for two of na-
tion's top-notch stations. Nine years in national and regional time sales. Likes "tough jobs." Knows New York agency-advertiser field intimately. Do you need this man? Box A385. BROADCASTING.

Employed commercial manager seeks change. Consider commercial management.
local or regional. Manage local experi-
enced. Capable. Outstanding record. Care Box A383. BROADCASTING.

First class phone and second class tele-
graphic operator. Knowledge of Dodge Radio Institute apparatus. Radio-
ingering and Servicing. Code on type-
writer. Twenty-two years experience. Box A386. BROADCASTING.

Management—Producer—Program-
manship: 45 years radio. All phases. Net-
works, Production, Programming, Contin-
uity, News, Programming, Announcements, Ad-
vertisement, 25 yrs. exec. 100 ideas to sell. Em-
ployed. Wants change to 15 yrs. wide experi-
ence with opportunity to advance on merit. Club man, mixer, Midwest preferred. Ex-
cellent references. Box A316. BROADCASTING.

Radio Coordinator ten years radio execu-
tive, ten years advertising sales experi-
ence. Can create and sell. Wide national em-
phases—local or national. Desires change
Box A317. BROADCASTING.

 Experienced Station Manager desires to
purchase or operate local station on sales-
and percentage basis. Prefer Midwest or West Coast. Can make investment. Box A318. BROADCASTING.

Instructor-Announcer: Teach announc-
ing, drama-writing, produce programs. Should
be complete announcer's duties. Box A380. BROADCASTING.

Experienced Announcer desires position with small station. Can write continuity and

writing, in night. Voice recording avail-

able. Box A319. BROADCASTING.

PROGRAM DIRECTOR. Can build up program on

small station with available free time. Pro-
gramming, Slotting, Music, Dramatics, C. I. 

staffs — special features — production, sale. Excellent refer-
cences. Permanent and stability more im-
portant than large salary. Box A307. BROADCASTING.

Shouts announcer wants Baseball assign-
m ent. Has studio, radio utility, references. Voice recordings available. Box A329. BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, To be payable in advance. Count three

words for box address. Forma close 25th and 10th of month preceding issues.

Young lady desires connection with small progressive advertising agency or radio

station. Seven years experience secretarial, data buying, talent man-

agement. Familiar with show business general office work. Now employed. Box A320. BROADCASTING.

Manager, prefers Southeast, 7 years ex-
perience, advertising, selling, program. With

ming. Can make small station pay and

turn. Recently located Metropolis, Illinois..

Available. Box A311. BROADCASTING.

Experienced announcer desires position with progressive network outlet or local
generation. Look for opening in Chicago or New York. Payable in advance. Count three
words for box address. Forma close 25th and 10th of month preceding issues.

Young experienced operator wants a better future. Now employed in network

station, but available at once. Licensed. Box A335. BROADCASTING.

Announcer—3 years experience, commer-

cial work, news, sports, continuity, "tough

programs. Voice recording. Box A325. BROAD-
CASTING.

Radio Operator: 10 yrs. licensed Tele-

graph and Telephone 1st Class. Three

months' experience with a network and
distance station operation. Qualified service. Four years factory and field services.

Chief engineer seeks new affiliation.

Graduate of leading university with degree of B. S. in Electrical Engineering. Have
constructed several stations up to 50 Kw. Capable of design and construction of

smaller apparatus. Extensive network op-

eration experience both national and re-

gional. Excellent record. References from leading broadcasting and network officials.

Box A377. BROADCASTING.

Commercial or sales promotion manager. Complete background, outstanding record.

Experience in National field. Prefer posti-

on in South or Midwest. Box A285. BROAD-
CASTING.

NEWS! Thoroughly experienced news-

waster, excellent salesman with good educa-
tional and travel background. Now em-
ployed, seeking better opportunity. Can also handle announcing, interviewing, com-
mercial continuity, special feature pro-
grams, sales promotion. Box A306, BROAD-
CASTING.

EXPERIENCED newspaper reporter, radio editor and broadcast news commen-
tator with excellent record of writing and

producing for local and national networks. Has worked with station or agency. Knows radio from

first day and has wide experience in Chicago and Mid-

west. Age 34, married, best of references.

Box A280, BROADCASTING.

Wanted to Buy

Second Hand Portable Turntable Reprodu-

able adaptable to 33 1/3 and 78 R.P.M.

Box A354, BROADCASTING.
CARLOS U. BENEDETTI, formerly of Los Angeles, California, and recently secretary of the Columbia Broadcasting System in New York City, has been assigned as Technical Director of "A Little Journey Through History: The Story of the United States," a series of 52 half-hour programs presented over the Mutual Network in 1939. The series was produced by Joseph P. Fifer, who is also the series' producer-director.

SIX PAGES of the April issue of Type Graphic, Pittsburgh graphic arts trade monthly, are devoted to "A Little Journey Through History: The Story of the United States," a series of 52 half-hour programs presented over the Mutual Network in 1939. The series was produced by Joseph P. Fifer, who is also the series' producer-director.
Decisions ...

APRIL 1

MISCELLANEOUS—KROY, KFI, Pat-
rick Bay Broadcasting, Co., requests
granted orders take depositions; NEW,
KWHL, Chico, Calif., granted motion
denied in part to continue bearing,
KWHL, Chico, Calif., granted
mon. 6-5-39 on appeal. Gasket Co. for
motion to continue hearing. C. T.
Sherer Co., Worcester, Mass., hearing
continued in vacuo. WOAM, New York,
granted petition in re ATLANTIC CITY.

APRIL 2

KYSO, Merced, Cal.—Granted con-
sent license to Merced Broadcasting.
NEW, Petty, fil. 100 kw WJMS, Ash-
land, Ore.; granted continuance bear-
ing to 5-12-39.

APRIL 3

KYSO, Merced, Cal.—Granted con-
sent license. NEW, Petty, fil. 100 kw
WJMS, Ashland, Ore.; granted con-
sent license to Merced Broadcasting.

APRIL 4

KYSO, Merced, Cal.—Granted con-
sent license. NEW, Petty, fil. 100 kw
WJMS, Ashland, Ore.; granted con-
sent license to Merced Broadcasting.

APRIL 5

The following license applications for
new stations were granted under provi-
sion (8) of Commission Rule 111:

NEW, Grant, Mo.—Granted CP 1500
100 kw 250 w unii.

NEW, Elgin, Ill.—Granted CP 1500
100 kw 250 w unii.

NEW, Austin, Tex.—Granted CP
1500 kw 250 w unii.

NEW, Knoxville, Tenn.—Granted CP
1500 kw 250 w unii.

NEW, Louisville, Ky.—Granted CP
1500 kw 250 w unii.

NEW, Montpelier, Vt.—Granted CP
1500 kw 250 w unii.

NEW, Perry, Okla.—Granted CP
1500 kw 250 w unii.

NEW, Scottsbluff, Neb.—Granted CP
1500 kw 250 w unii.

NEW, Grant, Mo.—Granted CP 1500
100 kw 250 w unii.

NEW, Elgin, Ill.—Granted CP 1500
100 kw 250 w unii.

NEW, Austin, Tex.—Granted CP
1500 kw 250 w unii.

NEW, Knoxville, Tenn.—Granted CP
1500 kw 250 w unii.

NEW, Louisville, Ky.—Granted CP
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NEW, Elgin, Ill.—Granted CP 1500
100 kw 250 w unii.

NEW, Austin, Tex.—Granted CP
1500 kw 250 w unii.
NEW YORK, ABN, May 13 AMERICAN OIL Co., Baltimore, on May 13 only sponsors the Preakness race on a split NBC network of 22 stations, 6:15-4:15 p.m. Agency: Joseph Katz Co., Baltimore.

TWENTIETH CENTURY FOH FILM Corp., New York, on May 15 only sponsors Kentucky Derby on 35 CBS stations, 6:15-8:45 p.m. Agency: Kayson-Spievo, N.Y.

WESTINGHOUSE ELECTRIC CO. New York, on May 7 starts Letters Home From the New York Fair on 73 NBC-Blue stations, Sun., 6:45-6 p.m. Agency: Fuller & Smith & Ross, N.Y.

JOWEY'S INC, Chicago, (Dari-Rich chockolate drink), on June 4 starts Sweig Newseead on 33 CBS stations, Sun., 11:11:30 a.m. (reb. 2:30-3 p.m.). Agency: Sorenson Inc., Chicago.


PROCTER & GAMBLE Co., Cincinnati (Test-Drum), on May 1 starts Midstream on 62 NBC-Red stations, Mon. thru Fri., 6:15-7:30 p.m. Agency: H. W. Kastor & Sons, Chicago.

C. B. KNOX GELATIN Co., Johnstown, N. Y. (gelatin), on April 21 starts for 10 weeks Fletcher Fawkes on 6 CBS Pacific network stations (KSFO KIRO EFFE KYV KON KARM), Fri., 3:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

OLD TRUSTY DOG FOOD Co., New York, on April 3 starts Just Dogs on 3 CBS stations (WEAR, WBRC and WORC), Sun., 6:45-8:30 p.m. Agency: H. B. Humphrey Co., Boston.

MR. E. H. RIEZKIE PRESIDENT OF CREI

Our own "Coast to Coast Network" of CREI men in more than 275 radio stations ... is proof that CREI training pays!

- Chief engineers want men who possess modern technical training. The fact that more than 275 broadcasting stations employ one or more CREI students and graduates is evidence of the respect the Industry maintains of this school and the men it trains.

- Just ask "any engineer" what he likes about the CREI courses in Practical Radio Engineering—and you'll be convinced that you have the very training you need to get ahead in radio. We'd like to send you details.

Write for booklet, "A Tested Plan for Men in Practical Radio Engineering"

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-8 2524-16th St., N.W., Wash., D. C.

BROADCASTING • Broadcast Advertising

April 15, 1939 • Page 81
 WOW, Omaha, is celebrating its 10th birthday with a month-long promotion campaign during April. Included among stunts is a contest for best letter by WOW in "favorite station" with two round-trip tickets to the Golden Gate Exposition prizes; a snapshot contest with cash prizes totaling $500 for the best photos of WOW listeners at their radios; a 30-minute show of stunts appearing before a dozen leading men's luncheon clubs; transcribed felicitations from other WOW celebrities all over the county; a series saluting small towns and rural areas; a series promoting the station's programs; elaborate technical displays for operators behind the studio and transmitter; a series of special events features from all over Omaha, with Foster May pointing out WOW's progress in 16 years, and a staff slogan contest. The station expects the promotion drive will cost from 3 to 4 thousand dollars.

* * *

Getting Ready for 50 ANTICIPATING operation under 50,000 watts, WCKY, Cincinnati, is preparing an outdoor display directory of programs for sale, for use by the station's sales department, with photos of acts and records. The data on the individual attractions follows a format promoting the Cincinnati Community Chest campaign with four quarter-letters and a daily column from April 9 to 28 and broadcasts of the noonday luncheon meetings from the Sinton House. WCKY, in cooperation with WKRC, WSAI and WGPO produced an hour show for the Chest.

* * *

Screwballs in Demand NEARLY 4,000 requests for "screwball" emblems with a trylon-periscope motif were received by the staff of WTMJ within five days of the following a single offer made at the conclusion of the Doctor Rockwell's Brain Trust program on April 4. Announcement that listeners could obtain the insignia by writing to the studio reached 25,000 listeners as FM was made by NBC on check on the pulling power of the program. The campaign was originated by the network specifically for sale to an advertiser on the Blue as a part of a week-long drive to promote the Blue network. This morning, March 11. It will be carried on 60 Blue stations Tuesdays, 9:30-10 p.m., until May 16.

* * *

Shift Published TO ANNOUNCE the change of the Amos 'n Andy program from NBC-Red to CBS-Red on April 3, the Campbell Soup Co., Camden, started a newspaper campaign throughout the country to place the program, Ward Wenzel, Chicago. At the same time, the 56 CBS stations broadcasting the program also placed the first of a series of advertisements announcing the change, copy for which was prepared by the Vitro News Bureau of KTFI, Twin Falls, Idaho, and distributed locally through libraries and bookstores.

A RADIO STAR and drug store owner got together with the sponsor, advertising agency and network to promote the program at NBC Hollywood Radio City in early April to discuss and launch the new Radio City of the Month window display promotion campaign aimed to stimulate sale of products sold by drugists and advertised on network programs. NBC, in conjunction with West Coast drug companies, will feature a different popular radio artist each week in window displays. Drug stores in turn will feature the products advertised on that particular program through fliers, weekly radio spots in the local network's programming, and classified ads featuring the radio artist.

* * *

Mark of the Week SCHEDULES of NBC features of the week, written on blackboards in two dozen stores in Los Angeles by KTFI, Twin Falls, Idaho, and distributed locally through libraries and bookstores.

* * *

Merchandising & Promotion Screwball Periscope—Promoting 50—Record Storage—Mutual's Guinea Pig...A Famous Shift

RCA Contest RCA Mfg's new promotion Music You Want on KGB in San Francisco, nightly except Saturday, is conducting a record storage contest with "What is the most desirable way to keep records in the home?" Contestants are asked to send in the best brief of possible and to include photos or sketches if required. Three prizes will be given for the best answers: Victor records to the list value of $250, $150 and $100.

Radio Home Tour WLHS, Fort Huron, Mich., has started a series of model home tours, three-weekly, under cosponsorship of several contracting firms. Fred King spends half the quarter-hour period describing one room and then interviews prospective buyers on the remaining time. Although the worst storm of the season was raging, five hours after the first broadcast, on March 12, 116 people came to view the house, mentioning the radio tour.

Mats for New Clients EVERY time the commercial department of WHAI, Greenwood, Mass., lands a new program contract, the merchandising staff furnishes the client with a specially prepared newspaper mat to be inserted in which space advertising. The mat gives call letters, frequency, title of program and broadcast time.

* * *

Paderewski Souvenir A SOUVENIR folder commemorating the first American radio appearance of Paderewski, on Feb. 26, is being issued by the music publishers Service together with the April issue of Meno, its monthly publication. Folder includes a black and white charcoal portrait of the great pianist drawn by Bettina Steinke.

* * *

Sperky Casserole SPERRY FLOUR Co., San Francisco, is offering a Sperky caserole with metal stand on the Woman's Magazine of the Air promotion which will house Sperky's Celebri- tities all over the country. The presentation traces history of several accounts growing out of first try test programs designed to do a particular selling job. Robert Schmid, Mutual promotion director, conceived the piece.

* * *

Loose-Wiles Voices PUSHING Loose-Wiles daily news feature, Sunshine Reporter, heard Monday through Saturday, 6:25-7:30 p.m., on KMJ of San Francisco, the station invited 25 Loose-Wiles sales representatives to the studio, recorded interviews between them and the network managers in J. A. Daniel, and played back their transmitted voices, along with a message from President H. Hupp and a WTMY sales message. The idea was developed by Trevor Bevan, district manager of the company, and William F. Dittman, WTMJ sales head.

* * *

"Gang Busters" at Fair TO EXTEND its crime-prevention campaign, the radio program Gang Busters, heard weekly on CBS, under the sponsorship of Colgate-Palmolive-Peet Co., is lending its name to a special building in the amusement center of the New York World's Fair which will house criminal nomenclature and police detection equipment. Phillips H. Lord, producer of the program, will direct crime-prevention demonstrations daily.

* * *

Radio Redent IN MOTHER GOOSE style, complete with two-color illumination, MBS tells its success story as a radio program with the recently published 20-page bound volume, A Guinea Pig Goes to Town. The presentation traces case histories of several accounts growing out of first try test programs designed to do a particular selling job. Robert Schmid, Mutual promotion director, conceived the piece.

* * *

When Amos 'n Andy shifted their Campbell Soup Co. series on CBS from KFTS in Kansas City to their San Antonio outlet, KTSX, used this means of publicizing the event.

* * *

Getting ready for the upcoming shift of Amos 'n Andy with the spring moving season, air being carried on more than 50 moving vans in New York, Washington and Cincinnati. Cards are furnished by CBS and carry messages advising early moving as well as the name of the station now broadcasting the program in each city. Idea was conceived and produced by John Fox of the CBS sales promotion staff.

* * *

All for the City KSFO, San Francisco, has launched an intensive publicity campaign for its new municipal show Your San Francisco to give the listener last-minute news of city developments. Three hundred street cars of the Municipal Rail- road, a moving window display calling attention to the broadcasts. The weekly bulletin of the San Francisco public schools gives notice of each broadcast, as do the San Francisco Municipal Employ- ees Journal and the Peace Officers' Monthly Bulletin.

The merchandising department of KSFO recently arranged for the addition of six new window displays featuring the station's artists in downtown San Francisco. Five displays are located on Market St., the city's main thoroughfare.

* * *

Prowow Prizes THE West Coast Soap Co., Oakland, sponsor of Parents' Powow, San Francisco, is offering weekly prizes for essays. Contests must include a label from the bottom of a Prowow Modern Household Cleanser or replica. The first prize is a $10 grocery order and six other prizes are snip rip in Faunt Maga- zine. Every letter accompanied by a Prowow label nets the writer an order for a large can of Prowow Modern Household Cleanser.

* * *


WLV, Cincinnati—Vol. 1, No. 1, of "The Bus Way of a Nation," four- page illustrated bi-weekly "designed primarily as a sales promotion for WLV's advertisers, the station, and dealers in WLV's listening area..." News account, program times and services, prices and other material are included.

WLV, Cincinnati: "Food-Stuff" brochure for WLV's Christmas food-merchandising promotion.

WBAL, Baltimore: 16-page brochure, "Things are Happening in Baltimore", illustrating programs, personalities and merchandising ideas of WBAL.
Habit lies deep in the heart of America

Warm gingerbread — cool milk — mid-week prayer meetings — fried suppers — infinite chores — the sweet monotony of daily life — unconscious habits of years. Into such simple routine WLW in 18 years has established its friendly place.

And through the years, as a friendly visitor into your homes, this station has reflected and will continue to reflect, the tenor of life and the tempo of living in WLW land.

Last year, for example, in addition to the finest NBC and Mutual network programs, WLW spent $854,000.00 on its own programs — another reason why WLW is the listening habit in the heart of the Nation.

WLW

THE LISTENING HABIT IN THE HEART OF THE NATION!

The Crosley Corporation, Cincinnati, Ohio, Powel Crosley, Jr., President
A LARGE STATION SPEECH INPUT SYSTEM THAT’S IDEAL FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM at low cost!

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls... Separate talk-back microphones with interlocked switching to studios or remote lines... Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized... Rugged mechanical construction with hinged chassis for greater accessibility... Switches for quick connection of complete emergency amplifying channel... Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue... Plate current metering for checking of tubes in program channel... Attractive 2-tone umber gray finish—modern functional design... Factory wired, tested, and guaranteed, this equipment also offers many other features.

* * *

Use RCA tubes in your station—
for quiet, reliable performance