I say, Porlock, you might be more careful. An account hung in the balance. I particularly wanted those T. T. Taffy people to hear WOR at the party last night.

I'm very sorry, Sir. I had not anticipated...

My good man, I anticipate; you ACT!

Indeed, Sir.

Yes, Porlock. Indeed! Indeed! Indeed!

I'm afraid I don't quite follow you, Sir.

Ah, Porlock, what admirable stupidity! I wanted T. T. Taffy to hear WOR because WOR is part of every selling recommendation I make. They should be on WOR. Everybody should be on.

Some people are, Sir.

Confound you, man! More than 75% of WOR's sponsors are among America's greatest national advertisers. WOR covers the greatest group of markets over which any transmitter ever sprang sound. WOR literally padlocks every set at 7:00 in the majority of more than 4,250,000 radio homes.

May I ask if it sells things, Sir?

You may—ask Procter & Gamble, Rogers-Peet, Kirkman, General Mills, Kellogg, Standard Brands and more than ninety others.
NO RATE CARD CAN SHOW ALL THIS!

If you make up your radio list by comparing power in watts alone, a rate card will give you all the information you need. If you prefer to think of stations in terms of power to produce sales, then no six by seven inch table of statistics is big enough to begin to tell the story.

That story is told dramatically, vividly, animatedly, as unfolded to the White King Soap Company, Los Angeles, by KLZ in March, 1939. White King’s thirty-day series of hundred-word spot announcements went out over fifty-six leading stations from Kansas City to the Pacific coast, including Denver’s two leading stations.

First: KLZ outpulled the other Denver station used by 16%. Second: KLZ occupied seventh place among all fifty-six stations used on the schedule. Third: KLZ, with three announcements a week created a greater mail response than seventeen stations on the list that carried five-time-a-week schedules.

You’ll not find this on KLZ’s rate card... but you will find it important in making up your radio schedules for the Denver-Rocky Mountain area.

KLZ Denver

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WXY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
Attracts 3,000,000 Spending Vacationists

SPENDING with the same gay abandon with which they drive tennis balls across the net, New England's extra summertime population of 3,000,000 vacationists offers an active, rich market.

Merchandise purchases of every conceivable nature are made by these liberally-spending vacationists in order that all their living requirements and recreational interests may be gratified.

You can reach this tremendous market of vacation-time spenders through the 17 stations of The Yankee Network. Whether they are fishermen following the trout streams, campers in mountain and lake regions, tourists on the highways, guests at swanky resorts or in more modest surroundings—The Yankee Network reaches them all. Radio equipped automobiles, boats, cottages and hotels make Yankee programs available anytime, anywhere.

New England's 3,000,000 vacation guests are your plus audience. Add this to the regular Yankee audience in the 17 important trading areas and you have a responsive market of extraordinary size.
At Either End of the Day, It's Station WWJ in Detroit

Latest Survey Shows 44.75% of All Detroit Listeners Tuned to WWJ's Children's Show at 6:30 P. M.

On Saturday, April 8, the Hooper-Holmes Bureau, Inc., conducted a survey to determine the popularity of WWJ's CHILDREN PLAYHOUSE, on the air from 6:30 to 7 p.m. Personal calls were made at 500 homes representing a cross-section of the various income groups of the city. Of all the radios in use in these homes, 44.75% were tuned to WWJ. This survey, following one made in January of this year to determine the early morning listening habits of Detroiteres, and which showed that 43% of all listeners were tuned to WWJ, definitely establishes the pre-eminence of WWJ in the Detroit Market—at either end of the day.
the Crab,
the Lion,
Virgo
and CBS
3 signs of summer
...and some other signs*

At least a million more people will listen daily to radio this summer than last summer. And this is millions more than listened in the peak winters of 1934, 1935, 1936!

78.6% of all U.S. radios were turned on each day last summer. Average listening time was 4 hours and 18 minutes for sets in use, per family, each day last summer!

This year, summer listening will increase. It has—every year! There are now millions more radio sets—home, automobile, portable—than ever before. And there is still time for you to take your story to this audience, growing in size and in responsiveness.

* SOME CBS SUMMER 1938 ADVERTISERS

On the next page, some notes on 1939.
You may have seen that headline recently, for it made the front pages in paper after paper. Included in the figure are 14 new contracts and 5 renewals of contract.

Here's what one paper said about it:

"Completely reversing the seasonal trend in radio for both Summer and year-round schedules, CBS has concluded a record-breaking month in signing new business and obtaining renewals. Gross business in new contracts for the past 30 days totaled $6,313,829 of which $2,255,396 comprised renewals. Contracts included 14 new accounts, while the renewals were five in number...

The number and volume of these contracts closed by Columbia during the last month indicate a striking upturn in radio advertising of all lines of industry. Foods, tobaccos, fuels, drugs—all are represented in these increased investments, as of April 12".

If you'd like to know more about summer 1939 and Columbia, summer and winter, we'll be glad to amplify for you this brief story of the Crab, the Lion, and Virgo.
The Story of the

REDISCOVERY of the PHONOGRAPH

Once upon a time, in the halcyon days of gold-inlaid stock market floors and short skirts and vaudeville, there appeared in these United States an instrument of mystery, so conceived as to pluck music and entertainment from the very air and bring it to us in our homes. Radio, it was called, and so popular became its appeal that before the news of the Crash had become old stuff, the long-established and universally-cherished phonograph was almost completely forgotten.

The headlines in 1933 must have been “Radio Kills Phonograph.” But about that time, someone tripped over the old adage about fighting fire with fire. So RCA employed radio to advertise the phonograph. And then it happened...

Throughout the country came news of phenomenal sales increases. Especially from Northern California. There, using a three-quarter hour program on KGO, just before midnight when listening is supposedly at an ebb according to radio folk-lore,* RCA watched Victor Record sales boom over 33% in 1937, over 27% in 1938.

And difficult though it may be to believe, 1939 Victor Record sales are even greater thus far by 30%. Perhaps that’s because it’s World’s Fair year in San Francisco... or because KGO, which broadcasts more of the popular Exposition programs than any other station, has so vastly increased its regular listening audiences this year. Whatever the reason, it seems to point to two conclusions: (1) Radio has revived the Phonograph—(2) KGO’s Exposition market is probably the most vital advertising development in the West this year.

*KGO commands the Exposition market

MOTOR VEHICLES HERE CONSUME MORE THAN
Those Hundred Million Dollars
IN PETROLEUM PRODUCTS ANNULARY

"Ten gallons please." Imagine repeating that purchase two hundred million times and you have some idea of the gasoline consumed within the "Golden Horseshoe," the newly discovered metro-rural market of the Middle West. Here, almost two billion gallons are consumed annually, practically as much as in the entire state of New York. Sales on petroleum products alone climb above three hundred million dollars every twelvemonth. And so they go on other products too. No matter what you sell, consider well the gold within the "Golden Horseshoe," its two and one quarter million buyers who buy. And welcome news is the fact that this market can be blanketed effectively and at minimum cost through the "Great Stations of the Great Lakes"... WJR in Detroit and WGAR in Cleveland!

THE GREAT STATIONS OF THE GREAT LAKES

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATIONS... COLUMBIA BROADCASTING SYSTEM... EDWARD PETTY & COMPANY, INC. NATIONAL SALES REPRESENTATIVES...
ANPA Moves Toward Harmony With Radio

By BRUCE ROBERTSON

Cooperation Is Sought by Publishers Radio Committee; McCarrens New President; Joint Sessions Planned

AMPLE evidence that future rivalry of newspapers and radio may be confined, without bitterness, to competition for advertising, while publishers and broadcasters work together to eliminate the current causes of friction, was forthcoming at the 53d annual convention of the American Newspaper Publishers Association, held April 25-27 at the Waldorf-Astoria, New York.

The report of the ANPA, Radio Committee, commending the cooperation of press and radio as exemplified during the Munich crisis last fall and recommending further such cooperation, was one sign. The election of a publisher with wide radio interests as president for the coming year was another.

The action of the Associated Press membership on April 24 in urging the AP directors to find a way of making AP news available for commercial broadcasting also points toward greater press-radio harmony.

Seek Understanding

And perhaps most promising of all was the first of a series of meetings between the publishers' Radio Committee and the broadcasters' Press Relations Committee, which will attempt to create a better understanding of one another's problems among the members of each group.

New ANPA president is John S. McCarrens, vice-president and general manager of the Cleveland Plain Dealer, which owns WHK and WCLE, Cleveland, and WHKC, Columbus, and has a substantial interest in WKBQ, Youngstown. Other ANPA officers for the coming year include: Walter M. Dear, Jersey City Journal, vice-president; John S. Parks, editor (Newark) Times Record, secretary; W. G. Chandler, Scripps-Howard Newspapers, treasurer.

Ever Talking Radio

The 1939 meeting of the ANPA proved no exception to the oft-repeated remark that when two publishers get together they talk about radio. From the opening session, confined to the smaller newspapers, at which the major address was devoted to a plea to publishers to drop their radio columns and quit devoting free space to their competitors, radio was never long absent from the speakers' platform.

One possible explanation for this may lie in the report of the ANPA's Bureau of Advertising, which reports that "magazines, like newspapers, lost in 1938, but radio has shown a steady increase year after year." Using Media Records figures and taking 1933 as the 100% base, the Bureau prints the following tabulation of advertising revenue from 1933 to date:

<table>
<thead>
<tr>
<th>Year</th>
<th>Newspaper</th>
<th>Magazine</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1933</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>1934</td>
<td>101.0</td>
<td>105.5</td>
<td>113.1</td>
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<tr>
<td>1935</td>
<td>108.1</td>
<td>112.5</td>
<td>126.4</td>
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<td>1936</td>
<td>114.1</td>
<td>118.3</td>
<td>139.8</td>
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<td>1937</td>
<td>120.5</td>
<td>122.6</td>
<td>144.8</td>
</tr>
<tr>
<td>1938</td>
<td>142.5</td>
<td>142.5</td>
<td>181.4</td>
</tr>
<tr>
<td>1939</td>
<td>114.7</td>
<td>134.3</td>
<td>227.6</td>
</tr>
</tbody>
</table>

These figures were undoubtedly in the mind of James G. Stahlman, Nashville editor, president of the ANPA, when in his address to the membership he urged them to "the task of gaining the leeway in advertising revenues lost through failure to adequately meet the changing currents of abnormal times which less favourably endowed competing media have so successfully turned to their advantage."

Right Profit by Example

One technique of radio, the sale of time in 13-week units, was advocated by Atherton W. Hobler, president of Benton and Bowles, as something that might be employably copied by newspaper publishers. Citing an analysis of newspaper advertising for a recent year which showed that over 30% of the national advertisers using newspaper space used less than 1,000 lines that year and only 4% of them used 10,000 lines or more," he contrasted the advertiser's approach to radio. Having a choice of several stations, he might use it for a minimum of 13 weeks and thereafter in periods of 13 weeks.

"If radio is growing," he continued, "it is because its use has been markedly successful in a number of instances and I am willing to put my neck out far enough to say that I believe this has been largely due to the way advertisers and agencies have been forced to use radio. To use it all at they have had to buy enough concentration and frequency of impression.

AP Puts Sponsored News Up to Board

Members See Need of Meeting Inroads by Competitors

A RESOLUTION urging the board of directors of the Associated Press to consider making AP news available for broadcasting under commercial sponsorship was adopted April 24 by the membership of the press association at its annual meeting at the Waldorf-Astoria, New York. In voting favorably on this proposal, the AP completely reversed its action of a year ago when a similar resolution was voted down by a large majority.

This year, as last, the voting was preceded by a lengthy and heated argument in which publishers favoring the sale of news to radio pointed out not only the need of AP for additional revenue but indicated this step would enable it to better meet the competition of other press services already selling their news for commercial broadcasts.

State Groups Favorable

The question was raised by Charles P. Manship, publisher of the Baton Rouge Advocate and State Times and also owner of WJBO in that city, who said that at a recent meeting AP members in Louisiana and Mississippi had adopted a similar resolution. Other publishers reported that similar action had been taken by AP groups in Minnesota, California, and that interested newspapers might be employably copied by newspaper publishers. Citing an analysis of newspaper advertising for a recent year which showed that over 30% of the national advertisers using newspaper space used less than 1,000 lines that year and only 4% of them used 10,000 lines or more," he contrasted the advertiser's approach to radio. Having a choice of several stations, he might use it for a minimum of 13 weeks and thereafter in periods of 13 weeks.

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(Continued on page 68)
toring the resolution provided extra assessments were levied by the association on member publishers who sold the AP news for sponsored broadcasts. AP now permits its members to broadcast reports on a sustaining basis only, and also has been furnishing sustaining news to the networks and to various stations in New York since the breakup of the Press Radio Bureau.

Stating that his radio station (WGN) had never broadcast a sponsored news program and never would, Col. Robert R. McCormick, of the Chicago Tribune, urged that the matter be left entirely to the directors. Recalling other changes that had been made in AP operations, which he described as "changes far from the thoughts of the AP founders," he said newspapers should use radio as an "asset, not a rival" and that "we should make radio our servant, not our master." He warned that wise action could not be taken by a group that meets only once a year for a couple of hours.

A number of the problems to be solved in the sale of AP news to radio advertisers were raised. One publisher questioned the service's ability to give satisfactory radio reports and news reports as well. The publisher of an afternoon paper said that he could not broadcast news at night because the AP night service in his city belongs to the morning paper. Another publisher wished to know whether AP news would be sold by the AP or by individual members and another asked if the association's by-laws would permit the use of news of AP to radio under any circumstances.

In answer to the last question, it was stated that the "bulletin rule," which permits a publisher to use his news in other ways than printing it in his paper, could probably also be applied to radio and since this rule applies to the bulletin advertising there should be no legal difficulties.

May Avert Higher Fee

As to the other questions and the whole matter of procedure there was no official answer, the board members declining to make any statement until they have had an opportunity to talk to interested publishers and find out what practices will best suit the situation. It was generally believed, however, that no move would be taken that would in any way affect the individual member the control of AP news in his community.

If the board is able to work out a satisfactory method of making AP news available for sponsored broadcasting, the solution is expected to avert the necessity for increasing the number of member publishers. In the annual report, read at the opening of the meeting by Robert McLean, Philadelphia Bulletin, AP president, it was stated that while such an increase had so far been averted through efficient management, the board "has watched with some concern the increasing funds available to competing news services as the result of the demand for news for broadcasting purposes. Particularly significant has been the opportunity thus afforded competing agencies of entry into local newspaper fields not heretofore available to them."

Following the meeting the publishers witnessed a television demonstration staged by RCA and NBC in cooperation with the AP, whose newscast was toured by a mobile television camera for the benefit of the members watching at the hotel.

**Six Have Stations**

SIX of the 11 members of the ANPA Radio Committee have interests in radio stations. The chairman is J. S. Greer, Monroe (Mich.) News. Members and their newspaper-radio affiliations are H. M. Booth, Worcester Telegram & Gazette (WTAG); Amon G. Carter, Ft. Worth Star Telegram (WFS, KGTK); Norman Chandler, Los Angeles Times; E. D. Corson, Lockport (N.Y.) Union-Sun & Journal; K. F. Engel, Little Rock Democrat (KLRA, KGHI); Edwin S. Friendly, New York Sun; J. L. Horne Jr., Rocky Mount (N.C.) Telegram; J. R. Knowland, Oakland Tribune (KXL); H. Ponting, Detroit News (WDJ); D. S. Warden, Great Falls Tribune (KFBB).

**News Broadcasts Aid Newspaper Sales, Publishers Agree at Joint Discussion**

UNANIMOUS agreement that news broadcasts have helped rather than hindered the sale of newspapers was expressed by the Radio Committee of the ANPA's Bureau of Advertising at a meeting April 27 with the NAB's Press Relations Committee. The newspaper group agreed that people who have heard the highlights of any news story on the air are more anxious to read the full details in their newspapers than those who have no knowledge of all that has occurred.

The two committees assumed the roles of friendly competitors during the joint session, at which the NAB representatives explained formation of the NAB's Bureau of Radio Advertising, performing a function similar to the ANPA's Bureau of Advertising.

**News Sponsorship**

Opening, with a statement by J. A. G. Stahlin, Nashvillle Banner, retiring president of the ANPA, that "a free radio goes with a free press" and that anyone who attempts to violate the freedom of radio will find himself unanimously opposed by the newspaper publishers of the country, the meeting went into a discussion of the four principal areas of irritation between the publishers and broadcasters: The printing of news without charge, the similar publication of radio columns, competition of radio and the press in the dissemination of news, and their competition as advertising media. Regarding the latter point, the newspaper group then served notice on the broadcasters that they would give them whole-hearted competition for every piece of business and that they expected similar treatment from radio, which proposition was accepted as fair by the radio men.

The new Bureau of Radio Advertising is to parallel the Bureau of Advertising. It was planned for broadcasters to mail individual news stories to all newspapers in their solicitation of advertising by collecting and compiling data and promotion materials proving the effectiveness of the medium in selling goods and services.

Major portion of the conference was devoted to debating the question of sponsored news broadcasts. The broadcasters presented the view that when news is presented under the auspices of an advertiser it automatically becomes suspect by the public and subject to criticism and to loss of respect, with the danger that the public will become cynical about the intrinsic fairness of all news, whether broadcast or printed. To this charge the radio group replied that under existing practices, which will be made official for the broadcasting industry through incorporation in the new NAB Code of Procedure, control of news broadcast under commercial sponsorship is easily placed in the hands of the news editor of the station or network through whose facilities it is broadcast. Furthermore, the said news is always presented, not as coming from the advertiser but with an announcement by the station. "The Broadcasting Company now presents a period of news from the General Press Association," which clearly tells the listener the source of the news he is hearing.

The meeting also cleared up a general misunderstanding on the part of the publishers that all radio news was sponsored when in fact the broadcasters showed them that almost all broadcasters present regularly daily news periods in the public interest, regardless of whether these periods are sponsored or sustaining. In fact, the majority of news broadcasts presented by the stations without sponsorship, it was stated.

It was agreed by all present that the essence of news, whether printed or broadcast, is public service, and that the utmost care should be taken so that the impression that any sponsor of news broadcasts has anything to do with the preparation or editing of the news broadcast during his time on the air. It was pointed out that (Continued on page 64)
Congress Formally Recognizes Radio With Gallery Facilities

Drive Finally Succeeds; Baukhage, Warner and Lewis Named by Networks as Their Reporters

RADIO'S status as a full-fledged news-gathering and distributing medium has received the formal recognition of Congress, with provisions made during the last fortnight for gallery facilities in both Senate and House comparable to those of the press. Largely due to the efforts of Fulton Lewis Jr., a former commentator and a well-known former newspaper correspondent, both Houses of Congress have adopted resolutions setting aside gallery facilities. They will be apart from those occupied by the press. Hearings were held before subcommittees on rules of both houses, at which press gallery standing committee members opposed lumping of radio reporter accommodations with press galleries, largely on the ground of lack of accommodations.

Almost coincident with the successful gallery drives, all three networks have named outstanding Washington newsmen as radio reporters at the Capitol. Mr. Lewis soon is expected to devote full time to his MBS work, NBC, which for the last several months has used H. R. Baukhage, Washington correspondent and radio commentator, on a parttime basis, formally announced his retention as a fulltime correspondent. CBS on April 20 announced that Albert L. Warner, for the last four years chief of the Washington Bureau of the New York Herald Tribune, had joined its Washington staff as news analyst.

Eligibility Standards

A standing committee of radio reporters, under the new rules, will be established which will determine eligibility of radio correspondents for admission to the galleries set aside for radio. In addition to Messrs. Lewis, Warner and Baukhage, it is expected that members of the Washington staff of Transradio Press will be admitted immediately as qualified correspondents.

The House resolution, offered by Rep. Dempsey (D.-N. M.), father of William J. Dempsey, FCC general counsel, was adopted April 29, provides that such portion of the Gallery of the House as may be necessary to accommodate the news of the day, and similar means of transmission, wishing to take turns and privilege shall be set aside for their use, and reputable reporters thus engaged shall be admitted thereto under such rules and regulations as shall be fixed by the standing committee of radio reporters, subject to direction and control of the speaker.

The First Three

The network news commentators who first will occupy the new radio galleries are well known in Washington and national journalism. Mr. Baukhage long appeared on the National Farm & Home Hour, and in the Federal Housing Administration programs as the Master-Builder. For several years he has been Washington columnist for North American Newspaper Alliance. He formerly was with the United States government and also had wide experience as a foreign correspondent.

Mr. Warner's appointment was announced by Paul White, CBS director of public events. Well known as a political writer, he has been in Washington since 1930 when he joined the Herald Tribune bureau as second in command. He became bureau chief in 1935. Prior to that he was with the Brooklyn Eagle and the New York Times in New York and Albany. He is a former president of the White House Correspondents Association, and is a member of the Gridiron Club.

Mr. Lewis formerly was on the Washington medal of the International News Service and Universal Service, Hearst press associations, and for some time served as White House correspondent of the Cincinnati Post and as a New York columnist. He entered free-lance publicity work several years ago, but last year joined WOL, Washington, as a news commentator. His daily newspaper commentary soon was placed on the MBS network, and he has acquired a reputation as a Washington analyst.

Will Grace 'Radio Press Galleries'

Four Improve Status

IMPROVED facilities for four stations who had long FCC-accredited gallery status during the last fortnight. KPAC of Fort Arthur (Tex.) College was authorized to change its frequency from 1260 to 1220 kc., and its power from 500 watts daytime only to 500 watts fulltime, and college's New York State University's WOSU, using 750 watts at night, was authorized to increase to 1,000 watts, which is also its daytime power. WTLQ, Toledo, 100-watt daytime station on 1200 kc., was authorized to use fulltime with 100 watts day and 30 watts night, and KVNO, new local at Vernon, Tex., secured a daytime power increase to 250 watts.

HKO-PATHE Films has initiated plans to film the cast of Information Please, heard on NBC-Blue under the sponsorship of Dry Ginger Ale, in a series of 13 one-reelers with a different guest star on each reel. Cast will include Clifton Patin as m.c. and the three regular members—John Keran, F. F. Adams and Oscar Levant.

BROADCASTING • Broadcast Advertising

May 1, 1939 • Page 13
Border Station Status Delayed Action on Allocation Changes

Formal Ratification by Mexican Senate Expected But Danger of Reservations Causes Concern

MEXICO'S apparent unwillingness to upset a half-dozen high-power "border stations" operated with American capital has again confused the North American allocations picture, although negotiations still are going forward through diplomatic channels looking toward elimination of this last remaining obstacle.

At a closed session of the FCC April 15, Sen. Thomas Burke of the State Department's Division of International Communications present, it was decided to ask the Mexican Government regarding its intentions as to the preservation of the border stations under the terms of the Havana Treaty.

This step was taken because of the ambiguity of previous communications, although the Mexican Government had ratified the treaty administratively with reservations on relocation of high-power border stations (June), and that formal ratification of the treaty itself would be accomplished shortly at an extraordinary session of the Senate. The Senate previously had declined to ratify the on the ground that the proposed allocations were not in the best interest of the country. It was thought, however, reports were widely prevalent that operators of border stations, even if they were designated to throw their signals primarily into the United States.

Pullman Using Spots

FCC Chairmen, McLean, early in May will start a short spot campaign of three weekly minute announcements on the part of 24 stations to elicit pullman car sales. Stations scheduled are: WMAQ WLW WWJ WJR WTMG WGRD WOR WLOM WTVN WAOAI KTAO WHO WLW WFFA EGKO WNWX WREC WCMX WERB WJSX WIBW. Blackett-Sample-Hummert, Chicago, handles the account.

was felt the additional advices were necessary.

The six border stations which would retain their present high power status under the proposed "relocation" provisions of the administrative agreement are XEAW, Reynosa, across from McAllen, Tex.; XEFN, Tamaulipas, across from Edinburg, Tex.; XERN, Piedras Negras, opposite Eagle Pass, Tex., of which six, the XERN and XEFN may be assigned to a head; XERA, Villa Acuna, opposite Del Rio, Tex., identified with the XERG, which has recently acquired by interests headed by Carr F. Collins, of Texas, interests including Dr. Brinkey; XENT, New Laredo, across from Mc Allen, Tex., operated by Norman Baker; XEPN, Piedras Negras, opposite Eagle Pass, Tex., of which W. E. Brinkley; and XERX, XERA, Texas, the proposed allocation was made.

Another Word Awaited

Earlier advices from Mexico stated the Mexican Government was willing to give its administrative approval to the agreement. The reports received that President Cardenas had signed the administrative agreement on April 14. It was added that formal ratification would be forthcoming at a special session of the Senate to be convoked late in April or in May. Because there was no specific mention of this, the treaty ratification would be sought with reservations—which would have to be accepted by the other three nations—or without them, it

Treaty Provision Opposed

Because the formal communications have not been clear as to the ultimate intentions of Mexico with respect to the border stations issue, the FCC requested the State Department to resolve further the situation in that connection. The attitude appears to be that temporary continue of the border stations under the treaty agreement would not be objectionable, but that any provision under which reservations would be incorporated in the treaty regarding acceptance of such outlets would be opposed.

For nearly ten years, constant efforts have been made for elimination of the high-power border outlets, operated nominally as Mexican corporations by such outlets while American broadcasters as Dr. John R. Brinkey and Norman T. Baker.

The provisions of the North American broadcasting agreement itself, under which definite allocations of facilities are made to the United States, by the major countries, specify that broadcast channels in the 560-1600 kc. range shall be used for the benefit of nationals of both countries in which they are located. That, it felt, automatically eliminates border stations, which for the most part use direct directional beams to throw their signals primarily into the United States.

New Rules Draw Many Objections

Half-Dozen Groups Object to Proposed FCC Regulations

AT LEAST a half-dozen participants in the hearings of last year on proposed new rules and regulations governing broadcast channel allocations have submitted formal template filing exceptions to the report of the FCC Committee on channel allocations, which are due May 6. Oral arguments, probably during June, will be heard by the full commission in the light of such objections.

Greatest dispute centers around super-power and clear channels aspects of the report. The Clear Channel Group, according to Louis G. Caldwell, its counsel, will oppose the provision of the proposed rules limiting power on clear channels to 60,000 watts. Moreover, the group will object to conclusions reached by the Committee dealing with social and economic aspects of the proposed rules to attempt to block further inroads on clear channels via the duplication method.

Others to Protest

Both the National Association of Regional Broadcast Stations and National Independent Broadcasters, the latter representing locals, are expected to attack the same provisions of the proposed rules which affect local clear channels or on opposite grounds. The specification that power of Class I stations of the clear channel variety shall be “not less than 50 kw.” will draw their fire on the ground that the classes are based on previous rule and not on the power in excess of that amount without a change in rules. Both groups also question the FCC’s proposal to require that Class II stations, for example, be limited to one channel per call letters, that Class III stations be restricted to 100 watts on 60,000 watts of power in excess of that amount without a change in rules. Both groups also question the FCC’s proposal to require that Class II stations be limited to one channel per call letters, that Class III stations be restricted to 100 watts on 60,000 watts of power in excess of that amount without a change in rules. Both groups also question the FCC’s proposal to require that Class II stations be limited to one channel per call letters, that Class III stations be restricted to 100 watts on 60,000 watts of power in excess of that amount without a change in rules.

RELAY, OTHER HIGH-FREQUENCY STATIONS AFFECTED BY CHANGES IN FCC’S RULES

RELAY broadcast stations used for remote pick-ups in the future will be designated by regular four-letter call letters rather than experimental call letters which include a numeral, under revised regulations covering ultra-high-frequency allocations approved April 17 by the FCC.

The new regulations cover relay, television, facsimile, high-frequency, non-commercial educational and “developmental” (formerly experimental) broadcast stations. Few changes were made, except for increases in the number of frequencies made available for relay broadcast and for frequencies used as opposed to amplitude modulated ultra-high frequency broadcast stations.

More Facilities Provided

Long anticipated changes in rules governing international broadcast stations have been conducted by the government with pending further consideration by the Commission. Attention has been focused on inter-American broadcasting in view of developments abroad and the concentration of efforts of the various governments to curtail spreading propaganda by international broadcasts in South and Central America.

In changing relay allocations, the FCC established four groups of 16 frequencies available for assignment, in lieu of three groups of 12 under former regulations. The expected future movement of these stations can operate only in conjunction with regularly licensed stations. The new regulations apply to assignment, but not to operations. The new regulations apply to assignment, but not to operations.
Facsimile Is Here

To Stay—Hamilton

McClatchy Head Voices Faith

In Broadcast Newspaper

“PICTURE in your mind the day when the businessman can sit in his office doing his work and reach over to the side of his desk and pull off the latest news releases that have just come through his facsimile recorder: that day is not on the far distant horizon but is practically here.”

Guy C. Hamilton, general manager of the McClatchy newspapers and radio stations, expressed his faith in the development of facsimile, which his stations at Sacramento and Fresno, hooked up by telephone lines, are broadcasting facsimile pages to 3:30 a.m. regularly on their regular channels to some 110 facsimile receivers placed in various homes in their service areas.

Need for Improvement

Speaking at a dinner in the Waldorf-Astoria April 25 during the ANFA convention, Mr. Hamilton stated: “An improved and speeded facsimile broadcasting is here to stay.” “I believe,” he added, “most of us have been a little too slow to see the time when the newspaper of the air will be an accepted institution.”

Developments still needed he listed as (1) improvements in facsimile, improvements in recorders so they will operate in the home with no more than the average radio set; (2) simultaneous broadcasting of facsimile with sound programs on the same wavelengths and receivable on the same sets; (3) an increase in the size of the facsimile page to possibly the same 9 x 11 inch page of RCA which Mr. Hamilton said was too small.

People in whose homes facsimile receivers were placed, said Mr. Hamilton, were reluctant to have them taken out after their three-week test period. “The in-111 of expecting a condensed newspaper each morning seems to be easily formed.” About 90% of those who have had the sets, he said, indicated in a survey they would buy them if available a year. “Facsimile, like radio,” he concluded, “should remain in private hands. I feel that facsimile as a medium operation will be $10,000 to $15,000 a year. Facsimile, like radio,” he concluded, “should remain in private hands. I feel that facsimile as a medium operation will be $10,000 to $15,000 a year. “Facsimile, like radio,” he added, “should remain in private hands. I feel that facsimile as a medium operation will be $10,000 to $15,000 a year.”

Waring for Chesterfield

LIGGETT & MYERS TOBACCO Co., New York, on June 19 will present a new program for Chesterfield filter cigarettes with Fred Waring and his orchestra Mondays through Fridays, 7:15 p.m., with re-broadcast at 11 p.m. (EDT), and 10:15 p.m. (PDT). NBC-Red stations, spot formerly occupied by Amos ‘n Andy, now on CBS and that feature are now occupied by Nine on the Air, a new program Wednesday evenings Burns & Allen program on CBS starts its customary vacation June 23, but will be back in October as part of the Paul Whiteman program, also on CBS for Chesterfields, will continue throughout the summer, according to Newell-Emmett, New York agency handling the account.

Opinion Mustered to Fight

Ban on Advertising of Liquor

Senate Committee Passes Discriminatory Bill

By 6-5 Vote; Gurney Files Minority Report

A SPIRITED floor fight on the Johnson Bill banning radio advertising for distilled or brewed liquors now before the Senate Committee on Interstate Commerce by a 6-5 margin.

Both the majority and minority reports were filed April 28. Senator Chap Gurney (D.-S.D.) former operator of WNAV, Yankton, in the minority report, bitterly attacked the Johnson measure, and had supporting him the five committee members who had voted negatively. He declared the Capper Bill (S-575) which prohibits all advertising media to liquor should be the only measure, if any, that should be reported. The effect of the Johnson measure, he said, “would be to divert to newspapers, magazines, billboards and other media the comparatively small sums now spent by distillers and brewers on the radio.”

Calls Radio Public Utility

The most astounding statement found in the majority report submitted by the bill’s author, Senator Johnson (D.-Colo) was that “the radio is a public utility operating in interstate commerce and is subject to Federal control since broadcasting stations operate by a Federal license.” This flat announcement flies in the face of the terms of the Communications Act of 1934, which defines broadcasting specifically as a non-utility.

The majority report stated there has been a “marked increase” in radio advertising of alcoholic beverages in recent months and this has “disturbed many people because the radio enters practically every home, affecting little children and boys who are receiving the education which will guide them in future years. There are many adults who may resent this invasion of their homes.”

In his minority report Senator Gurney declared there is little doubt that this proposed legislation involves the same attitude toward liquor that would-be censors would indulge in as far as films. The hearings utterly fail to disclose, any need for such legislation. The bill would be reclassified for consolidated hearing with S-575 or, failing that, should be defeated.

Attacking the ban on beer advertising, the only alcoholic beverage now using the air for advertising purposes to any great degree, the report said: “It is now urged that radio should be deprived of the revenues from the advertising of legal beer merely because some professional reformers seem to think—unsupported by any specific evidence—that the American parent can’t prevent a child from swapping the milk bottle for the beer bottle simply because a radio announcer insists its good beer.”

Wheeler Breaks Tie

On the basis of the evidence presented at the hearings on the Johnson Bill, the minority reached the following conclusions:

Mr. Gurney said he could not understand why radio was singled out for special treatment. The facts are that slightly over $100,000 was spent for hard liquor advertising in the air in 1938, and $1,265,000 for beer. Newspapers and magazines received the preponderant amount of such advertising, he said, referring to incomplete figures which indicate they got $23,000,000 in 1938 from those sources. The effect of the bill would be to divert to other media the comparatively small sums now spent on the air, or less than 5% of the total expenditures for liquor advertising.

While committee attaches refused to reveal the division on the 6-6 decision, it was learned the tie was broken by the vote of Senator Wheeler, D.-Mont., chairman of the committee, who stated his vote did not bind him to support the measure on the floor.

It was learned the strong demand Senator Johnson considers necessary to cause the clarification of the freedom of speech aspects of his bill will be forthcoming when the measure reaches the floor. The bill prohibits the dispensing of advertising matter containing the names of malt or distilled liquors over the air. Broadcasters leveled their attack at the censoring and discriminatory features of the bill stating that to ban the dispensing of information about any subject by radio was a violation at that medium of communication.

They have taken the position that this improvement of programs and advertising should come from within the industry and that censorship would result if standards were forced on radio by outside interests.

Still pending before the Senate Interstate Commerce Committee, with hearings unscheduled, is the vastly broader measure sponsored by Senator Emmitter (R-Kan.), which would deny to the manufacturers and distributors of alcoholic beverages any form of advertising media, including the air.

This measure was frequently brought into the discussion at the hearings on the Johnson Bill by representatives of the broadcasting industry, who took the position that it was gross unfairness to single out the advertising media for attack in relation to the alcoholic beverage industry and declared that the Capper bill should be brought before the committee.

Flynn Opposition Reported

In informed quarters, espousal of the Johnson Bill was also said to be that of Michael J. Flynn, legislative delegate of the American Federation of Labor, and a member of the American Typographical Union. The Union, because of the purported inroads of radio advertising in the news media, is said to be fostering any steps which would restrict radio competition with newspapers. Like the Union, which numbers typesetters and printers in its membership is fearful of the future of facsimile as a technological development which might cause widespread unemployment among them. The thirice-introduced Capper Bill to bar advertising of alcoholic beverages in interstate commerce was slated for first consideration by the Committee in usual- ly reliable quarters it is reported he was instrumental in having the measure sidetracked in favor of considering the Johnson bill.

Apparently stymied in the House Interstate and Foreign Commerce Committee is the measure of Rep. Culkin (R-N.Y.), prohibiting any form of liquor advertising. Chairman Lea (D-Cal.), said the press of more important legislation was leaning heavily on the committee this session and that he could not see far enough ahead to comment on when, and if, hearings would be held on the Culkin bill.
4 Hearst Stations Remain Unsold as Roosevelt Resigns
No Successor to Post Picked; Five Station Deals Pend
SELECTION OF Successor to Elliott Roosevelt, second in line of
President, who resigned April 16 as president of Hearst Radio Inc.
probably will be delayed several
weeks, according to Hearst officials.
Meanwhile, matters are quiescent
inside as far as the four remain-

ing Hearst stations are concerned, 

though reports persist that at least
three of them may be sold within a
few weeks.

The stations still unsold by Hearst Radio are WCAF; PICT, St. 

Paul, Minn.; WBT, Baltimore; KYA, San Francisco. WCAF, it is

under

stood, cannot be sold apart from

the Hearst Consolidated Newspaper

ers group. Reports of the impend-

ing sale of WBT, linking the

Baltimore Sun with the respective

purchaser, have been denied.

Of the two Hearst stations, only

the sale of KOCO, Oklahoma City,

has been approved by the FCC and

it is now operated under the own-

ership of WBS, principal owner of

KTUL, Tulsa.

Status of Others

KNOW, Austin, and WACO, Waco, are under contract for sale

as W. Feistig, publisher of the

Waco News-Tribune, in a company in

which he is 50% stockholder and

in which the other 50% is owned by

S. W. Richardson and Charles F.

Roesser, Texas oil men.

WBS, San Antonio, is under con-

tract for sale to O. L. Taylor,

and his associates, who now operate

KGO, San Francisco, KYFV, Lubbock,

and KGNS, Weslaco, all in Texas.

WINS, New York, is under con-

tract for sale to Milton F. Bow, advertis-

ing agency executive, who currently

operates the station under a manage-

ment contract pending.

The deal involving KEHE, Los

Angeles, is awaiting FCC action follo-

wing the death of its owner, Earl C.

Anthony, operator of KECA and

KECA, Los Angeles.

General Manager Joseph of all

Hearst operations now responds in

Joseph V. Connolly, operations ex-

ecutive, and Arling. Broding

Jr., Washington and New York attor-

ney, recently designated head of

American Newspapers Inc. Mr.

Brookes, it is understood, recently

conferred in New York, Baltimore

and Washington, D.C., with all Hearst

high officials, including William

Randolph Hearst, and proposes to

decisions as to future policies. 

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declares that the deal will be consum-

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heading the World operations un-
nder a three-year contract as a CBS

subsidiary. As a matter of fact,

World now is processing home

recorders for CBS at its studios

and plant at 711 Fifth Ave., New

York. American has, with the

equipment, is understood. already

had been moved to the CBS quar-

ters. When the network recently

acquired American Record Corp., it

procur ed full title to the Columbia,

Brunswick and Vocalion record

labels.

Beyond the formal statements is

used by Messrs. Paley and Deutsch

no amplification was forthcoming on

or the conclusion of the CBS-World

negotiations, we will proceed in the further
development of our library service to sta-
tions internationally, group promotional
activities and our general record-
ing service for advertisers and agencies desiring the highest type of

The expected that Edward Wal-

nerstein, manager of American Recor

Corporation, will head the trans-

cription operations of CBS under the

revised plan. It had been con-

cluded that the acquisition of the

World of World by CBS, Mr. Wallerstein

would assume charge of the re-

cording operations with Mr.

Deutsch retaining general manage-

ment of all WBS functions.

BROADCASTING - Broadcast Advertising

DENVER defies doughty 

Disc Competition Is Enlivened

CBS to Build Own Facilities Through American

Record Corp.; Patent Age Caused Folly

NEW COMPETITION will be in-

jected into the commercial transcrip-
tion field, with the rupture

April 26 of negotiations of CBS to

acquire World Broadcasting Sys-
tem.

Coincident with the announce-

ment by Percy L. Deutsch, WBS

president, that his company would

not continue to maintain its

leadership in transcriptions, as an

independent entity, William S.

Paley, CBS president, announced

that his organization, the recently-acquired American Record

Corporation, will establish its own studios

for producing, recording and pro-

cessing plants for both transcription

and home recordings. Transmission

plans and policies of the company

will be announced within a few

months, Mr. Paley said.

License Problem

Both CBS and WBS announced

that failure to consummate the

CBS transcription, pending for

more than a year, was resulted from

ability to reach agreements with

Electrical Research Products Inc.

regarding licensing and cross-li-

encing of Transcription plans. New

stability in World in virtue of

aviation editor for the Hearst

newspapers and magazine group

1934 when Hearst purchased four sta-

tions of the former Southwest

Broadcasting Co., third eastern

president of the Hearst Radio Inc.

A later year he was named its

president.

Actual executive operations of

Hearst Radio stations at present

are being directed by E. N. Stoer,

Hearst comptroller.

McNinch Takes Rest

DUE TO A recurring colitis con-
nition, FCC Chairman Frank R. Mc-

inch on April 29 was ordered by his doctors to take at least

a night of complete rest and

abrupt himself from the FCC

offices. Though it is his third occa-

sion in the year-and-a-half he has

been with the FCC because of the

chronic stomach ailment, the chair-

man is not regarded as seriously

ill. His doctors, however, insist fail-

ure to rest may result in aggra-

vation of his condition.

Chairman McNinch observed his 68th birth-

t in April 27. Commissioner Thad H.

Brown will serve as acting chair-

man until May 4 at which time

he departs for Cleveland for

Great Lakes commission survey.

Afterward the chairmanship will be-

rotated.

McNinch was appointed chairman

of the FCC in 1930, having served as

an independent entity, since

1921.

McNinch, who is

an independent entity,

tions, the

Chairman

Margaret, who

fifteen apmonds. Margaret, who

is heard daily on KLZ's Lady, Walt-

in, poses in evening gown, a

streamlined glass and ebony skylit,

and a lily to frcisace for din-

networks, which

of the

broadcasting of the King and Queen of

England to Canada and the United States from

Quebec, in June 16 have been

originally completed by the major

networks, which through the

facilities of CBC, have broadcast at

least ten major scheduled events and

will arrange for additional broad-

casts later this month. Listen-

borders are:

May 6-7:30 p.m. Departure from

Portsmouth, England, aboard H.M.S. Re-

solute

May 8-10:19 p.m. Arrival at Que-

bec, Quebec, aboard H.M.S. Resolute

May 8-9:45-8:30 p.m. Dedication by

His Majesty and unveling of the North-

Memorial at Ottawa.

May 10-13:15:30 p.m. Address by

Her Majesty at laying of cornerstone

for new Parliament Building, Ottawa.

May 12-15:30 p.m. “Trouping of the

Marches” at Parliament Hill, Ottawa.

May 15-3:20 p.m. “Presentation of Diunne Quintent-

tlish” on the King’s Plate at Wood-

bine Race Track, Toronto.

May 16-6 p.m. “Empire Day Broad-

C.

May 28-At 9 a.m. His Majesty at Gov-

of

ency, in the

charge dealing with cross-licensing of patents proved the stumbling

block in the negotiations, particu-

larly in the field of making avail-

able its discoveries to the AT&T

subsidiary.

Deal Was Well Under Way

Previslly, there had been every

indication that the deal would be

consummated, with Mr. Deutsch

heading the World operations un-
nder a three-year contract as a CBS

subsidiary. As a matter of fact,

World now is processing home

recorders for CBS at its studios

and plant at 711 Fifth Ave., New

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Beyond the formal statements is

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cording operations with Mr.

Deutsch retaining general manage-

ment of all WBS functions.
New Assignments for NBC Chieftains

Departments Revamped; All Will Report To Trammell

FURTHER concentration of direct operating authority in the hands of Niles Trammell, NBC executive vice-president in New York who last Jan. 1 was transferred there from Chicago, has been announced by President Leonard R. Lohr. In a reshuffling of departments and reassignments of executive responsibilities designed to leave him freer to concentrate on major questions of network policy. The changes are effective May 1. All department and division heads will report directly to Mr. Trammell who in turn will be responsible to Mr. Lohr for the operations of the company. Heretofore the vice-presidents and department heads have all reported to Mr. Lohr.

Six Major Shifts

At the same time the following new assignments were announced:

1. A. H. Morton, vice-president in charge of NBC's 15 owned, managed and operated stations, becomes vice-president in charge of television, heading all of the present television personnel and functions of NBC in collaboration with its parent company, RCA. This is a newly-created post.

2. William S. Hedges, station relations vice-president, becomes head of the newly-created Stations Department. Under this department will come the former Station Relations Dept.; the owned, managed and operated stations; the Traffic Dept.; the director of development and research; and all national spot and local sales activities.

3. Claytord T. Morgan, director of public relations, becomes assistant to President Lohr for special public relations and institutional promotion.

4. Frank E. Mason, vice-president in charge of international shortwave broadcast activities, and assistant to President Lohr, assumes direction of the newly-created Department of Information, taking over the press staff formerly headed by Mr. Morgan as well as continuing in charge of international activities.

5. Sidney N. Strotz, acting manager of the Central Division at Chicago since Mr. Trammell left for New York, becomes manager of that division.

6. The Statistical Dept., headed by Hugh M. Beville Jr., formerly reporting to Mark Woods, vice-president and treasurer, hereafter will report to Roy C. Witmer, sales vice-president. Personnel of divisions will remain the same, each of the executives in charge of departments designating duties and authority of individuals. It is expected that several new posts will have to be created, including one under Mr. Hedges for the supervision of the managed and operated stations formerly coming under Mr. Morton.

Kalcborn Sustainers

LISTENER interest in the news programs of H. V. Kalenborn, CBS news analyst, is so great that when Pure Oil, Chicago, started Kalenborn in the News April 30 on 42 CBS stations, a number of outlets were added on a sustaining basis. Though the sponsor has little or no distribution in New England, Mr. Kalenborn's mail response has been so great in the East that Pure Oil consented to have the Sunday evening broadcast of the Sunday and Tuesday series aired sustaining on WABC, WCAU, WCBS, WJSV, Wustum, WOR-C and WOR-R, WPB, WABI and WBRY. On the sustaining stations the time ordinarily given to commercials will be filled with data concerning Mr. Kalenborn's newspaper career. Leo Burnett Co., Chicago, is agency.

WAPI Seeks 1070 Kc.

WAPI, Birmingham, assigned regularly to share the 1140 kc. channel with KVQG, Tolsa, on April 26, has consented to the request for full time on 1070 kc., the clear channel of WTAM, Cleveland, and at the same time renounced its authority to give its power to 50,000 watts. WAPI is operated commercially by Thad H. Hedges, under lease from the University of Alabama, Alabama Polytechnic Institute and Ithilam College. For several years it operated full daytime but shares night hours on 1140 with KVQG, using 5,000 watts while KVQG uses 25,000; last August both were authorized to operate full time.

Import Restriction Bill

A BILL (HR-5985), providing that all advertisements of imported articles must show the country of origin and that broadcast announcements must include statements showing the foreign country of origin, was introduced April 25 in the House by Rep. Flannery (D-Pa.). Such announcements would be required both at the beginning and end of the broadcast with violation construed as an unfair and deceptive practice within the meaning of the Federal Trade Commission act. The bill specifies that it would apply to all imported articles or to articles produced the same as in the United States where the major portion of the materials used, either by volume, weight or value, have been imported.

Press Is Advised To Emulate Radio

Dramatic Methods Are Urged At Meeting on Promotion

A GREATER emulation of radio's methods in dramatizing itself and closer cooperation with radio were urged by speakers at the National Newspaper Promotion Association convention, held concurrently with the ANPA meeting. Accusing newseapers of having an inferiority complex and a matter-of-fact attitude toward the "real drama of newspaperdom," Kenneth Collins, assistant to the general manager of the New York Times, said that "if we continue to allow those who compete with us increasingly to win the interest and admiration of the public, we will find our problem becoming harder each year.

Sees Encroachment

"The radio," he pointed out, "just takes it for granted that it has a complete stranglehold on all the drama and all the colorful incidents with which we are surrounded. I watch it encroaching more and more on the time of the newspapers' readers, and encroaching more and more in the field of the newspapers' dollars, and doing so by very vivid methods."

"The great radio show is produced. Its stars glibly talk about the great salesmanship in Koekuk calls the boss, to tell him how much he enjoyed the program."

"According to human nature, he has at last realized that secret dream of all business men: He is a producer! The script show develops daily, and its promoters tell the advertisers the company has an intense grip on the imaginations and daily lives of all the millions of Americans."

"I see the radio telling the listening world that it is first with the news, and I even now hear programs in which it is claimed that complete and authentic coverage of all the events of the world is at the disposal of any who wants to buy the dials."

Mrs. Ogden Reid, vice-president of the New York Herald-Tribune, in discussing the newspaper attitude towards radio competition, said that since "fighting this competition has not worked so well" it might be a good idea to try working together. Pointing out the large number of newspapers owning stations, she said that these publishers "have solved the problem of working the two together, but for those who have not it is vitally important that they should realize the opportunity of two great industries supplementing each other and working together. According to human anatomy we still have the edge on the radio, because eyesight is a stronger human asset than hearing, but the balanced human being wants both eyes and ears and so does the public today."

Fair Must Pay Costs

REPRESENTATIVES of 14 local New York stations decided April 27 that they would carry off the cost burden of the World Fair programs unless such programs are "prepared, presented and delivered by New York radio stations and a telephone patchboard at the Fair's expense," except for present commitments and in no event later than May 5.
Sarnoff Recall to Close FCC Net Inquiry

Caldwell Plan to Halt Net Facts Studied

Running story of final phases of the FCC Network Inquiry hearings, with summaries of testimony of each witness, begins on page 32 of this issue.

By LEWIE V. GILPIN

THE FCC Network-Monopoly Inquiry will end May 11 as it began last November—with David Sarnoff, RCA chairman, the No. 1 figure in American radio on the stand.

Although the hearing was adjourned April 19, the FCC Committee, save for possible additional crossexamination, decided April 25 to recall RCA-NBC executive May 11 for crossexamination. Mr. Sarnoff had delivered only his direct testimony when the hearings opened Nov. 14, at which time he recanted his self-regulation of the industry through a voluntary code embodying program standards, which he contended has a committee functioning on it.

Simultaneously, the committee asked that George Engles, vice-president and managing director of NBC Artists Service, be recalled the same day for crossexamination. Mr. Engles had stayed during his testimony last fall and was dismissed, subject to recall.

Caldwell Motion

Before writing a report to the full Commission, the four-man committee must dispose of the provocative motion proposed as the hearings closed by Louis G. Caldwell, counsel for MBS, suggesting that the FCC issue a final report, amounting to a temporary injunction, against network renewals or extensions of existing network affiliation contracts beyond Dec. 31, 1940. When the four -man committee touched off the most heated colloquy of the hearings, with John J. Burns, CBS chief counsel, and Philip J. Hennessey, NBC chief counsel, castigating MBS counsel, casting doubt on the Caldwell motion. The committee, with only Commissioners Walker and Brown present, reserved ruling on the Caldwell motion.

At its meeting April 25, the committee asked General Counsel William J. Dempsey to submit a memorandum regarding FCC authority on the Caldwell motion. Serious question exists as to whether the FCC has such power, and it was contended that even if it has, assertion of the character offered was unnecessary and material.

When the committee will reach its conclusion is a problematical. With a record of nearly 2,000,000 words before it, amassed over a six-month period, it is felt that at least two months will be required before it can draw conclusions into shape. The FCC Law Department has been maintaining what amounts to a daily digest of the testimony and much of the preliminary work has been done, it is contended.

When the hearings were adjourned April 19 subject to call, all parties were given one month, or until May 19, to file supplemental briefs. It is expected, however, that extensions of time would be requested, particularly in view of reopening of the hearing for the NBC cross-examination, to be handled by General Counsel Dempsey, who was the committee's chief counsel during the opening phases of the inquiry. It is possible, also, that other witnesses will be recalled.

WHEN THE GONG sounded on the FCC Network-Monopoly Inquiry April 19 after an elapsed time of five months and five days, the hearing room looked like a dull Saturday courthouse. Less than two dozen were present, including Commissioners, counsel, docket functionaries, reporters, and witnesses. There wasn't a single spectator, as such. This was in contrast to the scene present when the hearings opened Nov. 14 in the spacious Government Auditorium, with movie cameras clicking and "still" photographers shooting news shots. Only two committee members (Walker, acting chairman, and Brown) were sitting at adjournment subject to call.

A BILL of approximately a half-million dollars accrued to the broadcasting industry—and to the taxpayers in footloose FCC expense—for the six-month Network-Monopoly Inquiry undertaken by the FCC Committee from Nov. 14 to April 19.

While actual figures are not available, Broadcasting undertook its own analysis of the expense involved and arrived at the approximate estimate. The $600,000 figure probably would be doubled if the salaries of regular employees of networks, individual stations, transcription companies and others also were taken into account.

The stenographic record of the hearings covers 70 volumes for the 70 separate days of testimony. There were 8,490 pages carrying a total of approximately 1,800,000 words of testimony in the record, aside from nearly 700 separate exhibits.

101 Witnesses Heard

Electroporter Inc., which reports the testimony at FCC hearings by the transcription method, cut a total of 1,060 sides of transcription discs. It was estimated that the average cost per typewritten transcript of the complete record was in the neighborhood of $4,500.

All told, there were 101 witnesses who appeared during the hearings. Though 47 lawyers were doted in the appearances, 30 attorneys actually participated in the presentation of testimony. Four of these were FCC counsel and the remaining 26 were advisory counsel for respondents.

While the Network Monopoly Committee comprised four members, usually not more than one or two sitting during the long, drawn-out proceedings. Members of the committee originally were Chairman McNinch as chairman, Commissioner Brown, vice-chairman, and Commissioners Sykes and Walker. Commissioner Sykes sat longer than any other member, usually alone. The fact that he retired from office April 7 means that the testimony to which he listened must be reviewed by other committee members. Commissioner Thompson, who succeeded Judge Sykes, heard only two days of testimony—April 18 and 19. Commissioner Brown presided during the earlier months of the hearings while Commission Thompson presided during the latter phases. Chairman McNinch was present only intermittently.

It was estimated, roughly, that the three major networks—NBC, CBS and MBS—together expended at least $200,000 for their participation in the hearings not calculating the time spent by regular employees in preparation of exhibits and data.

The FCC's expense during the hearing, it is estimated, amounted probably to $20,000 or $25,000.

Particular attention was focused upon major network contracts dealing with optioned time and the so-called "exclusivity" provisions which prevent major network affiliates from making contractual agreements with other networks. This was the crux of the MBS position, as presented both by Fred Weber, general manager, during two appearances and by George Caldwell.

Mr. Sarnoff probably would be questioned practically as to separating these operations.

The Disc Problem

Another focal issue appeared to be transcriptions and their part in the competitive picture. Here again, pursuant to network suppression requests, the case was inquired into, particularly because of NBC's operation in the field and CBS's as reported network nationally through its recent purchase of the American Record Corp. The procedure of the National Broadcasting System, leading company in transcription spot, which was dropped April 25, likewise had been subjected to close scrutiny, although terms of the proposed transaction were not divulged.

Pursuant to network domination of talent through artists services during the earlier phases of the inquiry, was pounced upon by committee members as a possible monopoly discovery. Mr. Engles' recall is in that connection. Whether his health will permit his return to the stand is not known.

After Caldwell's motion on behalf of MBS had been offered, Judge Burns loosed a torrent of criticism, expressing his "amazement at the MBS position here." He called it an attempt of Mutual "to aggravate itself at the expense of the other networks."

Elliott Roosevelt, president of Texas State Network made a second appearance before the committee April 18 and strongly urged the licensing of networks. Optioned agreement, he contended, amount to passing of control of the station from the licensee to the network.

Joseph N. Weber, veteran president of AFM, protested removal of the transcription identification announcement records, which were called "music censored." He discussed the AFM contracts with the broadcasting industry employment officers, and indicated possible new demands when present contracts terminate in 1940.

THE FCC on April 18 issued a license covering the operation of KMMJ, limited-time 1,000-watt station at 740 kc. at Great Bend, Neb., to which it was recently moved from Clay Center, Neb. Station continues under the management of Randy Ryan.

Page 18 • May 1, 1939

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
After a careful investigation by the McCann-Erickson Advertising Agency, Borden's bought three news programs a day for one year on KOY-Arizona Network. During the first 17 days, Borden's sold an EXTRA TWO CARLOADS of canned milk! That's results!

Alka-Seltzer has been broadcasting, via network, in Phoenix for many years. On December 15, Alka-Seltzer bought the early evening news on KOY-Arizona Network. Sales during the first two weeks of January as compared with the first two weeks of December showed more than 172% increase in Phoenix. That's results!

Richfield Oil Company switched to KOY-Arizona Network. In 1938, Richfield moved from 8th to 4th place in gallonage in Arizona. No wonder they've renewed for this year, for that's results!

A garage man sponsoring a daily quarter hour on KOY offered to wash all green cars free on St. Patrick's Day. As a result he sold four new cars and did $500 worth of repairs on the 117 cars brought in for the free wash! That's results!

Bulova has used radio advertising in Phoenix for many years. In 1938 they switched to KOY-Arizona Network. Bulova renewed for 1939, because KOY-Arizona Network gets results!

A large soap company had a crew of five thoroughly investigate radio advertising in Phoenix. Their decision? FOUR programs a day on KOY-Arizona Network! All four programs have been renewed for 1939. The West Coast manager reports that returns from KOY-Arizona Network on one brand were best per dollar spent of any station they were using in the United States. That's results!

Stokely-Van Camp Corporation had the Raymond Morgan Advertising Agency conduct their own investigation in Phoenix. They selected KOY-Arizona Network and it produced more CASH SALES per dollar spent than any station used in the nineteen major markets! That's results!
Television Motif Marks New York Fair

Latest Devices of Radio Industry On Display

By BRUCE ROBERTSON

TO BROADCASTERS and public alike the New York World's Fair will probably be remembered as the "Television Fair", for the exposition's opening on April 30 also marked the advent of this country's first regular schedule of high-definition television broadcasts. And, to all but the handful of New Yorkers who own sight receivers, the Fair affords the first chance for "looking in" on these telecasts.

Most elaborate television exhibit is that of RCA, a seven-section display of the theory and practice of visual broadcasting housed in the company's "radio tube" building. Chief section is the Hall of Type重现, which is equipped with 13 stock model receivers and a morrow, where a combination receiv- er provides for enjoyment of broadcast images or sound of recorded music.

In an important part of RCA's television exhibit is the RCA-NBC telemobile unit, stationed alongside the hall of exhibits. Except when it is picking up some special news event from another part of the grounds, visitors will be televised by the unit in a series of video "vox pop" programs, which will be seen and heard on the receivers inside the Hall of Television.

Television will also be demonstrated in the General Electric Bldg., easily located by its outer covering of stainless steel and by the 125-foot-high stainless steel "lighting bolt" rising from the fountain in the building's court. A small television studio is set up in one section of the main exhibit area, where engineers will televise visitors, whose friends may watch them on the screens of G-E receivers in an adjacent exhibit. Visitors to television will be surrounded by a film-screening studio, which is also adapted for reception and transmission of programs from NBC's telemobile unit.

Technical Displays

Near the entrance to the Hall is the television laboratory, where RCA technicians display and demonstrate oscillographs, tube-evacuating machinery, "breadboard" sets and other hardware, and directly opposite the Laboratory is an exhibit of a regular RCA television camera, a transmitter and a 12-foot model of the antenna atop the Empire State Bldg., showing just how the images are picked up and broadcast. At the front of the building a stock model television receiver in a glass cabinet exposes the complete receiving mechanism and across a "flying" receiver, used in the laboratory because it permits viewing in very bright light. Television is also a feature of the Living Room of too-

news editor and a makeup editor will work at a regular newspaper copy desk; operators will compose newspaper pages on a variety set-up; a facsimile scanner and transmitter will view these pages and they will finally be reproduced on a pair of home-type recorders. In addition to the usual news tickers the "Newspaper of Tomorrow" editor has at hand a television receiver equipped with a special photographic device so that as distance appears on the screen of the receiver any part desired may be photographed and made available for immediate reproduction.

RCA's other exhibits include sound broadcasting, education, international communications and marine communications. The last exhibit may have radio listening in a basin at the rear of the building. Here is a ship-to-shore telephone system which permits reception of both American and foreign broadcasts as well as voice contact with shore stations and other ships and a radio compass. A 125-foot antenna tower on the exhibit grounds is used to transmit programs picked up at the Fair to home-type New York transmitters for rebroadcasting.

Electric Writing

An exhibit closely allied to facsimile is the Radiotype, on display by the International Business Machine Corp. in the Business System & Insaulation Building, the Electric writing machine, which was invented by Walter S. Lehman, division manager of IBM, transmits written material from point to point by shortwave radio.

The Fair's own most spectacular contribution to sound reproduction is its use of the outer surface of the 200-foot Perisphere as a giant loudspeaker horn. An acoustical pit beneath the building, 12 feet deep and 22 feet across, contains 24 100-watt low-frequency horns and 12 25-watt high-frequency horns. The high-frequency horns face directly outwards, emitting waves at a tangent to the sphere's curve. The low-frequency horns face downward, their sound being deflected up again from the bottom of the pit. The mingled sound, issuing between the curve of the building and the flat surface of the surrounding pool, produces an illusion of sound coming from space with no apparent source.

Source of the Perisphere music, LOCATED on the Avenue of Communications near the Tylox and Perisphere Bldgs. is the Communications Fair's entire gamut of Crosley products will be exhibited in the edifice—radios, the new Read facsimile printer, radio-phonographs, refrigerators, washers, irons and gas and electric ranges, and bottle and bed coolers. In addition to the facsimile equipment exhibit, a facsimile transmitting unit will operate in the building. The modernistic structure was designed by Sundberg & Ferrar, Detroit, in collaboration with Holland & White, New York architects.

special laboratory model projection type重现, which throws images on a screen 6x10 feet in size, permitting visitors to compare reception on the sets now is available for home use with the screen-style reception now being developed in the laboratory. Immediately adjoining the Hall is the film-screening studio, which is also adapted for reception and transmission of programs from NBC's telemobile unit.

For the New York World's Fair, whose two wings are 55 feet high and provide a floor area of 4,500 square feet. Fountain in the court is 116 feet high.
Fair's radio director, Dr. John S. Young, and his staff.

In addition to Dr. Young, the World's Fair radio staff includes John L. Clark and Robert S. Wood, program supervisors; Walter R. Marvin, engineering supervisor; William Card, traffic director; Dana Merriman and Tom Neely, in charge of music copyrights; Miss Frederica Millet, director of women's programs; F. A. Long, production director; Anthony Marvin, announcer.

Source of Broadcasts

While the Fair will be the source of almost daily broadcasts by all national networks and many individual stations, and it is expected that many of the exhibitors at the exposition who are also radio advertisers will originate one or more of their regular programs from the grounds, few definite plans have yet been made. Westinghouse Electric & Mfg. Co. has started a Sunday evening series on its “Home From the Fair,” in which Ray Perkins interviews visitors at the Westinghouse Bldg. Scholl Mfg. Co. is advertising its foot remotes with a “World's Fair News” program broadcast five days a week on WMCA, New York. These are the only connected programs known with the Fair as this is written.

On the sustaining side, all networks and some New York stations carried descriptions of the opening day ceremonies and similar coverage will probably be given all other major events at the exposition, with happenings of lesser magnitude being carried by individual networks and stations. Some sustaining series are already planned. MBS has shifted its “Welcome Neighbor” series to the Fair grounds and each Wednesday evening Dave Driscoll and Jerry Danzig describe the happenings and introduce view celebrities there for the edification of listeners across the land. Mutual has also moved the Tuesday broadcast of its Radio Garden Club to the Fair’s Gardens on Parade Bldg.

Foreign Day Pickups

NBC will broadcast a portion of the ceremonies of each country’s “day” at the fair, a total of 54 programs, each of which will also be broadcast to the homeland saturated. Among New York stations, WNYC is carrying many special features in connection with the exposition, including “Your Home in Radio,” which runs daily, and “News from Other Cities,” and “Review of the Fair Today,” the two features broadcast each weekday 6-6:30 p.m. WMCA also has elaborate plans for Fair broadcasts, especially for May 26, which has been designated as “WMCA Day.” WBNS opens each broadcast day by playing the Fair theme song, Gershwin's "Dawn of a New Day," and its programming has broadcast the "Seas" series satirizing foreign nations participating in the Fair. WINS has scheduled a series to be broadcast from the Southern Rhodesia exhibit.

David Sarnoff delivers the dedicatory address of the RCA Building at the Fair. His words are heard homes across the country. His image is captured by the television cameras and will be heard in homes across the country.

Amateurs Have Display

At New York World Fair

The 51,000 United States radio amateurs are represented at the World's Fair with a radio "shack" in the Communications Bldg., where hundreds of "hams" will cooperate in operating a high-powered, fully equipped amateur station with 14 transmitters, from which visitors may have messages sent to any part of the world without charge. Functioning as the World's Fair Radio Club, an organization created jointly by the American Amateur Relay League, American Institute of Science and the Fair itself, the amateurs will also demonstrate their work in time of emergency, when floods or hurricanes have cut them off from the normal means of communication with the rest of the world. The Club has also constructed a display in the Westinghouse Bldg., containing 6,400 flashing lights in various colors which will be operated side by side with various stages of the transmitter are actuated by the voice of a visitor, who is thus enabled to operate the complete equipment of a radio transmitter.

Telecast Schedule Is Drawn by NBC

Tentative Program Provides

25 Broadcast Hours Weekly

Following the 3 1/4-hour telecast of the inaugural ceremonies of the New York World's Fair with which NBC on April 30 started its regular television service, the network has announced a tentative broadcast schedule of approximately 25 hours a week of video broadcasts.

The full-hour programs from the NBC studios will be broadcast weekly, from 8 to 9 p.m. Wednesdays and Fridays. Outdoor pickups of scheduled news events, largely from the Fair grounds, will be made by NBC's mobile television unit on Wednesday and Friday afternoons, with at least one of these being broadcast each week.

The rest of the proposed schedule will consist of film programs, broadcast from 11 a.m. to 2 p.m. on Monday, Tuesday and Thursday of each week. Wednesdays and Fridays the film transmissions will start at 4 p.m. and continue until the beginning of the studio programs.

Primary purpose of the visual broadcasts will be to provide pictorial material for demonstration on the numerous receivers to be exhibited at the Fair and also by retail dealers, according to Thomas H. Hutchinson, manager of NBC television program division. He stressed the fact that while the film transmissions may be picked up by television set-owners within the metropolitan area, they are intended chiefly for the trade and will be repetitious. Only two hours of studio programs and the outdoor programs, he said, can be taken as examples of the kind of program service NBC is planning as a regular fare for its television audiences.

Broadcasts will emanate from W2XBS, operating on a picture frequency of 30.05 Mc. and a sound frequency of 49.75 Mc. Station's service area is approximately 50 miles in all directions.

New York Display

Dedicated by RCA

Fair Ceremony Is Televised;

New Video Sets Exhibited

The advent of television coincident with the opening of the New York World's Fair was the theme of the dedication of the RCA Bldg. at the exposition, on April 20, on which date the first RCA television receivers were shown to dealers in the New York area. Appropriately enough, the dedication ceremonies were televised as well as broadcast, and a group of more than 100 newspaper and magazine writers in radio City, eight miles away, from the Fair grounds, saw as well as heard David Sarnoff, RCA president, when he said: “And now we add radio sight to sound. It is with a feeling of humbleness that I come to this moment of announcing the birth in this country of a new art so important in its implications that it is bound to affect every part of life as an art which shines like a torch of hope in a troubled world. It is a creative force for which we may learn to utilize for the benefit of all mankind.”

No Interference

Although this was the first time that television had been demonstrated, the mobile television unit had been re-broadcast by the Empire State Tower transmitters, there were no signs of interference between the relay channel and the regular frequency.

Also televised during the ceremonies were Lenox R. Lohr, NBC president, who introduced Mr. Sarnoff; Major Zworykin, President of the American Relay League; and Major Gladstone Miller, director of radio in Canada; Neville Miller, president of the NAB; Edwin S. Hubble, business manager of the New York Sun, and Dr. Vladimir K. Zworykin, inventor of the iconoscope, television’s electronic eye. Following the dedication ceremonies, the audience witnessed the first sports event ever televised in America, a boxing match between Jack Pembroke, Golden Glove champion, and Pat Dunne, Police Athletic League stymied, refereed by Max Baer, former heavyweight champion.

At the television receiver module range from a set that reproduces pictures only and can be connected to any AC operated radio for sound, showing images 3 1/2 inches by 4 inches, to a large console combination sight and sound receiver giving pictures 7 1/2 inches by 9 inches. The two intermediate models are console type, with 5-inch and 7 1/2-inch pictures respectively, and like the attachment set are direct viewing. The largest model is of the mirror image type. Prices range from $150 to $250, largest console model. [See page 22].

Televising fingerprints as a police and crime detection tool has already been successfully tested April 18 on the Don Lee Broadcasting System, Los Angeles television station KWPR. A fingerprint was successfully photographed on Saturday night, April 18, and a fingerprint of a woman flashed from the downtown Los Angeles studios and picked up by Long Beach, Calif. police, 30 miles away.
TYPICAL of the line of 20 or more cathode ray television receivers being produced by about a dozen companies as transmission service is started this month in New York, are these models. Upper left is an RCA console model with 9-inch Kinescope reproducing images 5 1/2 x 7 1/4 inches, which will sell for $450. It includes a 12-tube all-wave radio chassis. Upper right is the $199.50 RCA table model attachment, with 9-inch Kinescope providing 3 3/8 x 4 3/4 inch pictures; this plugs into any 1938-39 RCA radio for accompanying sound. Lower left is one of the General Electric line of four video receivers, whose price ranges have been tentatively fixed at $250 to $1,000; this set uses a 9-inch picture tube. Besides RCA and GE, these manufacturers have announced lines of one or more television sets: Westinghouse, Philco, Stewart-Warner, American Television Corp., Andrews, Meissner Mfg. (kits), DuMont Laboratories, Stromberg-Carlson, Pilot, Garod. Zenith has reiterated that “Zenith is ready—but television is not.”

Movie Industry Girds for Television

Movies, Video, Radio Cooperation Seen by SMPE

By DAVID GLICKMAN

THE FILM industry will not be caught napping by the advent of television as it was with the appearance of talkies. This was revealed at the April 21 television session which closed the five-day convention of the Society of Motion Picture Engineers in Hollywood. An “automatic liaison” between the film industry and television was seen.

Discussion was lacking in speculative predictions and the bond between the two entertainment fields seemingly was drawn closer together when technical leaders submitted their briefs.

Sarnoff's Views

Prediction was made that theatre screen shows will be augmented by the new medium. The forecast, together with a declaration of mutual interest in the movies, radio and television, was made by David Sarnoff, president of Radio Corporation of America, in a radiogram to E. Allen Williford, president of SMPE.

“The future will probably see the present entertainment offered by motion picture theatres augmented by special television services that will bring current events to the theatre screen,” Mr. Sarnoff declared. He informed the SMPE he feels “very earnestly that the industry of radio and television and the industry of motion pictures and theatres can be helpful to each other and that the public both industries seek to serve. If they study the problems involved and cooperate in this new development as far as may be possible and reasonable”.

He cited “recent progress and developments in television, including the steps taken here and abroad to institute regular broadcasting service for home receivers and to carry experimentation into various fields of use, have focused attention of all interested executives and engineers as well as the general public, upon this new art.”

“In due time”, Mr. Sarnoff predicted, “the foremost progressive theatre operator will wish to step forward with installations of projection apparatus, as soon as services become available which may be expected to enhance the value of the entertainment which the motion picture industry will continue to provide ... RCA will continue to pioneer in the development of television, and we confidently look forward to the evolution of a new and fascinating art, and an industry furnishing new employment to both capital and labor.”

Outlining scope and organisation of the SMPE television committee, Dr. Alfred N. Goldsmith, its chairman and past president of the Society, in a report, revealed that the committee would “endeavor to collect, formulate, clarify, and disseminate useful information to the motion picture industry as to television film and pictorial requirements; and to the radio industry groups, the television picture capabilities and availability.”

“It is hoped”, Dr. Goldsmith's report stated, “to avoid conflicting standards in the two arts. The membership of the committee includes prominent members of both industries so that an automatic liaison will exist. The first aim will be to collect existing information. The second, to guard against misunderstanding, misstatements, unnecessary conflicts of aims or opinions, and to obviate or reconcile these whenever possible.”

The third purpose is to act as a guiding agency in directing technical activities common to the two industries, and furthering interchange of mutually helpful data.”

Committees at Work

Dr. Goldsmith's report revealed that a subcommittee on production and technique had been established under chairmanship of O. B. Hanson, NBC New York chief engineer. Another, on film properties and laboratory practices, was headed by O. Sandvik of Eastman Kodak Co. The subcommittees will devote themselves to establishing a vocabulary of terms and nomenclature; to prepare a list of

(Continued on Page 45)
For all spot schedules . . . PICK THIS RISING MARKET!

Business is on the UP and UP in PORTLAND!

Here’s how! . . . (these are March figures reported by the Portland Chamber of Commerce)

PORTLAND BUSINESS INDICES
1939 COMPARED WITH 1938

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. . . and KOIN is PLUS too . . . 13%

- Consistent “listener-first” policies.
- Aggressive public relations activities.
- Finest technical facilities.
- . . . with CBS attractions and superior showmanship keep KOIN the

FIRST CHOICE STATION IN
THIS FIRST CHOICE MARKET

Watch your Sales go UP and UP with advertising on

KOIN
THE JOURNAL

National Representatives • FREE and PETERS
• World Broadcasting System
FCC Video Group Acts Slowly
As Tough Problems Are Faced

Follows Tour of Plants With Informal Meetings;
Jurisdictional Question Must Be Answered

ADOPTING the theme that it should "move cautiously if at all," the FCC Television Committee proposes to move cautiously before deciding on its recommendations to the full Commission on regulatory steps to govern the introduction of the visual art.

Before it considers proposals of the Radio Manufacturers Association for adoption of television standards pertaining to the operation of transmitters, the Committee plans to discuss the subject with other manufacturers and experimenters. These conversations will supplement its personal tour of laboratories in the Philadelphia and New York areas during the past month.

The committee, it was announced May 26, will confer in Washington May 23 with representatives of the National Association of Broadcasters, Wald. Don Lee representatives will meet with the Committee May 9, under present plans.

Within a month following these conferences the committee hopes to submit its report to the full Commission—probably one of a factual nature. It will not recommend, whether to the FCC that a general open hearing on television be held or whether it should proceed on the basis of the data informally procured by conference.

Rapid Strides Noted

The Committee, which comprises Commissioners P. A. M. Crane, chairman, Thad H. Brown and Norm E. Case, returned from the Eastern trip impressed with the strides made by the visual art during the last year. But there appeared to be no disposition to fix standards, not only because of conflicts in the views of the experimenters but also because of some question as to its jurisdiction.

One of the greatest understood, was that the rule of caveat emptor should prevail—and that the purveyors of television receivers should do so at their own risk, fully realizing that the medium is still experimental. The idea behind fixing of standards for television was that by establishing such standards for a specified period, only such public investment in receivers would not be jeopardized by swift obsolescence.

Some impression was made on the Committee by spokesmen for leading companies in the field who held they were entitled to realize some return on the millions already invested in technical experimentation. Setting up of arbitrary standards, which might swiftly be outmoded, he thought, would retard the development of the art, according to this school of thought.

While most of the manufacturers talked of 441-line scanning, D. U. M.ONT Laboratories claims a 661-line picture, with a type of receiver that can be synchronized to pick up any mode of transmission by manual tuning.

This claim, plus other potential developments, it is understood, caused the committee to decide upon caution.

Economic as well as technical phases of television development were covered by the Committee. Commissioners Paul A. Walker and George H. Payne joined regular Committee members over the April 33 weekend in New York, for part of the conversations.

While particular stress was laid upon television programs at the World's Fair in New York, this is regarded by the Committee as a developmental step but not necessarily one which means the formal introduction of television. Estimates have been made that perhaps 100,000 television sets will be sold during the balance of this year in the New York area. On the other hand, the more conservative manufacturers feel that possibly only some 25,000 sets will be sold.

Allocation Difficulty

The allocation problem is particularly complicated because there are only seven channels of 5,000 kc. each in the ultra-high frequency band set aside for visual radio which are of a usable nature at present. These channels, it is thought, can be duplicated at 300-mile intervals. On that basis, geographical plus frequency limitations make it appear likely that only two or three stations can be only two stations in the largest cities and perhaps only one in intermediate cities in the East and, in fact, on a national basis.

Power in terms of 100,000 watts is being talked, with an estimated 100-mile primary service area per set.

Totally aside from the advisability of adopting standards and fixing minimums and operating rules during five years during which there would be no charges, serious question has arisen as to the Commission's authority.

In connection with its conversations, the FCC Committee also took up the question of frequency modulation as opposed to amplitude modulation for television. The Committee is regarded as having an open mind though it is looking toward future development of ultra-high frequencies above 150,000 kc. in that connection.

Network Television

Because of the program cost factor in television, which will be immeasurably higher than the usual broadcasting, the view is prevalent that network television is virtually a necessity from the start. Experiments in the past year, it is thought, have proved successful, though the cost of setting up a nationwide network of coaxial cable is regarded as prohibitive. Laboratories, however, report encouraging progress in the development of use of frequency relays in lieu of coaxial cables. Experiments are being concentrated in that sphere.

The Committee's work is divided into two general categories—one, the question raised by approval of standards and the second—some pending applications which propose "service experiments" on testing of public television, rather than the technical experimentation required under existing regulations. The pending applications are those of WFMJ, Milwaukee, Dr. Lee and Crosley. Existing regulations prescribe that television experimenters in order to justify their request must contribute, in part, to the technical advancement of the art. These new applications, encouraged by the FCC, would provide for local reaction to television transmissions and for development of programming.

The trip was accompanied on its trip by George B. Porter, assistant general counsel for broadcasting, and William H. Bauer, attorney. The engineer E. K. Jett, General Counsel William J. Dempsey, Assistant Chief Engineer Andrew D. Ring and Dr. F. L. Wheeler, chief of the Technical Information Division, accompanied the Committee during portions of the inspection.

Upon its return from its Eastern trip, the Committee made a public statement regarding its conferences and the nature of the problem before it. It said:

The Commission has hitherto kept aloof from the technical development of television but until recently has not found it necessary to take any action tending to affect the details of the technical development of the art. However, by reason of the action of the Radio Manufacturers Association in proposing that the Commission undertake any action with regard to the obtaining of the operation of radio telephone, which may be licensed by the Commission in the future, it has become necessary for the Commission to secure additional information in order to be in a position to secure the public interest of the public is safeguarded. The Television Commission was created by the Congress to make such an investigation and report.

It is deemed its duty to be, in accordance with the containing policy of the Commission, to encourage American invention and private enterprise to further its remarkable efforts toward the development of the television industry. The Committee will permit the early inauguration of this new art, but which, it is hoped, the same time, will permit considerable future development without too much of an obstruction of receivers which may become possible.

As a result of the trip to Philadelphia and New York, the Television Committee has acquired a mass of information, understanding of the many complex problems involved and the Committee considers that its policy of cooperation with the various individuals and organizations interested in the development of television has been highly beneficial.

The Committee is of the opinion that undoubtedly the technical development of television is such that additional remarkable progress during the past year, and that all concerned in the development of television are now at work in the road with respect to the next phase of television as a practical service to the public. The Committee continues to wish forthwith to give additional pertinent information concerning all the aspects of the question from other television leaders in other sections of the country. It may become necessary, in the judgment of the Committee, to hold public hearings before submitting its final report to the Commission.

The Committee visited and conferred with representatives of the Television Corp. of America, the Philadelphia Storage Battery Co. in Philadelphia, New York the Bell Telephone Laboratories, the Philadelphia Television Service Corp. and the Philadelphia Storage Battery Co. in Philadelphia, New York the Bell Telephone Laboratories, and with representatives of the National Television Corporation, and conferred with representatives of the General Electric Co., the Marconi Wireless Co. and conferenced with officials of the Radio Corp. of America, the Columbia Broadcasting System and the Dunmont Laboratories.

ANNOUNCEMENT: That the BBC's telecast of the English Derby on May 24 will be received via the Baird large screen system in Gaumont British theatres in London has brought a rush of advance reservations. The author of the broadcast, a chairman, who says additional theatres are being equipped with these receivers. A typical installation is shown above. The telecast of the Marr-Burman fight on April 23 was shown on Baird equipment in 12 London theatres and several in Wales. I. C. Javan, commercial director of Baird Television Ltd., and engineers were to arrive in New York on the Aquitania April 28, bringing British receivers for both home and theatre reception to be installed in Gaumont British Picture Corp. of America's New York offices.
Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:

**SELF SUPPORTING CONSTRUCTION**
- Bolted, galvanized
- Bolted, painted

**GYUED CONSTRUCTION, UNIFORM CROSS SECTION**
- Bolted, galvanized
- Bolted, painted
- Welded, galvanized
- Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building
PITTSBURGH, PA.

**BLAW-KNOX RADIATORS**
Britain Assumes Control of Radio

BBC Operates on War Status Under Government Ruling

OPERATED like a private business under a royal charter similar to that of the English Government, the government-owned British Broadcasting Corp., Great Britain, is now coming under the direct control of the Government on June 7, according to reports from London. War threats and the necessity for closer supervision of news broadcasts in the national interest were given as the reasons.

Like the "war and emergency" section of the Communications Act of 1927, which authorizes the President to commander or shut down any or all radio stations in time of war, the Royal charter authorizes the Government to take over the BBC "if and whenever in the opinion of the Postmaster General the emergency shall have arisen in which it is expedient for the public service that His Majesty's Government shall have control over the transmission of messages."

War Precautions

Since the British Postoffice Department administers the one-and-a-half to intermediate wave, the one long-wave and the many shortwave transmitters of the BBC, it is not likely that the British public will notice any great change in its status. It is expected the seven governors of the BBC will be retained, all being crown appointees. And, while the reports are vague, it is generally believed that military or civilian censorship will be imposed on the news broadcasts, which will undoubtedly be amended with recruiting appeals, instructions to the populace, etc.

In case of war, the BBC is prepared to carry on as usual, operating its necessary and revenue-generating shortwave bomb-proof and gasproof studios which have been built under Broadcasting Board of Governors direction. London. According to the Postmaster General, speaking recently its own wavelength, the BBC is itself a network of radio stations in the British Isles will not destroy the broadcasting system for it is planned to use microwaves if necessary to connect programmes to telephone switchboards and thence via "wireless radio" lines into all houses having telephones. Instructions will be given the public how to plug in their receivers to the telephone lines.

Met. Returns to Air

METROPOLITAN Life Insurance Co., New York, on April 18 started Editorial Service of The News program on WNEW, New York, Mondays through Fridays, 7:15 p.m. Residing on the radio scene, according to newscast, the program includes dramatized case histories from the files of the insurance company. The program is in the first of a group of broadcasts to be sponsored by the company on stations in New York, New York, and the nation. The firm for many years has been giving calisthenics programs on NBC.

CBS-U.S. Immigrants Program Is Cited As Women's Radio Group Makes Awards

CHOOING for the second consecutive year a program serving democracy's ideals, the Women's National Radio Committee gave its annual award to Immigrants All—America's All, sustaining program broadcast weekly on CBS in cooperation with the U. S. Office of Education. Mr. and Mrs. W. F. Lewis, chairman of the WNRC, presented the gold microfone symbolizing the finest direction of talks and education, at the fifth annual luncheon of the women's group, at the St. Regis Hotel, New York, on April 18.

Quiz Programs Catch

The program, which the WNRC called "the most original and informative program introduced on the airways between April 1, 1938, and March 31, 1939," is a dramatic presentation of the contributions made by all races in building the America of today designed to common

Congratulations

CONGRATULATIONS from W. B. Lewis, CBS vice-president in charge of radio programs, to Mme. Fisher (left), director of talks and education, for the direction of Americans All—Immigrants All, to which the Women's National Radio Committee awarded its gold microphone (center).

Women's National Radio Committee Citations, 1939

Most Original and Informative Program: Americans All—Immigrants All (CBS), sustaining, presented in cooperation with the U. S. Office of Education.

Programs Furthering Democracy: America's Town Meeting of the Air (NBC); People's Platform (CBS); American Forum of the Air (MBS); Foundations of Democracy (CBS); Frontiers of Democracy (CBS). All sustaining.

Adult Education: The World is Young (NBC); What Price America (CBS); Americans at Work (CBS). All sustaining.

Quiz Program: Information Please (sympathetic to NBC); Children's Hour (CBS).

Radio Music: Sponsored: Ford Sunday Evening Hour (CBS); Standard Oil of New Jersey Symphony Orchestra (NBC). Sustaining: NBC Symphony Orchestra; Metropolitan Opera (MBS); Wallenstein's Bittenfelten (MBS).

Light Music: Firestone Symphony (NBC); Citrus Service Concerts (MBS). American Album of Famous Music (Bayer Co.).

Dramatic Programs: Campbell Playhouse (CBS); Lux Radio Theatre (NBC); Woodbury Playhouse (NBC); Great Plays (NBC sustaining).

Serials: One Man's Family (Tenderloin CBC).

Varied Programs: Good News of 1939 (Max-

BBDO, New York, to WABY, WIBX, WNYC, WMBO, WMJO, WMBC, WMEN, WOR, WNY, WBNR, WANY, and WBNY.

Insurer in N. Y. State

POLICYHOLDERS' ADVISORY COUNCIL, New York, now sponsoring a live and taped program, "Our Insurer," described programs weekly on 10 New York stations, beginning on May 15. Each newscast will run six stations for the quarter-hour descriptions its insurance consultant services. Program, be heard weekdays for 52 weeks, will be fed from WINS, New York, to WABY, WBIX, WSBI, WMBC, WMBC, and WMBC.
A statement about the present scope of this amazing achievement, and what you may expect from it.

April 30, 1939 is the date which formally marks the beginning of a new industry—television. It is the hope of RCA that this new business as it develops, will mean new opportunities for many...that it may match in its advance the swift growth of sound broadcasting.

RCA television at this time will be available only in the New York metropolitan area. The restriction is largely due to limitations inherent in the art itself. Television waves have some of the properties of light. As a rule, such waves will not follow the earth's curvature. Thus they are rarely effective beyond the horizon of their transmitter.

Because of the character of the waves, television programs, even when sent from the NBC mast 1240 feet above the street on the Empire State Building in New York, will ordinarily cover an area scarcely more than forty miles in all directions from that building.

At present, television networks are impracticable. Television pictures can be sent from station to station only through special cables or elaborate relay systems still to be developed on a service basis.

This is a pioneering effort.

The accomplishments of RCA in television have been notable. Television has been brought out of the laboratory, and made a practical service. Yet, although television is exciting, thrilling—even spectacular, the television broadcasting now being undertaken by RCA and NBC actually represents a pioneering effort.

How soon television will be available to the country generally is uncertain. Predictions about future television accomplishments are at best only guesses. The men who have so patiently brought television to its present stage of development agree that while it is the most alluring of the electronic arts, it is also the most elusive.

Television Programs
Television broadcasts from NBC

In Radio and Television... It's RCA All The Way
Supreme Court ASCAP Ruling Merely Defers Final Judgment

Jurisdictional Issues Involved in Decisions

Black Charges Monopolistic Price-Fixing

HOLLOW victories were won by ASCAP in the U. S. Supreme Court in April. Nevertheless, both cases will only with the jurisdictional questions raised in the Washington and Florida "anti-ASCAP" cases. By majority vote, the Court confirmed the action of the three-judge circuit court in the Florida case in granting ASCAP injunctive relief, while in the Washington case it reversed a similar Federal court which had dismissed a bill on statutory grounds, and remanded the case with instructions for the taking of further evidence.

While the majority, in the opinions delivered by Chief Justice Reed, appeared studiously to avoid the monopoly issue with regard to ASCAP, as well as the merits of the laws as applied to ASCAP, Justice Black delivered a strong dissent in the Florida case in which he charged "monopolistic price-fixing and discrimination". He called ASCAP a "price-fixing combination that actually yields the power of life and death for every business, and in Florida and elsewhere, dependent upon copyrighted musical compositions for existence."

Postpones Final Ruling

Because the question of constitutionality of the laws involved, in form, was directly involved in the litigation, attorneys acquainted with copyright law and the Supreme Court's procedure, as simply postponing the day of final adjudication of that issue. The Florida appeal, taken by the attorney-general of Florida, was from the order of the Federal three-judge court refusing to dismiss the complaint primarily on the ground that it did not involve the statutory $3,000 minimum required for Federal jurisdiction, as well as granting the injunction against enforcement of the Florida statute.

In the Washington case, in which Justice Black dissented without a written opinion, the appeal was taken by ASCAP from the lower court's action dismissing its bill to restrain the enforcement of the state law, which made illegal activities carried on by copyright pools in authorizing blanket licenses for the performance of musical compositions by providing for a per piece system of usage.

In both opinions, the Court made it clear that the issue of constitutionality "can be more satisfactorily disposed of upon final hearing."

In other words, according to attorneys, it left the way open for a future appeal on this question, after hearings on the merits in the particular circumstances. The fact that a half dozen states already adopted anti-ASCAP laws, along the same general line, augurs for eventual constitutional legality of these acts, probably on appeal of ASCAP.

The majority opinion in the Florida case brought out that ASCAP formally alleged that the amount involved exceeded $3,000 and that each individual copyright owner more than $10,000 to create an agency in Florida to protect himself against ASCAP. An independent check of accuracy of reported fees collected in 1936 in the state was $26,800. It was said, and similar sums were expected in the future.

The Court held that from the facts, the finding of the District Court that the value of the aggregate rights of all members of ASCAP to conduct their business through the agency amounting to $26,800 in value "is fully supported," and that there was no abuse of discretion in granting the interlocutory injunction.

In his dissent, Justice Black said he believed the decree enjoining and suspending Florida's law prohibit- ing "monopolistic price fixing" should be reversed because no showing had been made that any damage was caused by the state to prohibit monopolistic price fixing; because ASCAP failed to sustain its burden of showing $5,000 in controversy as required by statute and because the lower court failed to require a bond or other security to protect the people in Florida who might be injured by the injunction.

Basic Question

The injunction, he contended, cannot rest upon the alleged unconstitutionality of any provisions of the Florida statute other than those prohibiting monopolistic price fixing. If the provisions of ASCAP attacking other provisions of the statute raise only moot questions, it is held, the basic issue is whether a state has power to prohibit price fixing by monopolies in any event.

Holding that the attorney-general of Florida, charged with the enforcement of the statute, had done nothing which ASCAP might have avoided by its own actions, Justice Black said that Federal judicial interference cannot be injected until the state courts "are presented with an opportunity to define the limited category of appellants and constitutionally restraining these Florida officials from action which they desire they cannot and will not take".

Monopolistic ASCAP Fees

Declaring that this combination [ASCAP] apparently included or engaged (proportionately) American and foreign copyright owners controlling copyright for profit in the United States, Justice Black said that it not only "fixes prices throughout the country and perpetuates an actual combination of 24 directors, but its power over the business of musical rendition is such that it can refuse to license on the right to single compositions and can, and does, require purchasers to take, at a monopolistic ally fixed annual price, the entire repertoire of all numbers controlled by the combination."

Postponing these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audi- ence, were charged widely different fees for identical performance rights, not because of competition, but because ASCAP wields power over the business of musical rendition. It can refuse to issue licenses and require purchasers to pay discriminatory fees because ASCAP has a monopoly of practically all—if not completely all—available music. This consideration is also given to the fact that an arbitrarily fixed lower rate is granted to a favored station itself controlled by another instrument of public communication—whereas the ultimate possibilities for control of the channels of public communication and information are apparent.

States Have Legal Right

"We have here a price-fixing combination which actually operates to destroy the life and death over every business, in Florida and elsewhere, upon copyrighted musical compositions for existing use. Such a monopolistic combination's power to fix prices is the power to control the life of every activity, regardless of the ultimate power over the business of musical rendition. Such a combination is not only a restraint of trade in the constitutional sense of the word, but is also a restraint of trade in the business sense of the word. It is a restraint of trade in the sense that it is a restraint of the right of a state to regulate the business of music broadcasting.

"The right of a state to regulate such business has never been attacked here, and we have no occasion to consider whether such right exists or not. But we do say that there are certain circumstances under which the right of a state to regulate such business is not interfered with by a Federal court. We believe that such circumstances exist in this case, and we hold that the injunction should be reversed because the lower court failed to make the required findings of fact and of law."
Ida Bailey Allen, on the networks, with a successful sales story—for many years and for scores of products.

The nation's leading "Home Economist" now available for local sponsorship and prepared to repeat for the local manufacturer or merchant what she so generously accomplished for National Sponsors.

Any product designed for home consumption must profit by the air endorsement of this international authority.

Every program complete in itself—sparkling with action, as it presents and solves vital domestic problems.

The logical answer to the program demands of your Power and Light Company, Dairy, Department Store, Bank, Grocer, Women's Apparel, Laundry, Bakery, etc.

A weekly bulletin containing important homemaking helps from the authoritative pen of Mrs. Allen for your sponsor's imprint free to inquirers.

All records both Laterally and Vertically Cut

Complete merchandising and audition material on letter, phone or wire request.
Two P&G Series Bring Total to 20
Network Activity Is Extended By Sunday Evening Show

WITH addition in May of two new programs on behalf of its liquid dentifrice, Tee, and a gem will have 20 programs on the major networks. The Teel campaign will include the Midsummer Playhouse (April 15), a serial about middle-aged people starting May 1 on NBC Red, and Blackett-Sample-Hummert, half-hour Sunday evening show on 60 CBS stations, keyed from Chicago.

Of the score of P&G programs, seven are on CBS with the rest divided among ABC's Red and Blue networks. Agency placing P&G business on networks are Blackett-Sample-Hummert, Compton Adv., Pellar & Ryan, H. W. Kastor & Sons.

The new Knickerbocker Playhouse program will consist of original radio dramas featuring Elliott Lewis and guest stars whose names will be announced on the silver screen. Each star receiving a silver plaque. Agency is H. W. Kastor & Sons, Chicago.

P&G's network programs include:

**CBS**
- Oxydol-Goldbergs, 25 stations, Mon. thru Fri., 11:15-11:30 p.m., Compton Adv.
- Castlemeyer—Life Can Be Beautiful, 91 stations, Mon. thru Fri., 1:15-1:30 p.m., Compton Adv.
- Chipo—Road of Life, 45 stations and CBS, Mon. thru Fri., 11:15-11:30 a.m., H. W. Kastor & Sons.
- Chipo—Road of Life, 45 stations and NBC, Mon. thru Fri., 11:15-11:30 a.m., H. W. Kastor & Sons.
- Kastor—This Day Is Ours, 22 stations, Mon. thru Fri., 1:40-2 p.m., Compton Adv.
- Drene—Jimmy Fisher, 53 stations, Tues., 7-7:30 p.m., rel. 10:45-11:45 p.m., H. W. Kastor & Sons.
- Drene & Trelle—Knickerbocker Playhouse, Mon. thru Fri., 11:15-11:30 p.m., H. W. Kastor & Sons.

**NBC**
- Camay—Pepper Young’s Family, 16 Blue networks, Mon. thru Fri., 10:45-11 a.m., 10 Red & CBC, Mon. thru Fri., 8:30-8:45 a.m., Pellar & Ryan.
- Chipo—Road of Life, 29 Red, Mon. thru Fri., 11:45-12 noon, Pellar & Ryan.
- Jimmies—Dale & Side, 23 Blue, Mon. thru Fri., 11:15-11:30 a.m., 24 Red & CBC, Mon. thru Fri., 8:30-8:45 a.m., Compton Adv.
- Dretti—Kittie Keene, 16 Red, Mon. thru Fri., 11:45-12 noon, Compton Adv.
- Drene & Trelle—Midstream, 12 Red, Mon. thru Fri., 8:45-9:15 p.m., H. W. Kastor & Sons.
- Fimbles—Fay Templeton, 16 Blue, Mon. thru Fri., 11:15-11:30 a.m., 61 Red & CBC, Mon. thru Fri., 8:30-8:45 a.m., Compton Adv.
- Ivory Soap—Gospel Singer, 14 Red & Blue, Mon. thru Thurs. and Sat., 7-7:45 a.m., Compton Adv.; The O'Neill, 10 Red, Mon. thru Fri., 11:15-11:30 a.m., Compton Adv.
- Le Soir—Household Hanna, 12 Blue, Mon. thru Fri., 11:45-12 noon, 17 Pacific Red & Blue, Mon. thru Fri., 11:45-12 noon, Blackett-Sample-Hummert.
- Quiche—Castlemeyer, 27 Red & CBC, Mon. thru Fri., 10:15-10:30 a.m., Blackett-Sample-Hummert.
- T. C. Band—Hummert, 27 Red & CBC, Mon. thru Fri., 10:15-10:30 a.m., Blackett-Sample-Hummert.

**NBC Drops Option to Acquire WPTF And New Affiliation Pact Is Negotiated**

AMICABLE settlement of the difference between NBC and the Durham Life Insurance Co. has been reached whereby NBC drops its option to purchase the station for $260,000, was announced April 21 coincident with the withdrawal of transfer applications which have been before the FCC since November. Adjustment of the differences, which have provoked widespread controversy in North Carolina, was accomplished to the satisfaction not only of the new owners but also of the North Carolina Radio Corp., newly-created company, in which more than a score of North Carolina’s leading figures were financially interested. Simultaneously, it was learned that WPTF had entered into a five-year affiliation contract with NBC and that steps immediately would be initiated for full-time operation of the station on the 680 kc. channel probably with an increase in power from its present 5,000 watts, which would give the station the status of a duplicated clear channel outlet, KPO, San Francisco, is the dominant station on the clear channel and is owned by NBC.

**New Affiliation Pact**

The differences developed when WPTF, during the hearing last June on proposed new broadcast allocations, sought a full-time duplicative assignment on the 680 kc. channel. As a consequence, NBC elected to exercise its option to acquire the station at the $260,000 figure and then negotiated with the newly-created North Carolina Radio Corp. for resale to it at the station at the same figure. [BROADCASTING, Jan. 1]

S. B. Coley, president of Durham, announced that with the settlement, WPTF had entered into a long-time affiliation agreement with NBC. He announced further that it was his company’s intention to increase the power and hours of WPTF at the earliest possible moment and they in turn have doing “there will have the cooperation of NBC.” He added the North Carolina Radio Corp. had played an important role in bringing NBC and Durham Life together.

William S. Hedges, NBC vice-president for station relations, who handled negotiations for the network, expressed satisfaction with the settlement. He reviewed the steps which led to NBC’s exercise of its option to acquire WPTF and to the formation of the North Carolina Radio Corp. as the possible new operator. The latter company’s officials, he added, had been instrumental in settlement of the problem and he complimented them for their “thoroughly unselfish and public spirited attitude.”

“As further evidence of the cooperation of NBC with WPTF,” he said, “we have agreed to the following: That NBC will extend its hours of operation of the channel and for extending its hours of operation, they will exercise the rights of listers elsewhere in the United States and have embarked upon a program of greater service in the North Carolina area to which we give our full approval and endorsement.”

The move in withdrawing the transfer application was filed with the FCC April 21 jointly by Special Representative Samuel B. Hedges, NBC Washington attorney.

**TRACTOR SUPPLY Co., Chicago**

(Replacement parts), on April 24 started a short test campaign of three-weekly minute announce- ments on KGNC, Amarillo, Tex. If the test proves successful, it is understood an extensive spot campaign will be used. Placed direct.

**60-Day Renewals Given KGMB-KHBC; Japanese Noted in Holding Firm**

DISCOVERY in its scrutiny of holding company reports that a Japanese subject is an officer and director of the company controlling KGMB, Honolulu, and KHBC, Hilo, both of which the FCC April 24 to grant the stations only 60-day temporary license renewals, pending investigation. The Company Licenses Act specifies that no foreigner may be an officer of a radio license. KGMB and KHBC are licensed to the Honolulu Broadcasting Co., all officers of which are said to be American citizens. This company, however, is believed to be controlled by the Pacific Theatres & Supply Co., with S. Sawamura, a Japanese, listed as vice-president and director.

Ben S. Fisher, attorney for the stations, declared April 26 that Mr. Sawamura is not a controlling stockholder, since all of the stock in Pacific Theatres is held by the American Theatre Management Co., Ltd., the stockholders of which are all American citizens. Describing Pacific as “a middle company,” Mr. Fisher said the renewal will be pending before the FCC to transfer control from Pacific to Consolidated.

**Pochaontas Test**

POCAHONTAS FUEL CO., Cleveland, will launch in early May an 8-week quarter-hour promotional test with WLO, Youngstown, on KGMB-KHBC; 60

**Gum’s Test on 200**

GUM Inc., Philadelphia (penny gum), on May 1 will start using radio for the first time with a test campaign of described announce- ments three to six times weekly on approximately 200 stations throughout the country. If the test proves successful, the campaign will run on a 52-week basis. Trans- scriptions were prepared by WOR Trans- scription Service and placed through Austin & Spector, New York.

**Emerson Sponsors Elliott**

EMERSON Radio & Phonograph Co., New York, on May 1 starts sponsoring the twice-weekly news show with Elliott Roosevelt. It will be on 23 Texas State Network stations from 5:45 to 6 p.m. Entitled Texas News, the program will be tested for 26 weeks, at the end of which time the sponsor may make arrangements to sponsor Mr. Roosevelt on a national network, although no definite plans will be made until the test period is completed. On May 15 the firm will extend its present schedule of three weekly news broad- casts on WMCA, New York, to five programs weekly, continuing to use three news programs weekly on WOL, Washington. Lightfoot & Co. associates, New York, places the account.

LUIL BEILLE and Skylett Scotty, of the cast of National Barn Dance on WLS Chicago, are featured in two motion pictures yearly by Republic Pictures. They are according to E. W. Kyrie, head of the WLS Artists Inc. Pictures will be based on the annual New Year's Day WLS evening shows.
by a

Radio Director's Secretary

“When Mr. Metzger flies to New York or Hollywood, as he often does, he catches up on his reading. If I don’t put BROADCASTING on top of the magazines he takes along, I notice he does. Here at the Chicago office BROADCASTING and the Yearbook certainly get a good daily workout.”

Nearly one of every two copies of BROADCASTING goes to a time buyer
Restrictive Net Clauses Are Opposed

Roosevelt, Weber Voice Objections as Net Inquiry Closes

PICKING UP loose ends of testimony as its inquiry drew to a close, the full FCC Network Inquiry Committee on April 18 heard additional testimony by Fred Weber, general manager of MBS, Elliott Roosevelt, president of Texas State Network, both of whom made their second appearance before the Committee at request of FCC counsel, as well as an outline of the American Federation of Musicians' views of the transcription business by Joseph N. Weber, AFM president.

The April 18 session marked the first official appearance of the FCC's new member, Commissioner F. I. Thompson, who succeeds to former Commissioner Franklyn Fitch's chair. The new member in his "maiden appearance" presaged an active participation in the functions of the FCC. He has frequently questioning witnesses.

Weber Tells How Mutual Records Off-the-Line

Under direct examination by Louis G. Caldwell, MBS counsel, MBS General Manager Weber explained the use of transcription of network programs as MBS affiliates.

Mr. Weber described the arrangement under which affiliates are allowed to record off the network lines, both as to present and seven days, certain network programs because of schedule conflicts through prior obligations they are unable to carry at the time of the live broadcast.

Explaning that this practice is allowed only with permission of the advertiser, who supposedly is "disappointed" at his inability to secure cleared time for the live program, Mr. Weber went on to point out that it is the only manner of bringing certain MBS programs to particular areas, largely due to live engineer and time space obligations with other networks. The operation is not objected to by talent unions, long-range time extension is extended further than it would be if all stations carrying the program would take it as a live broadcast instead of being recorded for later transmission.

KFEI, Denver among the MBS affiliates finding it necessary to record many MBS programs in order to carry them because of other time obligations. Citing the case of WEAN, Providence, he pointed out that its agreement with NBC as a Blue outlet requires the station during the optional hours on 28 days' notice, although an MBS program may be scheduled and carried in that period if necessary.

Says Options Should Not Stifle Competition

Discussing the optional time problem, he pointed to MBS' development with only "very limited" options, adding, however, that "some privileges of optioning are necessary for network operation". The option should have relation to the amount of time previously used by the network for its commercial accounts, and should not be designed to stifle competition. Option-ridden contracts not only deprive listeners of a greater choice of programs, but also hamper the station's own initiative in supplying programs of particular interest to its listeners, he continued.

Weber added that the FCC is the only group that can make an unbiased review of the facts, its suggestions and viewpoints would be absolutely necessary, adding that what is wanted is regulation to preserve competition, not regimentation of the industry.

Elliott Roosevelt Urges Responsibility at Source

Also appearing at request of FCC counsel, Elliott Roosevelt, TSN president, strongly advocated that licensing of networks to relieve individual stations of the responsibility they now bear alone for the transmission of network programs by placing program responsibility "at the source".

He declared that what actually happens through optioned programs is that amounts to passing of control of the station from the licensee to the networks, and since this is true the networks should be willing to assume responsibility for their programs' public service liability. This could be effected by licensing network operation, as now done for station operation, he said.

Observing that "I don't feel NBC-Blue should have a 28-day notice of cancellation hanging over the head of every Mutual broadcast", he suggested that stations be "brought off" if option-time were reduced to "say 25% more than has been used".

Exclusive contracts are not necessary if a network really is operating successfully, Mr. Roosevelt declared, and a prevailing network "shouldn't fear another network's use of a few hours time". Pointing to the TSN contracts, which, he said, although providing for time options, also carried an "escape clause" if a station wishes to substitute local interest programs on scheduled network option time, he said all network contracts should have similar "escape clauses" allowing clearance of time for local interest programs, both commercial and non-commercial.

Stating that IRNA after a year's activity still has not answered the questions put before it, he said it did not think regulation could progress far in the industry without the active assistance of the FCC. Discussing this matter, he reiterated his views in earlier testimony, that under "certificates" was the only way to maintain "certainty" within the industry, which would be necessary before any great strides could be made in securing voluntary agreements.

Weber Added: The national network set-up he remarked that NBC's two networks represent "a tendency toward monopolistic endeavor" from which the industry must steer clear, and that CBS' opting of 100% of the stations' time for the network, although the network agrees to use no more than 25% of the station's time, amount to "assignment of the station's licenses".

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Broadcasting • Broadcast Advertising
COMING TO BALTIMORE FOR THE

"PREAKNESS"

America's richest
3-year-old Race

To be run at Pimlico, Saturday, May 13th

WFBR and all Baltimore invite you to the greatest sporting event in Maryland—the historic PREAKNESS horse race—engaging the best 3-year-olds in the U. S. with a purse of over $70,000. Run at Pimlico—the famous course of the Maryland Jockey Club.

But if you can't come, LISTEN!

The PREAKNESS will be broadcast by WFBR on entire NBC Red Network and Md. Coverage Network. Sponsored by AMOCO (American Oil Co.) 5:15 E.S.T.

Another scoop for WFBR! Maryland's favorite station caters to Maryland's favorite sport and brings Maryland's greatest race to the entire nation.

WFBR is official broadcasting station for Md. Jockey Club

WFBR broadcasts twice daily direct from the Pimlico race track “The Pimlico Press Box.” Just another case of earning public esteem!

Local Flavor means Local Favor!

IN BALTIMORE THEY LISTEN TO—

BROADCASTING • Broadcast Advertising

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(Continued on page 82)
Third NAB Area, Penn. Group Meet

Keystone State Organization
Formed on Permanent Basis

CLIFFORD M. CHAFLEY, owner and manager of WEEU and WRAW, Reading, Pa., on April 21 was elected to a two-year term as director for the Third District for a two-year term. He succeeds Clair R. McCollough, West Chester Group head, who will retire following the NAB convention in Atlantic City in July and who was not a candidate to succeed himself. The group comprises Pennsylvania, Delaware and New Jersey.

At the meeting of the Pennsylvania Broadcasters Assn., held April 21-22 in Philadelphia, Mr. McCollough was elected president of that organization. Mr. Chafey was elected vice-president, A. C. Moss, WKB0, Harrisburg, secretary, and Dr. Leon Levy, WCAU, Philadelphia, treasurer. Three directors elected were: K. E. Connolly, WJAC, Johnstown; A. F. Godfrey, WIP, Philadelphia; and Arthur Simon, WPEN, Philadelphia; George Joy, WRAK, Williamsport.

The State organization adopted a permanent charter and established a $25 per year flat fee as station dues. A bicentennial theme was raised, comprising Mr. McCollough, chairman; Isaac D. Levy, WQV, Sunbury; A. E. Simon, WPGP, Philadelphia; and chafey, vice-president, NAB public relations director, is coordinating the effort.

Plans for Christmas

The "Listen While You Play" slogan will be pushed through the spring and summer. This fall, the theme will shift to the new radio season, with all stations, plus advertisers, to be tied together in promoting the "campaign-raisers." This year, a day will be set aside from Daylight Saving to Standard Time Sept. 24.

Another phase of the year-round campaign will urge radio sets as Christmas presents. Tentatively, it is planned to have radio submit its "annual report" to the American listener on New Year's Day, with special spots designed to set station programs reviewing the old year and predicting developments of the new.

During National Music Week, occurring May 7-13, the industry will collaborate with the musical art in asking listeners to get the maximum out of their radios by proper service and replacement of sets. Broadcasters, in fact, naturally are expected to praise radio for its contribution to good music. Many broadcasters found, during Open House Week, that they had underestimated the number of studio visitors they would be called upon to accommodate. Literally, hundreds of thousands of listeners visited stations and networks all over the country. Programming found it necessary to stage impromptu studio performances, as a means of breaking in the public and in order to accommodate visitors.

Ingenious plans for the good-Will drive were worked out by station networks. Local civic groups were called together for special radio ceremonies in these and other stations, for the most part, published display advertisements in affiliated newspapers tying in into the theme. In many instances voices of listeners were recorded and the records played back, stimulating auditions. Station - dealer - distributor meetings, held by stations in the community, were held in approximately 100 cities.

Stations were of one accord in hailing the event as one which could automatically bring together broadcasting and the listening audience and in firing the interest of the retail trade and distributors. Many stations, in the reciprocal effort to boost sales and service to their listeners, told them they see their radio dealers for better reception. Stations adjacent to rural communities reported visits from listeners for test points.

KOVO are the call letters assigned by the FCC for the new local outlet at Plymouth, when it is reorganized (Broadcasting, April 15).

Praise From Solons

The South Carolina House of Representatives took official cognizance of "Open House Week" April 19 by adopting a resolution congratulating the broadcasting industry and WIS, Columbia, for its broad public service. It urged all listeners to visit their nearest station during the week. The resolution stated, that the House "congratulates WIS and the industry at large upon the growth of its public service; that it approves and recognizes as valuable the American system of broadcasting, making possible as it does the very finest in entertainment, a dissemination of worthwhile educational information, and a general circulate in the people unprejudiced and uncensored news, of all which is free to the listener; that it recognizes the many advantages of a closer and more intimate relationship between broadcast industry and listener and therefore urges the citizens of South Carolina to observe Radio's Open-House Week by visiting the radio station nearest them."

Six NAB Regions To Pick Directors

Series of Meetings Scheduled To Be Held During May

MEETINGS of six districts of the NAB to elect new directors for two-year terms dating from the July 10-13 convention in Atlantic City have been scheduled during May for districts embracing all provisions of the trade association's By-Laws.

Nine of the 17 district directors were elected last May to two-year terms at the reorganization convention held in February, 1938, with the proviso that if the number of election years were place at least 30 days prior to the 1939 convention. Already elected for new terms at the May meetings held this year have been O. L. Taylor, KGNC, Amarillo, re-elected for the 13th District, which comprises Texas; Gene Dyer, WGES, Chicago, selected to succeed Walter J. Damm, WTMJ, Milwaukee, for the 10th District, comprising Illinois and Wisconsin; Clifford Chafey, WEEU, Reading, elected to succeed Mr. McCollough, for the 11th District, comprising Delaware, New Jersey and Pennsylvania.

Others Scheduled

Other meetings scheduled for election of directors include:

First District, comprising Connecticut, Massachusetts, New Hampshire and Rhode Island, in Boston May 11; John Shepard 3d, president, WCAU, director.


Seventh District, comprising Kentucky and Tennessee, at Nashville, May 20; Mark Ethridge, WHAS, Louisville, director.

Eleventh District, comprising Minnesota, North Dakota and South Dakota, in the held Rochester, Minn., May 21-22; E. H. Gammons, WCCO, director.

Fifteenth District, comprising California, except Southern counties, Nebraska and Colorado, in Colorado Springs, May 15; Ralph R. Brunton, director.

Seventeenth District, comprising Oregon, Washington and Alaska, date and site to be announced, W. Myers, KOIN-RALE, director.

Under the by-laws, only the six directors-at-large will be elected at these conventions to be held July 10-13 at Atlantic City. The nine new district directors elected for two-year terms at the eight districts who still have a year to serve automatically will be induced into office.

Mr. Shepard announced that at his district meeting at the Yankee Network, held in Nashville, Mr. Shepard would speak. Attendance will be limited to NAB members or those who have made application for membership.

On the same date, Mr. Shepard announced a special meeting of the Sales Managers Group of the First District. William Warner, Colonial Network sales manager, who heads the group, announced that a new speaker will include Dr. Robert F. Elder, director of research of Lever Bros., National Sales Manager for Borden, General manager of the Better Business Bureau.

Fifth District speakers, Mr. Tinson and Mr. Kunitz, will include Mr. Shepard, Mr. Moore and Mr. W. S. Brown, WIBG, Harrisburg, Massachusetts district, general manager of the Better Business Bureau.

Sixth District speakers, Mr. Tinson and Mr. Kunitz, will include Mr. Shepard, Mr. Moore and Mr. W. S. Brown, WIBG, Harrisburg, Massachusetts district, general manager of the Better Business Bureau.

BROADCASTING

Broadcast Advertising
Many stations outside the network centers develop talent of network caliber. Few are given the opportunity of putting that talent on the network. WKY, Oklahoma City, is the exception to the rule. "Southwestern Stars" is a regular NBC Red Network feature each Saturday afternoon at 4:30.

"Southwestern Stars" is written, produced and aired by WKY. It has opened the eyes of the nation to WKY's sparkling showmanship. But what is making New Yorkers andifornians talk today has been taken for granted by Oklahomans for the past ten years... for "Southwestern Stars" presents the same talent and the same production skill that goes into each of the more than 140 local, live talent shows WKY produces every week.

Tune in on NBC Red Network each Saturday afternoon. Study the type of programming that WKY's men, method and machinery is putting behind the products sponsored over the Southwest's Standout Station.

WKY Oklahoma City

NBC AFFILATE  900 KILOCYCLES
Promotion Methods for Baseball Games Outlined at General Mills Gathering

THE THREE-WAY responsibility of the radio announcer in broadcasting a baseball game to produce best results for station, sponsor and team, and the most efficient methods of producing those results were the subjects of the General Mills announcements conference held at the Hotel Commodore, New York, April 15-16.

More than a dozen announcers who will handle the microphones in eastern cities for General Mills and its co-operative divisions comprised the student body of this two-day course in announcing technique, whose professors were John H. Sarles, vice-president of Knox-EEves agency in charge of General Mills sports broadcasts, Brad Robinson, director of sports broadcasting for the agency, and W. J. Slocum, veteran sports writer who last year joined General Mills as a liaison officer between the company, the stations and the ball clubs.

Three-Way Partnership

Following a review of the three-way partnership which makes their broadcasts possible, in which the announcers were told that it is up to them to handle the play-by-play descriptions in a way that will build attendance at the ball parks, Robinson, the listeners for the stations and those for the sponsors, the group listened to an explanation of the ball club's views by Frank Staughey, president of the International League. The station's part in the triple partnership was outlined in a recorded talk, originally delivered at the 1937 conference by William B. Hedges, now vice-president of the NBC, whose views were augmented by remarks from William Jackson, KDKA commercial manager, and James Coyle, sales man on the General Mills account at WCAU. Another recorded talk, by S. C. Gale, General Mills advertising manager, presented the viewpoint of the sponsor.

Gist of the matter is that the announcer can best serve all interests by giving a vivid, interesting and impartial word-picture of what he sees; that he should not try to second guess the umpire or manage the teams from his broadcasting booth, but remember at all times that he is a reporter, not a commentator.

Broadcasting the commercials was discussed by Mr. Sarles, who told the group that in no way could any commercial be handled, but that every announcer's watchword should be "not how much, but how well." While a number of written announcements are furnished the announcers, how many they use during any particular game, and how many ad lib announcements are inserted is left to the announcer's judgment.

Mr. Robinson wound up the morning session with a discussion of showmanship, giving tips on how to keep people listening to a one-sided game, and similar practical advice.

He also explained how announcers can help the station in the sale of special sales ties in with the baseball broadcasts. At the present time, for example, in some "Home" weeks the teams are being staged in all cities in the broadcast line-up, complete with parades, special features, which might be sold to other non-commercial features, which afford an opportunity for dealers to tie-in with special "Welcome Home" sales, announced with display material in the stores.

In the afternoon the announcers demonstrated their ability in broadcasting from wire reports, each man announcing a half-hour of the Dodgers-Yankees pre-season game from the ticker.

An open discussion and criticism followed the game. On Sunday morning "do's and don'ts" for announcers were demonstrated by transmissions and by the men themselves and the meeting was concluded with an open forum on all phases of the announcer's task, after which the group attended the Yankee-Dodgers game at Ebbets Field.

PORTRAYS of play-by-play baseball for Atlantic Refining Co. this season met in mid-April at the offices of N. W. Ayer & Son, Philadelphia, for a brief training course in announcing. Atlantic is broadcasting 1,600 games on 26 stations in 26 cities. In attendance were: Jim Peterson, W. Wallace Orr, N. W. Ayer & Son; Joseph J. Rollins, Atlantic Refining advertising manager; Les Quigley, N. W. Ayer & Son; and Ray Schmidt, KDKA and WWSW; Earl Harper, Newark Bears; Jersey City Giants, WNEW; Peco Glens; Richmond Colic, WABC; L. Davis, Baltimore Orioles, WCMB; Ed Kennedy, Springfield, WSPR; Rex Reed and Sherb Herrick, Albany Senators, WABY; Bill Pope, Elmira Pioneers, WSEG; Byron Saam, Philadelphia, Third row, Paul Norris, Charlotte Hornets, WSO; Nick Stepmier, Syracuse Chiefs, WSyr; Jack Lloyd and Ray Markey, Hartford Audubon, WHTT.

Baseball Facsimile

WLW, Cincinnati, broadcast the opening baseball game of the season April 17 on the Crosley ultra-high facsimile station, WXXU, starting at 2:15 p.m., the opening line-up was transmitted and play-by-play accounts of the East and West Coast games were relayed.

A man in the press box phoned play-by-play accounts to the facsimile room, where a rewrite man typed the material for reproduction. Pictures of outstanding players were transmitted.

St. Louis Session

A DOZEN midwest sports commentators attended a two-day get-together and meeting as guests of Hyde Park Breweries, active sports sponsors, in St. Louis April 17-18. They attended the annual Chamber of Commerce baseball dinner for most of the St. Louis Cardinals and Browns teams, a luncheon in their honor, and a distributors' luncheon, all as guests of Hyde Park, but missed the opening day baseball game when rain stopped the Cleveland Indians and St. Louis Browns from performing as scheduled. Sports announcers were guests at a party included Fred Laux, KMOX, St. Louis; John O' Hara and Ray Schmidt, KWK, St. Louis; Bud Jackson, WABC, Jefferson City; Hank Fishler, WDZ-Woluls, Ill.; Allen Franklin and Bob Beauchan, KXOK, St. Louis; Herb McCready, WEY, St. Louis; Lew Milton, WJBL, Decatur, Ill.; Algie Bishop, KLCN, Hyltheville, Ark., and Bill Dunve and Neal Norman, WIL, St. Louis.

Packing Firm Sponsors

INDEPENDENT PACKING CO., St. Louis, is sponsoring a half share of the play-by-play broadcasts of the 1939 home games of both the Cardinals and Browns on WXYJ, according to an announcement by R. T. Convey, president of the World. Johnny O'Hara and Ray Schmidt are handling the play-by-play description, as well as participating in the post-game feature, Home Plate interviews, giving a detailed explanation of the unusual plays or happenings during the games.

Memphis Baseball

FIRST direct play-by-play broadcasts of baseball games from Rushwood Park, Memphis, are being sponsored on WHBQ, Memphis, by Coca Cola Bottling Co. which recently bought broadcast rights to all except home holiday and Sunday games. Previously the Memphis club had held out against the broadcast of home games, although the station's management was interested in covering the Chili's road games. Bob Albury and Bert Ferguson handle the play-by-play accounts.
Sportscasters Elect
OFFICERS of the American Assn. of Baseball Announcers were elected at a meeting held in Cincinnati, in connection with General Mills and Socony-Vacuum Oil Co., as follows: John Nebelt, WINS, Columbus, executive secretary; George Higgins, WTCN, St. Paul, president. Other members of the group are Connie Desmond, WSHP, Toledo; Walt Klemann, KMBK, Kansas City, Allan Hale, WNSN, Milwaukee; Ed Gallaher, WCCO, Minneapolis; Vic Lund, WIRE, Indianapolis; Don Hill, WAVF, Louisville. The association is in its third year, members consisting of American Association baseball announcers.

Ball Club Sponsoring
CHICAGO National League ball club, Chicago, on May 3 and continuing until Oct. 1, will present 20 recorded dramatic sketches dramatizing the lives and careers of the Chicago Cubs, the 1938 National League Champions, on WGR, New York. Entitled Play Ball, the broadcasts will be heard two and three times on the day before each Brooklyn Dodgers-Chicago Cubs game. The series will also be heard in every National League city. Neiss-Meyerhoff, Chicago, is the agency handling the account.

Gillette Tire's Games
GILLETTE TIRE & RUBBER Co., Eau Claire, Wis., will sponsor Freddy Lindstrom's Sports Review on WLS, Chicago, thrice-weekly, 9:30-10:45 p.m. Lindstrom, formerly with the Chicago Cubs, Pirates and New York Giants, is interviewing star players on the series. General Mills has added all home games of the Chicago Cubs, the 1938 National League Champions, on WGR, New York. Entitled Play Ball, the broadcasts will be heard two and three times on the day before each Brooklyn Dodgers-Chicago Cubs game. The series will also be heard in every National League city. Neiss-Meyerhoff, Chicago, is the agency handling the account.

Lorillard Tours
P. LORILLARD Co., N. Y. (Old Gold cigarettes), sponsors of the baseball broadcasts on WGN, Chicago, is arranging all-expense baseball excursions to Chicago from points within a radius of 250 miles. Idea resulted from the fact that Bob Elson, WGN sportscaster, has received thousands of letters from fans wanting him to buy tickets for Sunday and holiday games during the last few years. Cooperating on the low cost excursions are the Chicago Cubs and White Sox, the LaSalle Hotel, and the railroads.

Gordon Baking on WABC
GORDON BAKING Co., Long Island City (Silver Cup Bread), is sponsoring a ten-minute six times weekly preceding the baseball games on WABC, New York. Entitled According to Hoyt, the program features Waite Hoyt, commentator, giving preview remarks on the games, N. W. Ayer & Son, New York, placed the account.

Presto Announces Their New 8-A Commercial Recording Turntable

With 15 Original and Improved Operating Features

1. Rim driven turntable, originated by Presto, now adopted by every manufacturer of instantaneous recording equipment.
2. Cam lever lowers cutting head gently, prevents damage to sapphire needles.
3. Thumbscrew rapidly adjusts angle of needle while cutting.
4. Forty-power microscope for examining cut.
5. Spiralizing feed screw makes starting and run-out grooves.
7. Combination speed change and motor switch prevents flats on idle wheels.
8. Four-sided, rotating scale shows recording time at 96,112,120 and 140 lines per inch at 78 and 33 1/3 RPM.
10. Improved high fidelity cutter records uniformly a frequency range from 40 to 8,000 cycles and gives 4 db higher playback level.
12. Shockproof mountings suppress vibration from outside sources.
13. Vertical damper suppresses transient modulation, eliminates flutter, prevents patterns due to vibration or surface irregularity in discs.
14. Sixty-pound cast iron base assures permanent alignment of turntable and cutting mechanism.
15. Automatic equalizer assures full frequency response range throughout 33 1/3 RPM recordings.

Mounting dimensions of the new Presto 8-A recorder are the same as the Presto 6-C and 6-D portable recorders. A liberal trade-in allowance will be made to radio stations and studios that wish to bring their recording facilities up to date. In writing give type and serial number of your present turntables.

Presto Recording Corporation
242 West 55th Street, New York, N. Y.

Norman B. Neely
5334 Hollywood Boulevard · Hollywood, Cal.
California Representative for Presto Recording Corporation
A song or a story—including your sales stories, more regularly. For here are stations—people in their markets. They sing the song to hear it, and give them entertainment that when Spot Broadcasting is indicated household heads will make it a rule—if no
— broadcast by these stations will reach more who keep a constant finger on the pulse of the they like, broadcast the news the way they want enjoy the most. Make it a law in your com- these stations shall be on your lists. You’ll find a law—to favor your product in these markets.
New Danger Signal

THE BLUE-NOSE brigade has won its first skirmish in what apparently is a drive toward return of prohibition. It has succeeded in getting the Johnson Bill to bar radio advertising of alcoholic beverages reported to the Senate by the Interstate Commerce Committee. Other media would not be affected.

The principle involved in this legislation is so dangerous to radio that no broadcaster, whatever his feeling on the prohibition issue, can afford to ignore it. Radio is singled out for a ban on a particular class of commodity. It is outright censorship, aside from the hardship it places upon a competitive advertising medium. Newspapers and magazines can continue accepting liquor, beer and wine advertising without let or hindrance—but not radio.

Hard liquor advertising on the air is practically non-existent today. That is because broadcasters, as a matter of good taste, voluntarily have abandoned that revenue source. But surelv beer and wines should no more be excluded from the air than from the printed media. To do so discriminates against the medium, and also flouts the wishes of the people who voted repeal and thereby elected to place a bottle of beer on a bar with a bottle of champagne.

Therein lies the real danger. If the advertising of any one legal commodity can be prohibited over the air by Government fiat, then the advertising of other commodities likewise can be restricted. It is the duty of every broadcaster to move in his own defense to prevent such rank discrimination.

In the Bosom

SIX MONTHS and two million words after it began its inquiry, the FCC Network Monopolly Committee is about to undertake drafting of its conclusions and recommendations. Where it will stop, nobody knows. But it is a safe guess there will be recommendations to Congress for legislation which at least will propose licensing of networks.

As investigations go, this one probably served a purpose. The networks and other segments of the industry were enabled to tell their story. Unfortunately, those very members of the committee who are least informed on the subject of broadcasting heard least of the testimony by reason of prolonged absences.

There were several sour displays during the marathon. As expected, it was occasionally used as a sounding board by self-serving groups. Some of the testimony in the record, which stands unfuted, should have been answered in the industry’s interest. We trust the committee will give proper weight to testimony of that nature, for its character and purpose was evident on the face of it.

Among other things, the FCC committee will essay to determine whether networks have suppressed the development of transcriptions. Irrespective of that, and notwithstanding AFM’s worn-out “canned music” argument, we feel the committee heard enough to warrant elimination of the mandatory transcription announcement. That would at least give transcription spot an opportunity to compete for audience on equal footing with “live” programs.

We gather that at least two members of the committee feel that, with respect to network-affiliate relations, much was held back. It might not be going afoul to observe that these members feel regional is and locals were “intimidated” by networks. With no disposition whatsoever to side with the networks, we hardly think that true. Our recollection of the testimony is that a number of affiliates were frank and open in the discussion of affiliate contracts.

Quite a splash was made as the hearings drew to a close by the MBS motion, through its counsel, Louis G. Caldwell, that the Commission in effect enjoin NBC and CBS affiliates from negotiating contracts beyond Dec. 31, 1940. That, we feel, smacked of invitation to rate regulation by the FCC. Broadcasters are—or at least should be—competent to negotiate their own business contracts. Spokesmen for affiliated stations, in reply to FCC questions, specifically rejected suggestions of FCC intervention—at this stage in any event. Moreover, it appears to us that if the Commission has the power to make such regulations, it can do so (and probably would) in its own motion. Private contracts, under such circumstances, would hardly be binding on the regulatory body.

With all deference to MBS, which has done an excellent job in a field in which it entered rather late, we feel the competitive element in broadcasting should be maintained. Stations are not required, under dues, to sign any network contract. Broadcasting must be either competitive or stringently regulated in a business way. It can’t be both. The need is for less, not more regulation.

Radio Helps Itself

RADIO did a powerful job of helping itself during “Open House Week.” It launched auspiciously what should be a never-ending campaign of showing how a united industry can operate on all fronts in the interest of American radio.

Broadcasting stations during the week of April 17 probably accommodated more visitors than in all of the preceding 17 years of radio history. Ingenious promotional displays, programs and special events broadcasts were contrived by most industry units, from 100-watters to nationwide networks. The public at large for the first time got an idea of what really makes the wheels go round in radio.

Whatever the feeling may be about trade association activity generally, the NAB and RMA certainly deserve the plaudits of all in radio for the direction and follow-through on the campaign up to this point. “Open House Week” demonstrated what can be done with proper coordination and enterprise.

Now that the first broadside has been fired, the industry should not suddenly fold up and call it a day. Stations and dealers, transcribers and manufacturers, should carry on with the “house-ad” theme. The public is for radio because it does the job. And everybody likes to know the inside story, no less of radio than of the movies.

The Fifth Estate

MORE than eight years ago, when this publication took its first faltering steps, the radio-press issue was at its peak. We chose, in our very first issue (Oct. 15, 1931) to call radio “audible journalism”—a projection of the newspaper. Our masthead then bore the slogan The Newsmagazine of the Fifth Estate.

In the intervening years, radio definitely took on the journalistic aspect, at first doing its own reporting, nationally as well as locally, and eventually showing the press associations and the newspapers that radio would not put them out of business.

Today radio stands recognized by Congress, which is providing full facilities for the “gentlemen of the radio press” who will grace the Washington scene in increasing numbers henceforth. It marks another milestone in radio’s sound and steady march under the American Plan.
We Pay Our Respects To

PERSONAL NOTES

ERNEST H. VOGLER, from 1930 to 1936 with RCA in various advertising, sales and merchandising capacities and responsible for radio engineering and sales promotion divisions of General Electric Co., has joined the Farmworth Television and Radio Corp. as vice-president. He will work under E. A. Nicholas, president of the Farmworth company, also a former RCA executive, at the new headquarters plant established in Fort Worth, Ind.

ROY WITTWER, vice president of WBX in charge of sales on April 19, has been transferred to Baltimore on "New Techniques in Radio Advertising." Arrangements for the address were made by H. C. Burke, manager of WBAL, to help promote interest in radio in conjunction with "Open House Week."

C. W. GILCHRIST, formerly managing editor of the John Telegaph-Journal and Times-Observer, has been appointed CWC regional press and information representative for the Maritime Division, with headquarters in Halifax.

DAVID WORALL, managing director of MHP, Melbourne, Australia, arrived in Hollywood on April 17 on a trans-continental trip. He will remain in the United States four weeks.

ART LINYCK, vice-president of WJAC, Chicora, Pa., has returned his office after an illness of several months.

At Yale, where his chief scholastic interests were English and drama, he joined Alpha Chi Rho, made his first microphone appearance, organized the Yale Aeronautical Association and emerged with a B.A. degree. A year at Cornell Law School convinced him that his interest in the law was only in its dramatic aspects. Then came his year at Cambridge. And in 1928 he returned home and landed his first permanent job as a writer in the Sun's Republican. About that time he passed the examination for the Air Service of the U. S. Military Academy, but he was deprived of his appointment at his mother's request.

RAPID RISE IN RADIO

Shortly thereafter he deserted the printed for the spoken word, becoming an announcer at WBZ, Springfield, a job that in those days included writing continuity, producing programs, acting in dramatic sketches and participating in whatever other station jobs one's talent permitted. Young's microphone technique developed rapidly and before long he was transferred to the station's Boston studios. In 1928 he went national with NBC, where he remained until 1938.

But merely being the nation's best-liked announcer was not enough. In 1932 he started, at New York University, the first course in radio, apart from engineering, ever given at an American university, and went to lecture on radio as an associate professor of N. Y. U. until 1938. In 1934, he was sent to England as the first American exchange announcer with the BBC, and during his stay he also lectured on American radio at Oxford's summer school in dramatics. Along the line he found time to win his Ph.D. from N. Y. U., in addition to two honorary degrees, a Doctor of Laws degree from St. Benedict's College in Kansas and Doctor of Science degree from Boston's Suffolk University.

After leaving NBC in 1936, Young became radio consultant for J. Sheringham General, where he handled Ed Wynn's program for Plymouth and the Flying Red Horse Tavern series. He also made his first radio station tour with the BBC. In 1938, as an advisor on radio in 1936, continued his teaching, and sandwiched into his daily routine comment on national and international news for General Mills on CBS. The summer of 1937 Young again spent in Europe, lecturing to the executives and announcers of Radijant, Swedish radio service, at the invitation of the Swedish government. On his return home that fall he agreed to drop his other interests temporarily and to concentrate on his Fair duties.

During his stay at the Fair, Dr. Young's only hobby is work and plenty of it far into the night. Under less pressing circumstances, he collects first editions and manuscripts and likes nothing better than burrowing for an hour among the shelves of his library or at his outdoor exercise he prefers riding and can often be seen cantering through Central Park.

When the Fair is over, Dr. Young resides at 160 Central Park South, New York City. He holds membership in the Yale, Oxford, Cambridge, Memorial, Century and University of Boston clubs. He is one of the few fellows among the executives of the Fair and he explains his failure to walk the middle aisle up to now in these words—"I've never had the time."

BROADCASTING • Broadcast Advertising

JOHN M. DOLPH, CBS Hollywood executive in charge of Pacific network programs, has collaborated with Tom Warner, composer of "It's a Small World" and writing a song for "Jacky, Of My, O' Male," to be published shortly. Dolph wrote the lyrics.

LEXON R. LOHR, NBC president, will speak May 3 before the Chicago Blackhawks Club on "The Social Aspects of Radio."

DON HASTINGS, former manager of KBO, Santa Barbara, Cal., has joined the Western Inc., Los Angeles, as director of public relations. For several months he has been director of public relations for the Transportation Engineering Board of the city of Los Angeles.

RAYMOND HOLLINGSWORTH, managing editor of KGNC, Amarillo, is the father of a boy born April 17.

ERNEST D. CORDZEL, of the sales staff of WBAL, Baltimore, and Mrs. Corder, are the parents of a twin boy, Michael Richard, born April 20.

EDWARD J. SAMUELS, formerly commercial manager of WMAK, Springfield, Mass., has been appointed manager of the number of Commodities of Westfield, Mass.
EARL SOWERS

EARL SOWERS, veteran newspaperman who supervised the inaugu-ration of WRNJ, has resigned April 1 as its manager to go South for his health. On April 23 of a heart at- tack in Tampa, Fla. He had gone to Tampa as an assistant managing editor of the Tampa News-Advertiser. Mr. Sowers was formerly managing editor of the Rich- mond News-Leader. Its owners several years ago purchased WPHR, an affiliated station in Richmond in December 1937 to be operated as WRNJ, and Mr. Sowers was selected as its first director. He was succeeded at WRNJ by Edward S. Whittlock, formerly in the radio distributing business in Charlotte.

L. Gordon Thompson

L. GORDON THOMPSON, 34, former announcer for J. Valley: Thompson Co. on the NBC Rudy Vallee Hour, sponsored by Standard Brands Inc., died in the agency's Hollywood of-flu April 19 following a heart at- tack. He was checking the script for the following day's program before going on the air as producer, Mr. Thompson was in charge of the first Vallee show in the early days of the program. After graduating from Wesley- leyan College at Middleton, Conn., he joined the repor-ter staff of the Philadelphia Ledger and later the New York Sun, becoming as-sociated with J. Walter Thompson Co. in 1928. He took over the Vallee program five years later, after having been given other assignments by the agency, including organization of its London radio department. Mr. Thompson rejoined the Vallee program last December. Surviving are his widow and a 6-month-old child, Dabney, Baby, of Greenwich, Conn. Tony Stanford, of the agency's Hollywood staff, took over production of the Vallee show.

Eddie Sobol

EDDIE SOBOL long an associate of NBC's and himself a director of several Broadway shows, has been ap-proached to NBC's television staff as a pro-gram director. Mr. Sobol, who recently joined NBC as a television ad-viser, is at present in Hollywood to produce "Abe Lincoln in Illinois" for KBO. While there he plans to study the use of film for television broad-casts and also to survey the television possibilities among movie per-sonalities.

Henry Dupre

HENRY DUPRE, special writer of the WWI, New Orleans, was laid up for several days recently from injuries sustained in an auto accident. He was driving across a tele-phone pole when he was struck.

Vic Reigh

VICTOR RINGHOLM, who has been in charge of the enlarged special events and sports department of KTUL, Tulsa. A member of the KTUL staff for the last five years, has been named head of the KTUL program department.

John C. Schramm

JOHN C. SCHRAMM, program direc-tor of WOY-WBIL, New York, is the father of a baby girl, born April 24.

Dave Driscoll

DAVE DRISCOLL, chief of WSB's announcing staff, has married Elizabeth Fredericks at New York's Little Church Around the Corner.

IDA A. McNEIL

IDA A. McNEIL

KGFX at South Dakota's capital, Pierre, is largely a family affair, headed and managed by Mr. McNeil and operated from the first floor of her residence with son Richard. 16, as part-time an-nouncer, and son Richard, 14, inheriting his late father's techni-cal aptitude to such degree that they were able to take over the duties. Mrs. McNeil inherited the station from her husband, Dana McNeil, who died in 1936 and who founded it originally in 1916 as an amateur hobby. She has worked with it in all capacities ever since and was made commercial in 1930 and takes a leading role in all community and civic affairs.

O'DARRELL, CUMMINGS, formerly of KTKO, Oklahoma City, and WOBS, Springfield, Ill., has joined WIZ, as production manager. Bernie Johnson, formerly of WIZ, who also has served as one of the announcing staff, and Jay Krup, former city editor of the Lawrence Daily, has joined the WIZ news staff as news editor.

PAT ALAN, formerly announcer and vocalist with WMDB, Peoria, and WDMB, Metamora, Ill., has joined the announcing staff of WOLO, Peoria, Ill.

J. L. JAMES, formerly of WHIN, Kansas City, has joined the announcing staff of WY Ukraine, Kansas City.

Gene W. O'Connell, director of WOLO, has joined the announcing staff of WBNO, Chicago.

BROADCASTING • Broadcast Advertising

Behind the Mike

GAIL NORTHE, fashion and women's newspaper commentator of Texas State Network, on April 11 was married in New York to Mr. Ten, a noted art conservator and beaver of a Russian title. She was with him in New York when her val- uable work, Mrs. Muskivitch is a sister of C. R. Smith, president of American Airlines.

Joe Seals, San Francisco NBC production manager, on April 18 became the father of a baby girl.

John Rogers, formerly of KVVQ, Tubby, and KFPW, Fort Smith, Ariz., has joined the announcing staff of KOMA, Oklahoma City.

Jim Cox, of the publicity staff of WYK, Oklahoma City, will catch for JIM of C.

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Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies

Meet the Ladies
Foster Joins Shepard
FRANK P. FOSTER 2d, former
and National Radio Advertis-
ing, has been appointed
sales manager of both Year
and Colonial Networks.

Bireley's Listing
BIRELEY'S INC., Hollywood (bot-
ted orange, grape and tomato
juice), through Raymond R.
Morgan Co., that city, on June
will start a 10-week spot announcement
campaign, five a week, on 20 sta-
tions nationally with dealer tie-ins.
DAILY newspaper ads will be used.
List of stations is now being com-
pleted.

Bains Named Assistant
To New Commissioner
APPOINTMENT of George W.
Bains, former City Attorney of
Bessemer, Ala., as secretary and
administrative assistant to Commissi-
oner Frederick I. Thompson.

WAKQ, San Juan, Porto Rico, was
authorized by the FCC April 22 to
pick up sustaining programs from
WAXA, St. Louis, and rebroadcast
them on a non-commercial experi-
mental basis for 30 days.

Gordon in Hollywood
MAX GORDON, recently ap-
nounced as NBC's television advisor and
assistant in the production of tele-
vised programs, arrived in Holly-
wood from New York on April 20
for a two-month stay. He will pro-
duce his stage success "Abe Lin-
colin in Illinois" for RKO and con-
tinue his television studies for
NBC. While in Los Angeles, Mr.
Gordon is to study the use of films
for television broadcasts and with
the cooperation of John Swallow,
NBC western division program
manager, make a survey of talent
possibilities from the motion pic-
ture and radio field. While continu-
ing his work in the theatre and mo-
tion pictures, Mr. Gordon will co-
operate closely with John Royal,
NBC vice-president in charge of
programs, in the development of
television.
AN INITIAL order of 10,000, almost immediately raised to 20,000, had to be placed to answer the demands for NBC’s “recreational” emblem, symbolic of the New Youngster’s World’s Fair though actually designed to promote “Doc” Rockwell’s Tuesday night round " Thrills" program on NBC-Blue. Everyone from the network President John Murray down has been wearing the emblem at NBC headquarters, where the first order during one program lasted month immediately exhausted the supply. Requests are still coming in from listeners, stations, sponsors, agencies and in fact apparently everyone related to radio. The offer was withdrawn April 18 after the response had swamped the network with 21,000 requests. NBC is still cogitating whether to order a re-supply.

WICC Tries Car Cards PAD OF 25 detachable weekly programs features the 11x12 inch two-color car cards being tested by WICC, Bridgeport, Conn. Serving a daily estimated average of about 128,000 commuters in the New Haven area, the blue and yellow strips were placed in 206 street cars and buses April 22. Each sheet of the perforated paper pad carries a complete weekly WICC program, with programs changed each Sunday, refills when necessary.

Fels at the Fair FELS & Co., Philadelphia, which sponsors the Hobby Lobby program on NBC-Blue, will tie-in the radio program with the hobby exhibit under the same name which has been set up in the Children’s World Bldg. at the New York World’s Fair. Inter-relation between the two for publicity is now being worked out by Young & Rubicam, New York.

Post Cards for Discs HOLLYWOOD AIRSHOWS, Hollywood production unit, for its five-minute transcribed series, Here’s Hollywood, will mail a merchanising supplementary campaign. It includes newspaper copy and a mass mailing with illustrated post cards for sponsor mailing.

**

NEWS EDITORS and commentators of four Ohio stations conferred at the McCann-Erickson offices in Cleveland at presentation of new promotion program of Standard Oil of Ohio. Stations selected for the campaign are WGAR, Cleveland; WHIO, Dayton; WKBN, Youngstown; WKRC, Cincinnati. Present were (bottom row, L to R) Dick Bell, WHIO, Dayton; Dave Brown, commercial manager, WHIO, Dayton; Albert M. Sommer, McCann-Erickson; Wally Link, WKBN, Youngstown. In top row, Ralph Weidman, WGAR, Cleveland; Eugene Rutledge, WKRC, Cincinnati; Dick T. Roll, WHIO, Dayton; Bill Williamson, commercial manager, WKRC, Cincinnati; E. E. Evans, sales manager, WKBN, Youngstown; Charles V. Lutz, WKRC, Cincinnati; Gordon Cates, McCann-Erickson.

**

MEADOLAKES FOODS, Sherman, Texas, margarine, on its SiO ‘n ‘Slip card at WMF, Dallas. Dallas is conducting a contest during which four Shetland ponies, complete with saddles, bridles and martingales, will be given boys and girls submitting the best names for the ponies. Names must be accompanied by a Meadolake carton front, contest, which began April 17, closes after four weeks.

WSAI’s New Service FIRST RELEASE OF The WSAI News Service, new weekly publication of WSAI, Cincinnati, appeared recently to supplement the station’s regular publicity service for clients. The new Service includes news stories of WSAI’s sponsored programs for the coming week, a biography of some station personality and a page of brief items on WSAI people in and out of the studios.

**

Wire Promotion COPPER “chairpin’, a 6-inch chunk of the 99,000 feet of No. 10 copper wire forming the ground system of the new 78,000 transmitter of WIBW, Topeka, Kan., is enclosed in a window mailing piece distributed by the station, under the cover caption: “Burned—in a shallow grave 12 inches wide, 10 inches deep and 825 feet long.”

Measured Accounts THIRTY-INCH long list of advertisers using WIBW, Cincinnati, with the products they advertise is included in a recent mail promotion of the station. The 36-inch sheet carrying the names also provides an imprinted 30-inch ruler measuring out the accounts.

**

Philadelphia Display WOLL, Philadelphia, has installed a 25-foot gateau a window Cincinnati, in the reception lobby to exhibit merchandise advertised by the station. Display will be run every week, according to Murray Grabhorn, promotion manager.

**

Parade by Hearne TO HERALD Hearne’s Depar- tment Store’s Children’s Theatre of the Air program on WHN, New York, a street parade with the band of the Bobolisk Jewish War Veterans was held the first day of the broadcast. Ed East is in charge of the Juvenile program which presents a guest artist each week in addition to the Juvenile talent.

**

Chromatic Promotion MULTI-COLORED scrap sheets are being made by the WLW, Cincinnati, for use by WLW Cincin- nati, for prospective advertisers. Each page will be devoted to a different WLW sponsored program in which brochure is window in view, half-cards, publicity releases and all pro-motional material connected with the program will be placed.

**

Money Marker ATTACHED to every check issued by WQAM, Miami, is WQAM seal slip saying in bold red letters, “Money spent with WQAM returns to local business men”.

Promotion Piece for Sale KYA, San Francisco, has developed a piece of promotion for some of its programs and sells the data for cash. In March KYA published the first in a series of booklets titled “A Guide to Better Music.” The 24-page booklet contains programs for the entire month of the station’s annual two-hour symphonic broadcast Evening Concert. It gives complimentary information to advertisers; runs several articles on music; lists outstanding programs to be heard on the station, its attention to the major music events to be held in San Francisco during that month. The booklet, containing 8 pages printed in color, is available to advertisers through the KYA Advertising Dept. and to the public at $1.16 each. The booklet is being advertised on the air during the Evening Concert and Morning Concert. It is offered to any listener who sends in 10 cents. Several hundred were pressed on newsstands.

**

WWL Uses Steno Code A PAGE from a stenographer’s note book is clipped to a file folder containing promotion material for WWL, New Orleans. The page has a sample card in two different systems, advising stenographers to catch their bosses in a good mood and send them the folder. Signatures are those of Marian McCluskey, secretary, and her boss, Vincent F. Callahan, WWL manager.

**

Piano Contest NOVEL contest developed by WHB, Kansas City, for the piano department of a local department store, will be the oldest piano in Kansas City. Set for a four-week run, the competition offers anyone wanting to play a chance to win a $5 grand prize. Winning pianos are put on the air via WIBR transcription facilities. First week of the contest yielded 200 piano prospects.

**

Retailer’s Battle Promoted WRRK, Boston, mailed 5,000 letters enclosing placards for display to all grocery and drug retailers in the area when teams made their calls. Grocers and drugists competed on the station’s Right or Wrong program. Cash prizes were awarded.

**

Brochures

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KNN, Los Angeles: Rate card along with a promotion letter from Donald H. Thorneburgh, WX manager, in- curred in two-brochure.

WHK-WCLE, Cleveland: Red and orange brochure, “Crescendo,” announcing 23 radio shows.

KFYR, Bismarck, N. D.: Rate card, average placement, folded into shape of “open door to 600,000 homes.”

RKO, Des Moines: Trio of colored pictorial brochures, same format.

KDTL, Salt Lake City: Two-color promotion brochure, “Showmanship is the Key to Sail On.”

WOWO, Fort Wayne: Red and black newswest promotion folder, “We Serve News & Advertising Bob Wilson, coverage and market analysis.

WLAW, Lawrence, Mass.: Two-color promotion folder showing station coverage and market skills.

WCAO, Baltimore: 24-page booklet containing a detailed history of the station with names of staff members, etc., printed by WOC, Denver: Three-color 20-page plastic bound brochure.

Films Gird for Television
(Continued from page 22)

articles and books dealing with television and its relationships to motion pictures; to provide data on equipment, methods and use of films, with reference to their present status and probable trends; to establish standards, and to handle special problems such as inter-industry coordination, future equipment needs and specifications, and the like.

"It is impracticable at the present time to reach specifically on a number of items falling within the scope of the committee because the technique of television is in a state of flux, and that television's phases of the art are really in the experimental stage," his report continued. "As a basis of a temporary acceptable policy for the motion picture industry, the opinion appears to be that the present motion picture standards are acceptable for television, and that television will try to work toward those standards."

E. W. Engstrom, RCA research director, described the development of a simplified television "preview" system which enables producers to determine in advance films most suitable for television. The preview apparatus is contained in a compact console measuring only 44 inches high, 34 inches wide and 21 inches deep. A standard "inconoscope" television pickup camera and film projection equipment are used in conjunction with it. Mr. Engstrom also gave details on apparatus which automatically adapt the 24 frame per second speed of motion picture film to the 60 interlaced pictures, per second standard speed of television scanning.

"With the development of both the new television adapter equipment and the previewing system, there are no serious practical difficulties in the way of utilizing present day motion picture standards for television purposes," he said. This, Mr. Engstrom pointed out, immediately opens up two important motion picture sources for television entertainment — first, films that have already been made for theatre audiences may be used for television purposes; second, films made especially for television need not deviate from existing movie standards, nor will they require any extra processing.

DuMont's Warning

Differing with standards that have been set up by the Radio Manufacturing Association, Allen B. DuMont, head of DuMont Laboratories, in a paper which was read for him, warned against adoption of standards that might hinder future development of the television art.

"Engineering progress comes daily through the constant, continued research and development," he warned. "It is obvious, therefore, that at some future date our present day so-called low-definition television will compare only with the crystal detector, headphone days of radio. At that time, however, there will be a tremendous investment by the public in television receiving equipment, and the obsolescence of such an investment will not be cordially received. It is necessary however, that such changes take place, and the problem of the present day engineer is to design his receiving equipment in anticipation of such changes."

The exacting requirements of live television production were emphasized by A. W. Protzman, NBC New York television engineer, who described to the delegates a long series of experimental projects which the network and RCA engineers have been carrying on to develop a suitable studio preparatory to the launching of high definition television program service in the home.

Harry R. Lubeck, television director of Don Lee Broadcasting System, Los Angeles, unfolded the story of how a television director commands his studio staff and makes changes in program enactment by telephone as he sits in front of his television receiver at home, several miles away. He also reviewed the achievements of that company's television transmitter, W6XAO, since its inception in 1931. He revealed that more than 11,000,000 feet of film has been transmitted over the station which currently releases live shows four times weekly and films twice weekly. W6XAO is the only television transmitter on the West Coast.

Video Technical Papers Appear in RCA Review


IMAGINE A FEED-BACK AMPLIFIER
FLAT WITHIN .3 OF A DECIBEL
FROM 15 TO 15,000 CYCLES . . . !

From Fairchild's precision-instrument laboratories has come a feed-back amplifier which sets a new standard for distortion-free range. Designed to meet the demand for greater fidelity in broadcasting, recording, playsbacks and in the laboratory. It has literally amazed engineers who gave it thorough tests at recent previews. The specifications speak for themselves:

Overall gain — 75 db.
Noise level — 50 db below "0" level.
Rated at 22 watts into 500 ohm resistive load.
Input impedance multiple line: 50, 125, 250, 500 ohms.
Output impedance: 15 and 500 ohms.
Input line volts: 110 to 125V, 50 to 60 cycles AC.

Distortion: .3% at rated output, Size: Fits 19" relay rack — 7" high panel, 2 units — amplifiers and power supply each this size. Cover: Dust cover removable from rear — quick release, no screws. Accessibility: Front panel removable by release of four thumb screws. All wiring then accessible.

For full information, send for descriptive literature.

"...it had to satisfy Fairchild first"

Sound Equipment Division

BROADCASTING • Broadcast Advertising

May 1, 1939 • Page 45
KDFR Now Asks Omaha Move Dropped by KMA

KMA, Shenandoah, la., having recently dropped its application for authority to move to Council Bluffs, la., just across the Missouri River from Omaha, KDFR, also of Shenandoah, has applied to the FCC for a permit to make the same move. KDFR is owned by Henry Field, seed merchant, and managed by Marvin H. Peterson. It is a regional on 890 kc., sharing time with KUSD of the University of South Dakota. KMA is owned by Earl May, also a seed merchant, and is a regional on 930 kc. When KMA, which is an NBC-Blue outlet, made its application last month, it was indicated that the purpose was to have an NBC-Blue outlet in the Omaha area to replace KOLI, which recently dropped from that network to join CBS.

KDFR are the call letters assigned by the FCC for the new local station at Sedalia, Mo., authorized last month by the FCC (Broadcasting, April 15).

Supreme Court ASCAP Rulings

(Continued from page 28)

monopolistic price fixing in restraint of trade is not “novel” and “unique” and raises no “grave constitutional questions.” The constitutional right of states to pass laws against monopolies “should not be beyond possibility of controversy,” he said.

Discussing the jurisdictional amount, Justice Black said that all ASCAP members have in common “is their alleged right to violate with impunity the Florida statute against price-fixing.” A common desire to disregard a state law, he held, cannot serve as a “common and undivided interest for purposes of Federal jurisdiction.”

Pointing out that the otherwise complete suspension of Florida’s law was limited only by the condition that ASCAP made bond of $5,000, Justice Black said the Supreme Court now refuses to correct “the grossly unjust failure to protect those who may suffer irreparable injury from the suspension of the Florida law on the ground that ‘no objection appears as to the adequacy of the bond or the other terms of the injunction.’” The lower court, he held, has already exercised its control, resulting in “manifestly injurious error apparent on the record.” He added that the injustice to the public apparent on this record “violates the rudimentary principles of equity and fair play. We should neither condone nor permit it.”

Violators Should Not Benefit

“They who attack the constitutionality of a law, obtain its judicial suspension, and then continue to violate its terms, should not benefit by the suspension, in the event the law is later held constitutional. Otherwise, a judicially granted period of immunity will reward litigants who unsuccess fully assail the constitutionality of legislation. Seemingly, the time has ar

KMAC, San Antonio local operating on 1570 kc. has applied to the FCC for authority to shift to 830 kc. and operate with 1000 watt full time sharing with KONO. San Antonio. It also asks for that station’s time allotment.

Welcome
NATIONAL ASSOCIATION OF BROADCASTERS
July 10 to 13
When you come to Atlantic City, make your headquarters at The Ambassador • You’ll be adding hours of pleasure and enjoyment to your stay by being so close to everything that’s going on • And The Ambassador is Atlantic City’s finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You’ll find everything you want at The Ambassador...comfortable rooms at moderate rates...fine restaurants...indoor swimming pool and other recreational facilities...spacious sun decks and public rooms •

William Hamilton
MANAGING DIRECTOR

Ned E. Bopp
CONVENTION MANAGER

NBC’s Foreign Response Shows 20-Fold Increase

TWENTY-FOLD increase in audience mail from foreign countries is reported by NBC in the 10 months its shortwave stations, W3XL and W3XAL, have been operating with 25,000 watts and a fixed language program pattern, according to Frank E. Mason, vice-president in charge of NBC’s International division.

In May, 1938, when the system was inaugurated, NBC received only 157 pieces of mail in response to its shortwave programs. In July, 520 letters were received, and in September, 1,650. The monthly total mounted until, in February, 1939, the 3,000 mark was passed for the first time, and in March, 4,425 letters were received from 82 countries, protectorates and colonies.
WKZO Wins Fight After Five Years

WOW's Appeal From Grant of Fulltime Operation Denied

The five-year fight of WKZO, Kalamazoo, for fulltime operation on 590 kc., was terminated April 17 by the U.S. Court of Appeals for the District of Columbia, which dismissed the appeal of WOW, Omaha, from the FCC decision authorizing the grant.

Chief Justice D. Lawrence Groner, in the opinion, which was announced April 16, dismissed WOW’s objections based on technical and interference grounds. The opinion pointed out the Commission found that while Kalamazoo is only 564 miles from Omaha, whereas the recognized mileage separation is 500 miles, the objectionable interference to the service of WOW would result from the grant to WKZO of 250 watts power at night.

Interference Discussed

The court held that WOW was not actually deprived of a fair hearing and that there is substantial evidence in the record to show that by the use of a directional antenna, meeting FCC requirements, WKZO will be operated to restrict radiation in the direction of Omaha and eliminate any possibility of interference with WOW.

Referring to the fact that Comdr. T. A. M. Craven, "an engineer of distinction in the radio field," and now a member of the Commission, had appeared as an expert witness against WKZO engineer during the original hearings, the court declared it construed the evidence in opposition as "purposely confined to showing that absolute protection to WOW would not be obtained if the antenna was designed and built as proposed in the original application." The court brought out the fact that the Commission after five years of study and investigation and after having twice granted and once reversed the WKZO permit, set the application down for final hearing.

Right to Give Service

Holding that WOW was not a person "aggrieved or whose interests are adversely affected" by the Commission’s decision, the court concluded: "On the whole case we cannot resist the conclusion that WOW’s views are due not so much to the present danger of interference but rather the danger which might result in the event the Commission should hereafter revoke its existing rule limiting the power of regional stations on its channel. However commendable its provision in this respect, it may not be permitted to override the right of Kalamazoo to radio service on the established right of WKZO to furnish it."

John E. Fetzer, president and general manager of WKZO, announced April 20 that the station proposed to start construction of its new directional antenna immediately in exact accordance with FCC engineering rules and designed to protect WOW "well beyond their half-millivolt line."

WHEN WBCM, Bay City, Mich., extended a telephone invitation to every General Mills and White Star Refining Co. dealer in its territory to attend its Eight-Ball Club broadcast April 16, 402 responded. The two companies co-sponsored the Detroit Tigers games daily over WBCM and the Michigan Network. The program commemorated baseball’s 100th anniversary.

WSIX, Nashville, formally opened its new studios during Radio Open House Week, holding open house all week and originating several special programs commemorating the joint occasion. New quarters are on the 14th floor of the Nashville Trust Building and were constructed under the technical direction of Ross E. Porter, WSIX chief engineer.

WRITERS’ SCHOOL of the League of American Writers, New York chapter, has announced two new courses in radio script writing to be offered during its sixth quarter, starting May 1. Helen Bemvy will conduct a class in advertising writing as well as a class for beginners.

WIND, Gary, is broadcasting recreations of the radio drama of the Chicago Cubs and White Sox, Jack Drees, sportscaster of WIND, will handle the series, which is designed for those unable to attend or listen to the afternoon games. WIND has sized a similar series for the last three years.

CHINS, Halifax, N. S., is installing a new 200-foot tower to replace the 224-foot vertical shunt-fed radiator, the upper half of which was demolished in a gale last December. On the recent occasion of CHINS’ 14th birthday, the Halifax Mail devoted a full-page profile to the history of the station, the oldest in the three Atlantic Coast provinces.

CONSTRUCTION was scheduled to start about May 15 on the new 5,000-watt transmitter for KGW, San Jose, Cal. The transmitter is to be erected on the salt marshes at Alviso, eight miles East of San Jose, with the studios remaining in their present downtown location.

WTAM, Cleveland, on April 29 fed NBC-Red a swing music program by the Doctor’s Orchestra of Cleveland, an organization formed by the local Academy of Medicine. Formerly the group had a symphonic orchestra, but this year switched to swing.

HENRY WOOD, farm director of WSFM, Indianapolis, takes recording equipment with him as he comes at farms throughout central Indiana to gather material for the daily programs sponsored by the Indiana Bureau of Extension. The films range from采访 associates, family, from youngest to oldest, on all angles of farm life.

 HOW radio can best be used to promote the activities of various associations was the subject of a discussion held April 20 in Radio City, New York, during the Conference on Association Publicity. Representatives of NBC, ABC, and CBS were Lewis Titterton, head of the script division; A. A. Schectheher, head of news and special events; Wayne Randall, director of publicity; Philip Garlin, in charge of sustaining programs, and W. G. Martin of the Advertising Bureau.

STERN FURNITURE Co., St. Louis, has a total of 19 programs a week on WIL, that city’s only station, including a daily quarter-hour in which Bert Snell, Breakfast Club chairman, is given a picture cut from a furniture catalog, with price, to describe as a Breakfast Club Spec. KFRO, Longview, Texas, sends a letter to each new subscriber to newspaper carrying the station’s program schedules and publicity telling them the newspaper carries KFRO programs exclusively and advising that to get the most from their paper and radio they should take advantage of the programs heard on the station and listed in the paper.

www.americanradiohistory.com
The Business of Broadcasting

WGY, Schenectady
Benco Watch Co., New York, 2 a week, thru Leighton & Nelson, Schenectady.

Dryden & Palmer, Long Island City, (Gravy Master), 2 a week, thru Samuel E. Croft Agency, N. Y.
Ina Food Products, Auburn, N. Y., thru Persig & Cottin, Utica.
E. L. Knowles, Springfield, Mass. (Rubine), 3 a week, thru Lawrence M. O'Connell, Springfield.
Thomas Learning & New York (Baum Bengal), 6 a week, thru Wm. Macy & Co., N. Y.
Rumford Chemical Works, Providence, as series, thru Atherton & Carrier, N. Y.
Wattd & Bond, Newark, (Yankee cig.), 3 a week, thru BBDO, N. Y.
Walker Remedy Co., Waterloo, Ia., 2 a week, thru Weston-Barnett, Waterloo.

WFIL, Philadelphia
Colgate-Palmolive-Peek, Jersey City (Freezer Sauer), 10 a week, thru Benton & Bowles, N. Y.
Goodyear Tire & Rubber Co., Akron (rubber soles, 10s), 10 a week, thru Arthur Kudner, N. Y.
Kemp & Lang (Do Tell), (proprietary), 6 a week, thru Hughes Wolff & Co., Rochester.

WRC-WMAL, Washington
Olson Rug Co., Chicago, 3 a week, thru Presra, Fellers & Presra, Chicago.
Zoneite Products Co., New York (Fortwax), 2 a week, thru Cowan & Dengle, N. Y.

CKC, Toronto
Western Canada Flour Co. of Canada, Toronto, 5 a week, thru A. McR. touchscreen, Toronto.
C. E. Pulitzer Ltd., Toronto (proprietary), 30 a week, thru Metropolitan, Broadcasting, Toronto.
West Cereal Co., Toronto, 6 a week, thru Alexander & Bernard Productions, Toronto.

WHO, Des Moines
Bayer-Semenan Co., Wilmingt., Del. (concentrate), 12 a week, thru Thompson-Koch Co., Cincinnati.
Little Crow Milling Co., Warsaw, Ind. (Cocoa-Wheat), 150 a week, thru Rogers & Smith, Chicago.
Carl's Magic Oil Co., Des Moines, 13 a week, thru.

Naughton Farms, Wash., (nursery), 9 a week, thru Rogers & Smith, Dallas.
Perk Foods Co., Chicago, (dog food), 7 a week, thru Mason Warner Co., Chicago.
Charles Hewitt & Sons, Des Moines (cosmetics), 26 a week, thru Mason Warner Co., Chicago.
Refrig. & Air Cond. Institute, Chicago, 6 a week, thru James R. Lunke & Assoc., Chicago.
St. Louis Gospel Center, St. Louis, 92 a week, direct.


WOR, Newark
Joe Love Corp. New York (Popsicles), 3 weeks thru Biow Co., N. Y.

WDAY, Fargo, N. D.
Hall Hardware Co., Minneapolis, as series, thru Campbell-Minuth, Minneapolis.

Industrial Training Corp., Chicago (series), thru James R. Lunke Assoc., Chicago.
Tegge Jackson Cigar Co., Detroit, as series, thru Fadachman, N. Y.
Nash Coffee Co., Minneapolis, as series, thru Erwin Wasey & Co., Minneapolis.

KRSO, Santa Rosa, Cal.
Sherrin-Williams Paint Co., San Francisco (paints), 15 a week, thru J. C. Morin, Orange, N. Y.
Los Angeles Soap Co., Los Angeles (White King Soap), 3 a week, thru Raymond R. Morgan Co., Hollywood.
Pioneer Baking Co., Sacramento, (Old Home Bread), 90 a week, thru Pacific.

DKGO, Fort Worth
Bewley Mills, Fort Worth, 104 a week, thru Cy Leland Inc., Fort Worth.

WMAS, Springfield
General Foods Corp., Boston (Fathom), 18 a week, thru Allied Foods, Boston.
Household Finance Corp. Chicago, (telephone), 2 weeks, thru BBDO, N. Y.

WSYR, Syracuse
Green Watch Company, 52 30-minute spots, thru McCann-Erickson, I. N. Y. (Falkin Food), 78 5-minute spots, thru Charles Silver & Co., Chicago.

WNEW, New York
Community Opticians, Long Island City, 6 a week, thru Commonwealth Adv, Boston.

Stapler Corp., Berkeley, Cal. (Mina), 2 weeks thru Erwin Wasey & Co., San Francisco.


National Beauty Corp., Los Angeles, 40 a week, thru Smith & Bell, Los Angeles.

WFFR, Baltimore
Freigleide Corp., Dayton, 117 a week, thru Harp & Sons, Chicago.

General Motors Corp., Detroit (Oldsmobile), 20 a week, thru D. L. Brother & Co., Detroit.


WLW, Cincinnati
Gardner Nurseries, Osage, Ia., 3 a week, thru Lord & Co., Cincinnati.

Industrial Training Corp., Chicago, 2 weeks for 3 weeks, 1 a week, thru James R. Lunke & Assoc., Chicago.

WLAW, Lawrence, Mass.
Community Opticians, Boston, 5 a week, thru Commonwealth Adv. Boston.

Policymakers' Advisory Council, New York, 2 a week, thru Arlo J. Roberts Agency, N. Y.

KSL, Salt Lake City
W. Fuller & Co. San Francisco (paint), 26 a week, thru McCann-Erickson, I. N. Y.
Master Lock Co., Milwaukee (locks), thru thru Scott-Telander, Milwaukee.

WDBJ, Roanoke, Va.
Richfield Oil Co., New York, 3 weeks, thru Sherman E. K. Russian & W. J. Miller, Mechanicsville.

KMPB, Beverly Hills, Cal.
Union Pacific Railway, Los Angeles, 5 a week, thru Capsule, Co, Los Angeles.

WBAL, Baltimore

WPTF, Raleigh, N. C.
Longines-Wittnauer Co., New York (watches), 100 a week, thru Arthur Rosenberg Inc., N. Y.
JOSEPH LEVY Co. New York (Crawford Clothes), on April 1, started sponsoring ex-Mayor James J. Walker’s news commentaries on WJZ, New York, Monday, Wednesday and Fridays, from 8:15 to 8:30 p.m. The program was placed on a 2-week contract at Al Paul Leotty Co., New York. Also on WJZ, New York, is the new news program originated by Axton-Fisher Tobacco Co., Louisville, daily from 6:20 to 6:30 p.m. Starting May 1, the show is titled "New With Bond" and was planned for 52 weeks through McCann-Erickson, New York.

ACME BREWING Co., Los Angeles (beer), in late April started using six-weekly transcribed English-language announcements on KFWB, Hollywood, and KGOM, Albertan, which are all in New Mexico, in a summer campaign. Agency is Emil Bruchsack & Staff, Los Angeles.

THERMO AIR CONDITIONING Institute, Los Angeles (school), in a four-week campaign which started in late April, is using a weekly four-hour educational talk on four West Coast stations - KFRC, KJL, KNO, KSRO. Other Pacific Coast spot radio is planned in May and June. Agency is R. H. Alber Co., Los Angeles.

McCLINTOCK-STEIN Co., San Francisco (bird seed), new to radio, in a brief test campaign which started in late April, is using a four-minute transcribed announcements on KBOF, Los Angeles, KFOX, Long Beach, Cal. Agency is Emil Bruchsack & Staff, Los Angeles.

MISSION Village Enterprises, Los Angeles, with tourist trailer courts in 12 cities nationally, on April 24 started, for 52 weeks, sponsoring the quarter-hour transcribed "Indian Trails" adventure series on KMTR, Hollywood. Firm, placing direct, is using six programs weekly, and plans to expand radio activities to other cities where courts are located. Series is produced by Callahan Radio Programs, Hollywood, with engineering by Radio Recordists Inc., that city.

IMPERIAL SUGAR Co., Sugarland, Tex., thru Tracy-Locke-Dawson Inc., Dallas, on March 25 started a 13-week schedule of thrice-weekly quarter-hour transcribed feminine appeal programs, "Green House," Oklahoma City, and KTUL, Tulsa. Other stations are to be added to the list. Program is produced by R. U. McIntosh & Associates, North Hollywood, Cal.

ZINSMASTER BAKING Co., Du- luth, Minn., thru Spanish-English Ad- vanced Advertising Agencies, Los Angeles, to direct its West Coast advertising, and on May 5 started its participation six times weekly in the combined Suisses Salante and "Le Chocolat" Protective League programs on KNX, Holly- wood. Contract is for 13 weeks. A national spot announcement campaign is contemplated for early fall.

HYDE PARK Breweries, St. Louis, has begun an advertising campaign that includes 14 sports programs by a dozen midnight sports commentators on nine different stations in St. Louis, Jefferson City, Mo.; Decatur, Ill.; Tuscola, III. and Blithewell, Ark. Ruthrauff & Ryan, New York, handles the account.

KOHLER MFG. Co., Baltimore (rem- edies), has placed a schedule of two spot announcements daily on WIN, New York, thru Courtland B. Fergus- son Inc., Washington and Holborn agency.

STATE AUTOMOBILE MUTUAL Insurance Co., Columbus, O., will start "Unbroken Melodies on WJR, Detroit, for 52 weeks beginning May 7.

SUCCESSFUL use of radio for the promotion of banking services is being used by the South Side Federal Savings & Loan Association in Cleveland over WTAM, Allan C. Knowles, vice-president of the bank, has given 100 five-minute broad- casts daily except Saturday and Sunday at 1:15 p.m. since Dec. 12, 1938, with unusual results. Mr. Knowles speaks over a microphone located on his desk at the bank and discusses banking services and home finance problems. He reports a large number of inquiries and resultant business from the broadcast.

DRS. F. E. J. CAMPBELL, Los Angeles & San Francisco (chain den- tists), with offices in California, on April 23 started for 52 weeks a six- weekly quarter-hour program. The Weekly Voice, on KFAC, Firm for the last 18 months has also been using a seven-weekly quarter-hour evening program, "Smithfield's Wade Lake" on KEHE and recently added an additional hour of that program as a Sun- day morning feature. Five spot an- nouncements daily, four days weekly, are also being used on KFAC. Other California stations will be added during the summer. Paul C打听 Adv. Agency, Los Angeles, has the account.

LARUS & BROS. Co., Richmond, Va., on April 25 started a 10-week series for Domino cigarettes of 30 spot an- nouncements weekly on the Mr. Holland's Mattinee program, daily on WNEW, New York. For Dominos and Ed- ge-the-worth tobacco, the company is sponsoring Frank Ryan's sports program, five days weekly for 13 weeks on WBAI, Boston, and five days weekly, New York, handles the account.

GLOBE BOTTLING Co., Los Angeles (beverages), new to radio, in a three-week Southern California campaign which started April 18, is using daily one-minute transcribed announcements on KJH-KFWB-KOJ-KFAC KMTR-KMFC KECA. Transcriptions were cut by Radio Recorders Inc., Hollywood, with placement through Mr. Weinberg Adv. Co., Los- angeles.

UNITED DRUG Co., Toronto, has re- started a series of three-weekly 30-second spot announcements from April 30 on 40 Canadian stations. Ronalds Advertis- ing Agency, Toronto, placed the ac- count.

LEVER BROS. Sydney (soap), thru J. Walter Thompson Co., that city, is sponsoring the weekly "Live Radio Theatre" on 22 stations in Australia, Sundays, 8-9 p.m. originating the series from 2GB. Opening program of the series carried a message by trans-Pacific radio-telephone from Cecil B. De- Mille. Hollywood producer of the show, sponsored on CBS. Production follows closely the format of the Hollywood show, but with the Australian cast. Commercials and interviews correspond with those on the CBS "Rai- dio Theatre." The 22 Australian sta- tions carry trailers of the series. A newspaper advertisement also calls atten- tion to the weekly program.

R. L. MUNSEY'S Remedies Ltd., Toronto (patent medicines), has started a weekly five talent French dramatic network show on CKOI, Montreal, piped to CHRC, Quebec. The account was placed by Ruthrauff & Ryan, New York.

BRITISH AMERICAN OIL Co., To- ronto, on April 10 started 11 weekly newcasts on CFCH, Montreal, and a weekly French dramatic show on CKOI, Montreal, on April 14. J. Walter Thompson Co., Toronto, is agency.

FRONT STEEL & Wire Co., Hamil- ton, Ont. (wire fence), is sponsoring Harry Boyle's Farm Broadcast three-weekly on CKWN, Winnipeg, Ont., in a test campaign, placed direct. This is believed to be the first use of radio by a Canadian late manufacturer.

OCTONEK KNITTING Co., Seattle, Wash., recently signed a 13-week contract with KIRO, Seattle, for participa- tion in Feminine Forum.

SALT LAKE CITY

is entering its greatest year for tourist business. Millions of dollars will be spent here by visitors and will be re- spent by residents who respond to the sparkling showmanship of the}

One of America's oldest Radio stations

WSPD The Voice of Toledo

ABC-Red & Blue

One of America's oldest Radio stations

Yes, sir—we are 18 years old this month and proud of our record of service to this and surrounding communities. WSPD has earned the confidence of its listeners and justified the faith of its advertisers through the years.

5000 Watts Day — 1000 Watts Night

Studios Commodore Ferry Hotel

John Blair & Co. National Representatives

May 1, 1939 • Page 49

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Wilson Opens in S. F. With Griffith in Charge

HOWARD H. WILSON Co., national representative firm, announces the opening of a San Francisco office at 681 Market St., with Homer O. Griffith, formerly of WLS, Chicago, and Presba, Fellers & Presba in charge. Mr. Griffith started in radio on the Pacific Coast in 1930 and for a time operated his own advertising agency in San Francisco. In 1932 he came to Chicago where he presented his first program, The Friendly Philosopher, on WLS, WBBM, and WAAF. In 1936 he opened a Dallas office for Presba, Fellers & Presba, Chicago agency. He joined KFJB, Marshalltown, Ia., as commercial manager in 1937 and during the last year has engaged in general advertising work on the Pacific Coast.

Legislation to Prohibit Unauthorized Broadcast Of Recordings Is Offered

SPONSORED by Gen. Samuel T. Anseli, counsel for the American Federation of Musicians, a measure designed to prohibit the unauthorized use of recordings or electrical transmissions in radio broadcasts without the permission of the performer who created the original material was introduced in the House April 17 by Rep. Schulte (R-Ill.).

Offered as an amendment to the Communications Act, the bill makes it unlawful for any person not having the consent in writing of the performer or performers creating music or other program material to reproduce or cause to have reproduced such material for profit. The measure provides that punishment for such offenses shall be a maximum fine of $10,000, or two years imprisonment, or both, and authorizes Federal district attorneys to seize such unauthorized reproductions and Federal judges to order their destruction.

Sudden Loyalist CP

ADVISING the FCC that it had lost interest in the project, P. W. Spencer, secretary-treasurer of the Mechanics Federal Savings & Loan Assn., Rock Hill, S. C., was authorized by the FC on Apr. 11 to relinquish its construction permit for a new 100-watt daytime station on 1500 kc. in that community. The Commission granted the CP last Dec., 7, upholding an examiner's recommendation after hearing and assigning the proposed station call letters WRLK. Rock Hill is a community of 11,522 population and the nearest radio station is in Spartanburg, S. C.

Surrenders Local CP

HEAVIEST summer schedule in the history of WOW, Omaha, includes 22 new programs according to Manager John Gill Jr. Of the 22 evening and five daytime shows, most are NBC Blue program, while others have their own spots. The KOLI recently left the Blue network.

Surrender Local CP

REPS

RAY LINTON & Co., newly formed representative firm, announces a New York office at 101 Park Ave. under the direction of George Hopewell. Mr. Hopewell joined World Broadcasting System as a salesman in 1929 and since 1930 has had his own firm as a publishers representative.

DON ROBBINS, formerly San Francisco sales manager for the McClatchy radio stations and recently accounted executive of KSA, has joined Walter Biddick Co., station representatives, as San Francisco manager.

ROWES, Omaha (formerly WAAY), has appointed George P. Hollingbery Co. as national representative.

Another Added Service

HOMER GRIFFITH

Announcing the appointment of Mr. Homer Griffith as manager of our new San Francisco office at 681 Market Street.

Mr. Griffith's 12 years experience in station and retail sales work will help you to get even greater results in our markets.

Our 'Frisco phone is DOUGLAS 4479.

HOWARD H. WILSON
Radio Station Representatives
Chicago, Kansas City, New York, San Francisco

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Broadcasting • Broadcast Advertising
Discs Boost Fight

TRANSCRIBED one-minute interviews, featuring contestants, were used to advertise the world's championship heavyweight fight between Joe Louis and Jack Roper. Sponsored by the promoters, an average total of 10 daily transcribed interviews were used on eight southern California stations, KFJ KFWR KGPS KFV KFAL KFYD KMPC KNX KFMM, in a six-day campaign which started April 16. The campaign was prepared by Bernard Weinberg, executive of Milton Weinberg Adv. Co., Los Angeles.

Lewis Joins Spot Film

ELECTION of Leonard Lewis, formerly with World Broadcasting System, as vice-president of Spot Film Productions Inc., New York, was announced April 26. Mr. Lewis, who served as radio editor of Printers' Ink Publications for three years, and recently completed two years with World Broadcasting System, will devote his attention to radio transcriptions. The company claims a new method of transcribing programs, utilizing processes employed in sound-on-film by the motion picture industry. Spot Film, it was announced, also plans to produce television films. Studios and offices are at 339 E. 48th St., New York City.

A LETTER of protest against the bill to prevent unauthorized recording of radio broadcasts recently passed in the New York State Senate [Broadcasting, April 1], as proposed by Senator Perry, has been circulated to all members of the New York State Legislature by Audio-Speech Inc., New York recording firm. The protest claims that the bill will "curtail the tremendous educational possibilities that can be developed in connection with recordings," and that it is an "attempt to restrict the freedom of the air."

Protests Recording Ban

Star Radio Programs Takes Over Universal

ALL SCRIPTS, programs and services of Universal Radio Programs, 545 Fifth Ave., New York, have been acquired by Star Radio Programs, Inc., 250 Park Ave., and Lawrence N. Marks, formerly vice-president of Universal, and former Universal writers are now on the Star Radio staff. Star will continue to carry the regular features of the defunct script organization, and the approximately 150 client stations will continue to be served as usual.

Among the programs acquired and added to Star's library are Human Angle in Sports, Sports Quiz, This Strange World, Canadian Cavalcade and the daily Over the Backyard Fence. Latest subscribers to the latter are WKOK WBTM WMFF WJBC KFVJ KSAL KYSN WMNJ CKX CPJC CKBP CRN.

Star Radio, now in its fourth year, is at present serving more than 300 stations in the United States, Canada, Australia, England, France, Alaska, Hawaii and the Philippine Islands. Daniel C. Emmons Carlson, sales promotion director of NBC-Chicago, was awarded a silver plaque April 21 at the close of the NBC bowling season "for infinite patience and perseverance in conquering nothing—and for consistently producing the lowest score throughout the entire season."

EMMONS CARLSON, sales promotion director of NBC-Chicago, was awarded a silver plaque April 21 at the close of the NBC bowling season "for infinite patience and perseverance in conquering nothing—and for consistently producing the lowest score throughout the entire season."

The Red River Valley raises prize crops—and these crops make our hayseeds people of means! Fargo, which supplies most of Valley's needs, is one of the country's largest farm implement markets—one of the best spots in the Nation to sell anything else that folks anywhere buy!

WDAY delivers all the Valley's 1,509,107 listeners exclusively—at low cost. May we show you examples of what this means—in results?
ROY WINSOR, formerly assistant program director of WCCO, Minneapolis, and more lately a dramatic director with NBC, has resigned to join Leo Burnett Co., Chicago agency. He will direct the new H. V. Kallenshoven series, sponsored by Pure Oil Co., which started April 30.

Radio Production of Denver, announces it has been appointed advertising agency for the Soil Conservation & Chemical Co., manufacturers of Pep-Gro, a plant food. The campaign, already under way, will cover every station in Colorado, the company announced.

WALTER McINTOSH has been appointed radio director of Darwin H. Clark Adv., Los Angeles. Before coming to the West Coast, he did freelance radio production in Washington, D.C.

NAT WOLFF, radio director of Myron Selznick & Co., Beverly Hills, Calif., talent agency, is in New York for five weeks.

G. W. FREEMAN, of Marschalk & Pratt Inc., whose institutional copy for the Eells Reporter broadcasts recently won a mail award in the Advertising & Selling Annual competition, spoke on “Writing for Radio” April 25 before the advertising copy class of New York University.

JOHN GREENE, Hollywood writer who has worked on the Attorney at Law and Dick Tracy programs, has joined the radio department of H. W. Kassner Co., Chicago.

LEE SEGAL ADV. AGENCY, has been opened at Houston, Tex., with offices in the Gibraltar Bldg.

JOHN TYSON, of Benson & Dall, Chicago agency, appears on WJJD, that city’s in the nightly Suspense Time, billed as the Verona Reporter.

G. W. FREEMAN, of Chicago, has resigned to join the radio department of the agency’s Chicago office.

PORTABLE SETS
Carried by WTMJ Salesman
As Merchandising Aid

All salesmen on WTMJ, Milwaukee, are telling “Pike’s Peak” portable receivers these days, as a new sales tool—an innovation likely to spread through the industry. Don D. Albert, WTMJ manager, says the three-fold objective is greater daytime sales, more sales of station-created programs, and breaking down the “baseball illusion”

By new type RCA 94-BP-4 receivers are being used. Few business men, Mr. Albert points out, have radios in their offices, and therefore are not familiar with daytime programs. With the portable, to quickly convey a convincing conception of a participating program or sustaining unit available for sale, the salesman simply unshakes the set and tunes in the program.

“We expect this plan to reduce audition costs, since it will enable the salesman to obtain air auditions for prospective clients right in his own office,” Mr. Albert observed. “It will economically increase the number of our auditions; that is, enable us to expose more shows to prospective buyers, since it is often inconvenient to get the interested factors from an advertiser’s place of business into the studios for a scheduled audition.”

TOM LEWIS, after several months in Hollywood where he produced the CBS Screen Guild program, sponsored by Gulf Oil Corp., has returned to New York and resumed the post of Young & Rubicam radio division’s assistant man. Sam Nims has taken over production of the Screen Guild Program.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, leaves May 13 on a three-month business trip to England and Holland, accompanying him will be his wife, Jeanette Ronch, office manager of Smith & Bull Los Angeles agency.

E. J. HURB, assistant advertising manager of the Kellogg Co., Battle Creek, has resigned to accept an executive position with Huthinson Adv. Co., Minneapolis, effective May 15.

TED DAHL ADV. Agency, recently formed, is located at 4504 W. 3rd St., Los Angeles. Dahl was formerly an executive of Allied Adv. Agencies, that city.

GUY DAVIS, formerly account executive of Beament & Holman, has been named manager of the agency’s Chicago office. Bruce Wallace, previously with Campbell-Ewald and D-S-H, has joined the creative staff of the Chicago office.

BBDO Plan Board

BBDO, New York, has announced the formation of a new plan board, headed by Pen C. Duffy, president, to review client plans and to coordinate all phases of the agency’s service. Members of the board are F. R. Feland, chairman of executive committee; Alex F. Osborn, executive vice-president; William J. O’Donnell, head of media department; Leslie S. Pearl, head of creative board; Arthur Pryor Jr., head of radio department; William S. Strong and Egbert White.

Fuller Paint in West

W. P. FULLER & Co., San Francisco (paints), on April 16 launched a spot campaign on 30 stations in 11 Western states for its spring paint sale. For the first time the company has put its entire spring appropriation into radio. Dana L. Fuller, advertising manager of W. P. Fuller & Co. and the account is handled through McCann-Erickson, San Francisco.
WCAU Fighting Ban

A PERMANENT INJUNCTION against the enforcement of a law forbidding the leasing of telephone lines for the broadcasting of horse races has been asked in Dauphin County Court, Philadelphia, by William A. Schneider, former At
torney General of Pennsylvania, as counsel for WCAU, Philadelphia, ac
cording to an announcement April 26. Last October the court issued a temporary injunction but has not yet ruled on a final
ruling. Gen. Schneider questioned the constitutionality of the law, enacted by the Legislature last year, and claimed that it impairs
WCAU’s contract with CBS and violates both the State and Federal laws.

HARD WORKING actors and producers for Mitchell-Faust Adv. Co.,
Chicago, recently set a new transcription production record when they
completed 52 one-minute announcements in one day of two-three-hour
recording sessions at Associated Recording Studios. The announcements
were made for Junket Rennet Powder and Junket Danish Dessert, pro
ducts of Chr. Hansen’s Laboratories, Little Falls, N. Y. Shown above, in
control room (1 to r) are Mac Benoit, Associated recording engineer; Clem
Theisen, Junket advertising manager; Norman Schwartz, of Trans
american, and Paul Holman Faust, of Mitchell-Faust. At the micro
phones (1 to r) are Carl Eastman, Mitzi Gould and Len Sterling,
announcer. Not in picture are Florence Golden and Roger DeRoven.

WHO Foots The Bill

HOST to Dr. Edouard Benes will be WHO, Des Moines, when the for
ter President of Czechoslo
vakia visits Des Moines May 9 as guest speaker on a forum agreed to be sponsored by Des Moines public schools. Forum funds are earmarked for speakers. No provision is made for hall rentals since high school audi
toriums are available. The WHO management, sensing inadequate seating capacity of any high school auditorium for the lecture by Dr. Benes, offered to rent the 4,500-seat Shrine auditorium, Saturday night home of WHO’s Iowa Barn
Dance Frolic, and turn it over to the Board of Education without charge and without prejudice to interests in other radio stations. The offer was accepted by A. W. Merrill, superintendent of schools.

SWISS Broadcasting Co. has announced that after the Swiss short
wave station at Schwarzenburg has been opened in May a national short
wave service will begin transmission of daily and weekly programs to
North and South America, Australia, Africa, Europe and the Near East.

WBAX License Transfer

Sought in Reorganizing

APPLICATION for an involuntary assignment of the license of WBAX, Wilkes-Barre, Pa., 100 watts on 1210 kc, has been filed with the FCC by Stenger Broadc
asting Co., a group proposing to take over the station from John
H. Stenger Jr., present licensee. Under the proposed agreement, sub
to FCC approval, $20,000 in preferred stock will be issued to Francis J. Murray as trustee to se
secure the creditors of Mr. Stenger.

Common stock would be acquired as follows: 100 shares by Glenn D. Gillett, Washington consulting en
engineer; 50 by Marcy Eager, an engineering associate of Mr. Gillett; 75 by Anna C. Stenger, wife of
John H. Stenger Jr.; 25 by Charles B. Waller, an attorney acting on behalf of the recently combined
Wilkes-Barre Times-Leader and Herald.
T. E. D. SHERDEMAN, NBC Hollywood director, who wrote and produced The Cannon Will Not Fire, half-hour dramatic plea for peace, was awarded first place in the recently completed 10-week Idea Mart contest series broadcast over the NBC Pacific-Blue. Contest was conducted by NBC to present the ideal radio program of each of its 10 Hollywood directors. Free reign was given and the award was based on originality, treatment, entertainment value and excellence of production. The prize awarded Sheredman was a stop watch presented by NBC Hollywood executives. Second and third place honorable mention were voted to Dave Elton's audience participation program based on the life of Jean Lafitte and Robert Redd's dramaticization of the mercy flights of Joe Crossen, Alaskan flier. Judges were Hollywood agency executives and representatives of radio trade publications.

Sound of the Siren

THE SOUNING of a siren in the studios of WLAW, Lawrence, Mass., announces the sounding of a fire alarm in Lawrence to listeners. The fire box number and location are given, followed by a short fire insurance announcement sponsored by a local insurance agency. This is featured only during sustaining programs.

With the Tire Dealers

DESIGNED to promote good will of Goodrich tractor and tire users and dealers over Kansas, B. F. Goodrich Co. is sponsoring a thrice-weekly series on WIBW, Topeka, consisting of transcribed interviews with tire dealers and users over the State. Announcer E. H. Curtis tours Kansas to make the recordings, and prior to broadcasts the listeners in particular territories are advised when they can listen to their local personalities on the air. The present series, second presented by Goodrich, took Curtis to 16 different Kansas towns.

Bee From Circle

RIGHT on the downtown Monument Circle, WIRE, Indianapolis, stages its twice-weekly Sidewalk Spelling Bee, with Wally Nehrling garbed in carpenter's apron. A gas-filled balloon is attached to the mike and bears the sponsor's name. At the end of the program the balloon is cut loose. Nehrling draws words from apron pockets and gives prizes ranging from 5 cents to $5. Every afternoon WIRE twice views the final edition of the Indianapolis News in a news broadcast by Dick Reed from the city room. Eugene Pulliam Jr., WIRE news editor, prepares the reports.

Readers of the Funnies

WLS, Chicago, has arranged a tie-up with the local Times for its half-hour Sunday morning show called Uncle Don Reads the Funnies, featuring Don Kelley as narrator. The Times publishes a weekly picture of auditions and a coupon for youngsters to clip when writing for an audition. The children are featured as character actors of the comic strips.

Inside a Manager's Mind

BUILT around the workings of a radio station manager's mind, In the Manager's Office on KTUL, Tulsa, portrays the executive as he suddenly comes upon a brain child, hurriedly sketches it, calls in a secretary and dictates on a larger scale, and then goes on to actually build the program with production, continuity and musical directors.

10,000 SOAP BOXES!

The combined influence of 10,000 soap box orators could not offer you the sales power available here at WAIR. They know! They believe! They BUY!

WAIR
Winston-Salem, North Carolina

REASONABLY accurate facsimile of Groucho Mark is Monte Rosenwald, master of WJ-2 KGNC, Amarillo, Texas, shown here dressed for his part in Coronado Jones, a locally written and produced musical show. Wes Izzard, KGNC news commentator, wrote the book and lyrics for the attraction.

Golden Gate Bargains

BEST BUYS is the title of a quarter-hour Saturday night broadcast on KSFO, San Francisco, during which radio listeners are given an opportunity to buy, sell or exchange household goods and other items with their fellow listeners. The program, sponsored by the Folger Coffee Co., is conducted by Bill Baldwin. During the broadcast, six telephone operators receive listeners' calls and Furnish Baldwin with typed memos regarding the items to be advertised. The entire transaction is heard on the air, with the deals completed in an average of 62 seconds. Raymond R. Morgan Co., Los Angeles, handles the account.

With the News

COMMENTS on the week's events in Texas, the nation and the world is given in a semi-editorial style on Texas State Network by Max Bentley, Texas newsman and manager of KRBC, Abilene. The program has been heard by Kansas listeners for two years and the title, Swing Around the World, is retained with its spread to the network.

Denver Stretchers

STRICTLY on the tall-tale side is the 5000, Wipers program on KLZ, Denver. A $50 total of cash awards is given each week for best lies which are read straight or dramatized; a Judge Ananias presides over the "court of lies". Sponsor is Walter's Beer.

BROADCASTING • Broadcast Advertising
Quiz About News
QUIZZEEZ must know their news on the new current event quiz broadcast Sunday afternoons by WCBS, Springfield, Ill. Howard Dorsey, program director, asks each of six contestants 12 questions, with cash prizes for winners. Five names that appeared in the affiliated Illinois State Journal a year ago are read and listeners win cash prizes if they hear their names. After the contest, Dick Noble asks five questions in the audience, carrying a portable mike, each correct answer winning a dollar. During the quiz Jack Heintz, gong ringer, and John Moritz, tabulator, entertain with unofficial comedy and blackboard drawings.

Confidentially, It Clicks!
ANYTHING goes, so long as it isn’t good, on the World’s Worst Program, sponsored on WIBG, Glenside, Pa., by a bakery firm. At a recent “open house”, Announcer Rupe Werling turned over the studio to visitors, who introduced music, gave weather and time reports, and read commercials. The sponsor served coffee and crullers. Parts of the program, produced by Metropolitan Broadcasting Service Ltd., put the feature on the air originally with no advance ballyhoo, and offering six teaspoons for correct solutions and best letter, received 4,920 replies from the first broadcast. With the prize doubled if a cartoon top was included, replies jumped even higher, and the sponsor now is offering prizes ranging from $5 cash to a suit of clothes, a 54-piece chest of silverware, and a bicycle, to attract every member of the family.

Quiz Contacts
UNIQUE audience participation selected “Don’t Forget” in which contestants are tested for ability to remember facts by thought association, started April 1 on WBAL, Baltimore, with Allen Prescott as master of ceremonies. Employing the “mental point of contact” or thought association method, contestants are called upon to remember such things, for example, as the telephone number Columbus 5-1492 by associating it with Columbus’ discovery of America.

Where to Go Fishing
THOUGH in most inland cities, its primary area includes 56 lakes and streams, so KGKO, Fort Worth, has started a 12-week program, Where to Go Fishing, with a character known as “The Old Fisherman” giving last-minute angling news from correspondents throughout the State.

A SOLID HIT!
General Mills, Socony-Vacuum, and Procter & Gamble supplement their daily Major League Baseball broadcasts by using WHN. Sales-seeking advertisers recognize that duplicate coverage on WHN is like a home run with bases loaded.

Hidden in Cities
Are Word Tricks That CFRB Listeners Like
HEARTY listener response is reported for the new audience-participation contest on the Hidden City, started March 29 on CFRB, Toronto, by Good Humor Ice Cream Co. The program consists of lively discussions of this and that by a young couple, with both horseplay and serious argument, and names of the hidden city are sprinkled through the conversations—like “maul’” and “rider” for Madrid, “bomb” and “bay” for Bombay.

Sponsor of the program, produced by Metropolitan Broadcasting Service Ltd., put the feature on the air originally with no advance ballyhoo, and offering six teaspoons for correct solutions and best letter, received 4,920 replies from the first broadcast. With the prize doubled if a cartoon top was included, replies jumped even higher, and the sponsor now is offering prizes ranging from $5 cash to a suit of clothes, a 54-piece chest of silverware, and a bicycle, to attract every member of the family.

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Rooster Roster
NEW breakfast club program is being built by KSDK, Santa Rosa, Calif., with Roscoe the Rooster as its central personality. Known as the KSDK Rooster Club, the program is designed for participating sponsorship. Applicants for membership in the radio club are sent membership certificates, which are countersigned by Fred Ellers, “who gets Roscoe up to get you up” and Wilt Gunzendorfer, KSDK manager, “who gets both up.” The club’s slogan is “Be a Booster for Roscoe the Rooster.”

Clubwomen Actors
WEEKLY dramatic presentations are presented by local clubwomen on Listen, Ladies, weekly half-hour sponsored by the Handy-Andy grocery stores on WOAI, San Antonio. Jack Mitchell queries hotel employees on inner workings of the hostelry.

Roaming coverage of the Murphy five- and dime store’s cosmetic department is Cosmetic Quiz, daily quarter-hour on WRC, Washington, conducted by Gordon Hittenmark. Remoted from the downtown store, samples of various cosmetics advertised on the program are given quiz contestants. A store window is decorated with a large radio set, pictures and radio stars, and a life-size photo of Hittenmark. Courtland D. Ferguson, Adv., Washington, figures the account.

Cincinnati News
BROADCASTER’S idea of how a radio editor gets out his news was presented in burlesque form in a sketch, written by Bev Dean, of the continuity staff of WCKY, Cincinnati, and presented at the Cuyver Press Club’s “Radio Night” in Cincinnati recently. All five Cincinnati stations participated. The sketch presented Deen as “Mussolini Kennedy” of the Post; Elmer Dressman, WCKY continuity director, as “Stalin Rogers” of the Examiner; and Elmer Baughman, WCKY, as “Hitler Raine” of the Times-Star.

$409,258,000
IS SPENT IN ONE YEAR IN INTERIOR CALIFORNIA

Are You Getting Your Share?

KFBK Sacramento, KWG Stockton
KMJ Fresno, KERN Bakersfield
Represented nationally by Paul H. Raymer Company
New York - Detroit - Chicago

DO YOU KNOW?
— THAT AN AMERICAN
SERVED FOUR TIMES AS LORD CHANCELLOR OF ENGLAND?

— THAT NORTH CAROLINA
IS THE NATION’S THIRD STATE
FOR GROSS INCOME ON FARM CROPS?

— THAT WPTF IS
YOUR ONE BEST CHOICE
FOR RADIO
IN N.C.?

WHN
DIAL 1010

WPTF
RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & MURFIT, INC., WALT REPRESENTATIVES

BROADCASTING • Broadcast Advertising
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www.americanradiohistory.com
The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mw. area.

1,000 Watts
680 Kilocycles

OWNED AND OPERATED BY
Hildreth & Rogers Co., Lawrence, Massachusetts
Power Is Selected For FREC Post

To Coordinate Research Work Of Educational Committee

APPOINTMENT of Dr. Leonard Power as assistant in charge of research of the Federal Radio Education Committee and as coordinator of all research studies undertaken by the cooperative group, was announced April 18 by Dr. John W. Studebaker, U. S. Commissioner of Education, as chairman of the committee. The executive committee, made up of leading broadcasters and educators, authorized the appointment.

Dr. Power will carry out studies for the committee, which has been assigned to the Office of Education. A fund of $200,000, for ten separate projects has been subscribed by the Rockefeller and Carnegie Foundations and the broadcasting industry. These studies include a survey of successful cooperative efforts of broadcasters and educators, teacher training, and development of an experiment and idea exchange.

Studies to Be Published

The executive committee also approved Dr. Studebaker's recommendation that his assistant, Dr. C. F. Klinefelter, continue to serve as vice-chairman of the FCC in charge of finances and other general duties. Designation of William D. Boutwell as assistant in charge of the Educational Radio Service Exchange and Services was approved.

Preliminary plans for publishing the committee's studies were discussed and it is expected the first publication will be ready in November. The executive committee will hold regular meetings every three months and at the June meeting Dr. Power is expected to report on his field observations and conferences with representatives of the broadcasting industry and with civic groups and others who are directly in charge of studies sponsored by the FCC.

Attending the executive committee meeting were Dr. Studebaker; Neville Miller, ABC president; Frank M. Russell, NBC vice-president; Frederic A. Willis, CBS; John Elmer, NAB president; Willard Giv- en, secretary, National Education Association; M. V. Kiebert, substitute for Andrew D. Ring, assistant chief engineer, FCC; and D. Levering Tyson, president of Muhl- enberg.

St. Louis 630 Fight

A FREE-FOR-ALL by St. Louis stations seeking the 630 kc. channel is foreseen at the hearing scheduled for June 20 with the filing of an application April 21 by KWK for that frequency. Originally KXOK, St. Louis Star-Times station, filed for full-time on the channel and for new assignments for KFRU, Columbia, Mo., also owned by the Star-Times, and WGBF, Evansville, Ind., which now share time on the channel. Subsequently, KSD, operated by the Post-Dispatch, filed for the 630 kc. channel, suggesting that the FCC alter the Star-Times allocation proposal [Broadcasting, March 15, April 1]. Some 30 stations have received notices of the hearing as responden-nts.

Wheeler Finds American Radio Better But Urges Improvement in Advertising

COMMENDING radio for the "great job" it has done, excelling anything accomplished in other countries, Senator Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, declared April 23 he felt there was still room for improvement, particularly in connection with commercials.

Participating in the People's Platform program on CBS, along with Edgar L. Bill, president of WMBD, Peoria, Dr. John W. Studebaker, U. S. Commissioner of Education, and Gertrude H. Bowling, head of the Headly Nursing Assn., Senator Wheeler held that local advertising over independent stations, as opposed to the networks, generally speaking was too long and loud.

He warned against monopoly through excessive use of commercial radio by large advertisers as opposed to smaller independent competitors who could not afford to buy air-time, but was sharply answered by Mr. Bill. The Platform was conducted from Washington and presided over by its regular chairman, Dr. Lyman Bryson, of the Adult Education Assn.

Advertising Problems

Assuming that NBC and CBS have done a "good deal toward trying to correct advertising abuse," Senator Wheeler said that smaller stations in his opinion have too many announcements. Mr. Bill, however, brought out that on the average 65% of all programs are sustaining and only 35% commercial. He also pointed out that the NAB is forming a Code of Ethics for the industry, designed to eliminate commercial evils.

Senator Wheeler was inclined to blame this condition on the demands of advertisers and their agencies rather than stations, but Mr. Bill explained that both the agency and the broadcaster seek results. Too much copy will not do the job, he said.

In response to Senator Wheeler's observation that particular manufacturers could dominate radio to the detriment of competitors, thus fostering monopoly, Mr. Bill said that the same difficulty exists in relation to other advertising media and that there is ample time available on the air for all who have the price to pay, provided they are legitimate.

Senator Wheeler defended the FCC and Chairman McNinch on the censorship issue. Declaring he had read articles that Mr. McNinch "wants to increase censorship over the radio," he said that in fairness to the Chairmen he "did not believe these statements were correct and I think a great deal of propaganda has been put out which hasn't been fair to the Commission. I am sure that they do not want to censor the radio and certainly, I am sure that the American people do not want censorship."

Equality of time for discussion of all sides of public issues was advocated by the Senator. When Mr. Bill asked whether stations should allow people to broadcast who incite religious and racial feeling, Senator Wheeler said he felt all sides should be presented and he believed listeners could make up their own minds. He expressed no fear of propaganda from dictator nations, doubting if it made any impression on other countries.

The roundtable ended when Dr. Studebaker projected the question of government stations in the international field by asking whether private operators could afford to spend great sums of money for maintenance of such stations on a noncommercial basis, explaining he did not suggest the Government ought to do it.

BONANZA (KENTUCKY)

AIN'T NO BONANZA!

Bonanza (Ky.), is a real place—but it ain't exactly the place to look for villages bigger and better sales! Villagers just can't buy much of what you sell. But people in the Louisville Trading Area do buy—and the total is more than for all the rest of Kentucky, combined! ... WAVE covers Louisville as well as any medium—and at the lowest possible cost. Write for the whole story—NOW!

An N. B. C. Outlet
National Representatives FREE & PETERS, INC.

NEW AND GREATER FACILITIES
NOW AVAILABLE TO EVERY NATIONAL ADVERTISER

- Double Space Car Cards
- Trailers in Local and Out-of-Town Theatres
- Illuminated Outdoor Signs
- 8 Full Time Production Men
- 5 News Circuits and 7 Full Time Newsmen

and Many Others

WSAI CINCINNATI'S OWN STATION Represented by INTERNATIONAL RADIO SALES

Broadcasting • Broadcast Advertising

WHY ARE THEY TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL, Newscoast, Broadcast every hour. Available for sponsorship.

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www.americanradiohistory.com
More Armstrong Tests

THAT the Stromberg-Carlson Co., radio set manufacturers and operators of WHAM, Rochester, intends experimenting in the field of frequency modulation as developed by Maj. Edw. H. Armstrong, was indicated with the filing of an application with the FCC for a new 2 kw. high-frequency station to operate on 40.3, 41.2, 41.6 and 41.8 mc. It is planned to conduct the experiments in so-called "statless" transmission and reception in connection with WHAM.

SPECIAL temporary authority for 30 days to conduct frequency modulation experiments on 41, 41.25 and 41.5 mc. over station W2XDA at Schenectady was granted the General Electric Co. April 25.

WSYR
Lowest Cost per Listener
... Both RED & Blue NBC Shows
SYRACUSE

NEW-STYLE pack transmitter, containing receiving as well as transmitting facilities to enable the announcer to get his cues orally instead of visually, as was necessary with the old-style packs, will be used by WNYC, New York, to cover the World's Fair this summer. The station has received permission from the FCC to operate two of these transmitters, each with 3 watts power, on 2150 and 2058 kc. Invented, patented, and built by James Berry, WNYC engineer, under the direction of Isaac Birnberg, chief engineer, and were built by Link Radio Laboratories.

WHK, Cleveland, is constructing a new facsimile studio in its large reception room. The studio, to be about 20 feet square, will house the scanning transmitter as well as several facsimile receivers. New studio will be enclosed in glass, and visitors may watch the entire process of sending and receiving the new facsimile newspaper.

THE projected new KWFT, Wichita Falls, Tex., has purchased an RCA-1EA broadcast transmitter and associated equipment.

NEW RCA portable recording and new Fairchild permanent recording units have been purchased by WMT, Des Moines, Ia.

HYGRADE SYLVANIA Corp. has approved plans for a 50,000-foot addition to the Sylvania tube plant in Emporium, Pa. The new building will house advertising, sales, accounting, administrative and engineering offices.

FOUR Presto 6-D recording turntables, equipped with RCA cutting heads, have been installed in the NBC Hollywood studios.

Start Summer SALE-ING
ITALIAN, JEWISH, POLISH
and start your Summer Sales Soaring in our large Foreign Language Market with its big Buying power!

WPEN 1000 WATT
WM. PENN BROADCASTING CO.

Columbia U. Designates
Paul White to New Post

PAUL WHITE, director of the CBS department of public affairs who has been lecturing on news broadcasting for the last year at Columbia University Graduate School of Journalism, has been appointed an assistant professor of the university for 1939-40. Dean Carl W. Ackerman, in announcing the appointment to strengthen the curriculum in radio news broadcasting, said it is becoming increasingly important to the journalist to "study the technical means by which the transmission and distribution of information are achieved, whether by the printing press or by video pictures, the screen, television or facsimile." Mr. White, who has been CBS director of public events since 1934, was graduated from the Columbia School of Journalism in 1924, and had wide newspaper experience, chiefly with Houghton Press, before entering radio.

WCBS
SPRINGFIELD - ILLINOIS

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PROSPECTUS of college and university radio stations for 1939-40. "The Texas State Network Lends a Hand," has been released to about 30 college and university presidents in Texas by the educational department of TSN. Within the cities served by TSN affiliated stations there are 25 universities and colleges from which we hope to draw talented faculty members into the educational radio field as the basis for an extensive series of education "What's it worth?" Forrest W. Clough, educational director, has announced.

Making Better Americans...

There's showmanship in our foreign language programs. And we're sure you've noticed our Americanization messages that builds sincere loyalty. Do "Chicago Judges" - speaking Americans (more than half of them) know RXO products?

WGES In The Heart of Chicago
DR. PETER C. GOLDBLATT, chief television engineer, of CUN, on April 18 was issued U.S. Patent No. 2,105,320 covering a sound and television receiving system. He has assigned his rights to the Marlin Corp., New York.

ALBERT CAPSTAFF, NBC Hollywood engineer, is the father of a girl born April 19 in Van Nuys, Cal.

FRED G. TAYLOR Jr., of the technical staff of KSL, Salt Lake City, was hospitalized in mid-April for a hernia.

TOM ROARK, former central engineer at KYOR, Colorado Springs, Colo., has joined the staff of Radio Productions, Denver, as recording engineer.

HILERY WAYNE HELLES, engineer of KGNC, Amarillo, Tex., recently married Jayne Ward.

DON CHASE, engineer of WTMJ, Milwaukee, recently qualified for a commercial pilot's license.

LEONARD SALVA, transmitter and studio engineer of KGRO, Fort Worth, married Winette Simpson on April 23.

CHARLIE DRANNON, chief engineer of WCLO, Janesville, Wis., is the father of a girl born recently.

Oscar C. Griffin, joined the engineering staff of WSIX, Nashville, succeeding W. Harold Walker, who left to become transmitter engineer of W4X, a new ultra-high frequency station in Nashville.

Zaremaph Denial Urged

TENTATIVE denial of the application of the Pullman of Five, operating WA9Z, Zaremaph, N.J., for a new international broadcast station in the city, was announced by the FCC April 17 in a proposed decision. The Commission's proposed findings and conclusions stated that while the applicant was qualified to construct the station, the need had not been established and no definite program of research had been formulated. Moreover, it held it was extremely doubtful that the proposed station would render satisfactory international broadcast service. Under the FCC procedures all parties have 20 days in which to file exceptions and request oral argument.

New WHO Service

WHO, Des Moines, has formed the WHO Community Service to produce home talent shows patterned after the Iowa Barn Dance Frolley. Shows will be produced in Iowa and surrounding States, according to Manager J. O. Maland. In charge of the new service is Arthur MacMurry, for five years with WLS, Chicago, and formerly professor of public speaking and debating at Iowa State College. Miss Pat Griffith is secretary. The service is a division of WHO Radio Enterprises, which manages the WHO Artists Bureau, Golden Gloves tournament and other activities related to but not strictly a broadcasting function.

Heads Capitol PA

EUSTACE H. TAYLOR, has been named engineer in charge of the sound system in the U.S. House of Representatives. He had recently been in charge of the audio laboratory installation at Capitol Radio Engineering Institute, Washington.

IBEW AFFILIATION

APPROVED BY ABT

PLANS for the entry of the Associated Broadcast Technicians, an independent union of engineers employed at CBS stations, into the AFL's International Brotherhood of Electrical Workers were approved by delegates representing all ABT locals at a convention held in New York, April 17-21. A convention agreement authorizing the move has been sent to the locals for ratification, according to E. T. Whit- liy, president of the New York local of ABT. When this ratification has been secured, the next move will be to get CBS to agree to retain its present contract with ABT, which runs until 1942, as it now stands, but accepting the change from ABT to ABT locals of IBEW.

This is the second attempt of ABT members to affiliate with one of the major labor unions. In 1937, following the failure of ABT to secure its full demands from the CBS management, the New York and Washington chapters broke with the group. From this group a new organization, the National Labor Relations Board, in which the AEA asked recognition of the technicians employed at WABC, and WJWY, Washington, resulted in a ruling that all technicians employed by CBS in its M & O stations should be considered as a single bargaining unit. Following an election held at all such stations, in which the ABT won a victory, most of the New York and Washington engineers rejoined ABT.

The company agreed to recognize IBEW as representing its engineers in other cities, it will be bringing them in line with the technical staff of KMOC, St. Louis, where all stations employ only IBEW members.

ERNEST J. STREBA, 42, Bell Laboratories research engineer and authority on transmitting equipment, died in Asbury Park, N.J., April 24.
Second Article on Video Is Published by Fortune

SECOND article dealing with the development of television, covering the program side, is published in the May issue of Fortune Magazine. The article, written by Mr. George D. Aiken, discusses the technical and economic aspects of the new medium.

Vermont's ASCAP Law

The ninth State Legislature to adopt a so-called "anti-ASCAP" statute is Vermont, whose Governor, Mr. Alfred W. Haldeman, on April 13 signed such a measure. The law provides for a "privilege tax" of 5% of gross receipts derived by the copyright owner from the sale or licensing of performing rights, to accrue to the State, with a provision that all such licensing agreements covering performing rights shall be filed with the Secretary of State and be open to inspection.

Farm Market News

THAT 245 U.S. broadcasting stations are now carrying one or more daily programs of agricultural market information, securing their news for the most part from the Bureau of Agricultural Economics of the U.S. Department of Agriculture, is disclosed in a 78-page directory of Market News Broadcasts just issued by the Bureau. The directory lists each station carrying such news, its wavelength and power and its precise schedule of market broadcasts as of Feb. 1. The foreword points out that 90 stations added this news during the last year, 160 during the last two years.

Networks on Air Early for Hitler

ALL NATIONAL networks carried the speech of Chancellor Adolf Hitler in Germany Reichstag April 28, along with interpretations during and after his answer to President Roosevelt's suggestions for world peace. Picking up the 2½-hour speech, which began at 6 a.m. (EST), direct from the Kroll Opera House in Berlin, all networks carried running translations, along with foreign and domestic commentary. All network affiliates and other stations having permission to carry network relays opened their broadcast day early to carry the complete speech.

NBC began at 8:45 a.m., with a prologue from Berlin by Max Jordan, NBC European representative, reading into the speech, and then picking up from Washington short comments from a group of Senators and Congressmen who were present at the broadcast breakfast in the Washington studios. It also carried short interludes with Freeman in Europe, on May 1.

The network broadcast a survey of editorial reaction to the speech appearing in the American press.

CBS furnished complete coverage of the Hitler speech, following NBC on a relay with a half-hour English summary from Berlin and then a quarter-hour commentary by H. A. Kallenborn. At 10:30, CBS carried an excerpt from England, with Winston Churchill commenting on the English reaction, and at 10:50 two-way conversations between Kallenborn and CBS representatives in London, Paris, Berlin and Washington. A consensus of editorial opinions in the American press was broadcast at 2100 (1200) to finish the day's schedule.

MBS coverage, in addition to the speech itself, included a brief commentary by the administration of the broadcast by Raymond Gram Swing, along with a translated summary, and two conversations between Jack Stevens, MBS European representative, and a BBC commentator, arranged by John Steele, MBS European representative, interpreting British citizens and newspapermen.

Net Serials on Discs

TO INCREASE its clients' coverage in the new area, Blackett has announced that, starting May 8, eight daytime network serial programs will be transmitted on WLS, Chicago, New York, Mondays through Fridays, during the two-hour period from 8 to 10 a.m., on a 52-week basis. The two programs are on CBS, and the other six are heard on NBC. The programs include "CBS Suspense" and "CBS Comedy Hour" on CBS and "The Great Gildersleeve" on NBC.

CROSLEY Corp. recently demonstrated its experimental television transmitting and receiving equipment, on the top floor of Carew Tower, Cincinnati, the city's highest building, where studios, control and observation rooms have been constructed. The experiment is being planned upon FCC approval of Crosley video applications.
ABSOLUTELY CORRECT, MR. JONES!

Contestant Number One is Mr. Jones... Now, Mr. Jones, can you give us the buy-word in radio today?

I believe it is "buy-word" and it is "Better Buy Blue."

You are correct, absolutely correct, Mr. Jones. Now, can you tell us why "Better Buy Blue" is the buy-word?

Because many Blue Ribbon advertisers have found the Blue Network to be the low-cost high-return radio buy today.

Correct again, Mr. Jones. And now, let's see, can you list the Blue Ribbon accounts which have signed new or renewal contracts on the Blue in the past few months?


Correct, absolutely correct. 100% for Mr. Jones.

So much for that. But... get the whole story on the Blue. Call your nearest NBC office for details, particularly on the new discount plan which helps you to "go National" on a modest budget.

BLUE IS THE BUY-WORD IN 1939
Restrictive Net Clauses Opposed (Continued from page 32)

By JAMES MONTAGNES

WHILE no formal meetings have been held by CBC and representatives of private broadcasting stations since the March 20 meeting at Montreal [Broadcasting, April 1], it is understood that restrictions imposed last Dec. 1 are gradually being lifted by the CBC. A number of private networks have been approved for commercial programs in the last few weeks, and evening transcription restrictions have been eased for a number of stations applying to the CBC.

No policy has been formulated by the CBC Board of Governors following its meeting with the private broadcasters at Montreal, and it is not likely a new policy will be announced for some months, since no full meeting of the board is scheduled until summer.

Commercial networks, other than the CBC national and regional networks, are being approved for "legitimate" advertising which does not interfere with the CBC networks. It is not thought likely the CBC will change its policy regarding price mention, another restriction the broadcasters asked to be lifted.

the networks' share, according to the exhibits, network operation accounted for $5,279,457—$2,924,148 for nine key stations and $2,355,309 for the M&O stations.

Mr. Caldwell brought out on cross-examination that the networks, according to these figures, in the aggregate accounted for more than 80% of the amount of the net income of the 606 independent stations and regional networks.

Paul A. Porter, CBS junior counsel, also brought out on cross-examination that through lumping M&O and key stations in the exhibits a 20 to 25% differential was possible in figuring expenses of operation. Mr. Sutton declared that although the figures were valuable as a basis for determination, they were not completely reliable as an indication of network operation, particularly in the matter of figuring "expense."

Mr. Porter moved that the supplementary exhibits be stricken as being unreliable, not capable of a "margin of safety" of 20 to 25%, and a repetition of material introduced earlier. The motion was overruled, however, and the exhibits admitted with amendments noting the treatment of key and M&O station items and a brief breakdown of the network independent station shares of net revenue.

Restrain on Renewals Or Extensions Requested

Commenting on the attitude of MBS and CBS counsel toward the exhibit, Mr. Caldwell said: "When these figures were accepted against the interests of independents at the June 6 hearing, they should be accepted now when they go against the interests of networks in this proceeding."

Mr. Caldwell tossed another bombshell into the proceedings a short time later when he interposed testimony of Adrian Murphy, CBS director of developmental projects, to move that the FCC issue an order "in the nature of a temporary injunction" to prevent "any renewal or any extension of existing contract, agreement, or other arrangement for a period extending into 1946" in order not to prejudice legislative recommendations by the Committee arising from its testimony during the present inquiry.

Prefacing his motion, Mr. Caldwell outlined the conditions within the industry which he said provided an "analogous situation" to that in which an injunction could be issued. "... Evidence recently heard by the Committee and which, so far as I know, is undisputed, is to the effect that certain national network companies are in the course of attempting to secure renewals of their existing contracts with affiliated stations for a further period of five years," he began.

"In most instances this means an extension of existing conditions until 1946 and leads to extreme danger of depriving this Commission of all power and jurisdiction to achieve any results from this long and expensive investigation or to remedy what appears to have been developed by the evidence."

Principal problems of the network situation, he continued, included exclusivity, optioned time, long-term contracts and the situation where two stations in a single city are tied to a single network company. Observing also that time will have under the FCC's existing order to develop definite recommendations from the testimony in the record, he cautioned against "turning this whole investigation into a complete waste of effort and a farce by having the very subject matter or your inquiry taken from under your by the parties that are under investigation—as would be done, at least in part, if five-year renewals of existing contracts were to be permitted."

Opposing Counsel Object To Caldwell Motion

"It is an open question whether your power to adopt regulations concerning chain broadcasting is just as clear in impinging on existing contracts as it is with respect to future contracts," he declared. "No one really knows the answer to this until the courts have passed on it. No lawyer, however, would say with any confidence that your power with respect to existing contracts can be successfully challenged, and, if this is so, they are obstacles to effective regulation until the conclusion of the investigation."

Mr. Caldwell's suggested regulation read: "No license of a standard broadcast station shall enter into a contract, agreement, or other arrangement with any network organization covering or dealing with the billing of such licensee's station with the network organization or into any renewal or extension of any existing contract, agreement, or other arrangement for a period extending beyond Dec. 31, 1946."

Judge Burns interrupted Mr. Caldwell's remarks, requesting that he read the motion in order to determine whether or not the Committee had jurisdiction to entertain it, but after a ruling from the chair Mr. Caldwell resumed his statement, which drew bitter criticism from both CBS and NBC counsel.

Judge Burns, commenting on the "evidently self-serving statement of Mr. Caldwell," said:

"I would like to express amazement at counsel Caldwell's attempt to pull Mutual out of an investigation which was ordered by the Commission to state its findings. Conclusions must be the conclusions of the Committee and to ask for an order before the Committee under the terms of the order is not the only power to investigate his whole statement, which as I indicated was an argument put forward by Mutual, which was not subject to cross-examination by the other networks, which hardly be given that kind of attention which credible testimony deserves, the evidence which is very clear to both the networks themselves and the stations generally that the exclusivity clause is desirable and proper."

Recalls Purpose of Commission's Hearing

"Apparently counsel for Mutual is assuming that which is in dispute, the legality of the existing contracts. I think that perhaps the Committee may have jurisdiction to receive a suggestion from Mr. Caldwell, and as to that I have no objection, but if it be given any formal status, the Committee tries to make it as plain as possible, so, in the form of an injunction, I object and state that the Committee under the terms of the order is without jurisdiction so to act."

As the CBS counsel concluded these remarks, which came in the midst of Mr. Caldwell's, he moved to strike "the remarks of counsel for Mutual on the ground that they are irrelevant and designed for the purpose of prejudging the rights of other parties to the investigation." Both Mr. Caldwell's and Judge Burns' motions were taken under advisement by the Committee.

Judge Burns took up the cudgel once more after Mr. Murphy had
finished his brief testimony. In his second commentary he said:

"I would like to make an observation, if I may. The Committee, regarding this amazing statement of counsel for MBS, I just looked at the order under which this Committee is hearing, and it is obvious that the Commission is seeking to have information, and we have - I speak for CBS and I am sure it is true for Mr. Hennessey - come down here and give the Commission all the information that is necessary for an understanding of the problem prior to making any legislative regulations on the part of the Committee.

"Now, for a network (counsel) to turn this into an adversary battle in order to advantage his particular client amounts to a distortion of the whole proceeding. It certainly does make one observation unnecessary - that in such an industry as it is, and false to make any charges of monopoly. However, I suggest that this reckless, and I might call it irresponsible, suggestion that this Committee, or the Commission, should use the facts involving millions of dollars on the day-to-day of one party to a non-adversary proceeding, is to say the least, surprising.

"I would also like to make the observation that in the testimony of Mutual, if I recollect it aright, the Don Lee company, which is associated with them, has exclusive clauses, and even so on his own assumption he comes here with unclean hands.

"I make these observations in the hope that both because of counsel's well, I am sure of it, that the Committee will report to the Commission that it received the contemptuous treatment that it deserves.

Mr. Hennessey, continuing with Judge Burns, declared: "NBC has regarded this proceeding as one in which it was their obligation to make a complete disclosure of their own operations. We have attempted to do that. At no time in the course of the proceedings have I thought, or anyone else, including the Commission counsel, or members of this Committee or with anybody on the Commission staff in an attempt to improve our competitive position." He also offered to produce evidence to support the allegations referred to in previous testimony that NBC was "currently endeavoring" to extend copyright protection for 50 years.

\**Explains Acquisition Of American Record Corp.\**

"Mr. Murphy, whose appearance was interrupted by the Caldwell motion, testified briefly on the acquisition of American Record Corp. and the Caldwell broadcasting System by CBS. He said American Record Corp. had been purchased by CBS Dec. 17, 1938, when the network saw the home recording field as a business venture in which it could profitably and efficiently operate, since many of the problems of that business and radio broadcasting were similar. With the commercial transcription field in view, FCB saw an immediate need for both equipment and studio facilities, so it preferred to purchase World "as a going business" rather than building a new company "from the ground up."

"He said that so far as he knew

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CBS had no intention of changing its present off-the-line recording policy, under which "almost the whole of the program" was produced by CBS engineers, and that the network was not amenable to the idea of acquiring a control company. He added that competition as between World and other transcription concerns would be increased and further said that the acquisition of World would not affect the network's rate policy in any material respect. He was asked by Mr. Finkhouser, "How does the amount necessary for the purchase of stations and equipment compare with the amount necessary for the American Record Corp. company?" He replied that the purchase price of World was approximately $400,000."

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Favor Labor Act Change
AMENDMENTS to the Fair Labor Standards Act reported favorably by the House Labor Committee include a provision exempting white collar workers who have guaranteed salaries of $200 a month or more from the maximum hours provision of the law. The least controversy of the amendments discussed by the labor committee in its recent session, little doubt is held of eventual house approval of the measure, which has the support of the Wage-Hour Administration and which will remedy a confusing condition in the broadcasting industry. Chairman Norton (D-N.J.) said he expected to get the amendment before the House shortly, probably under suspension of rules.

H. K. CARPENTER, vice-president and managing editor of WHK-WCLE, on April 25 was elected president of the Cleveland Church Federation. Mr. Carpenter has been active in Cleveland ecclesiastical affairs and is the first lay president of the organization in many years.

Broadcasts Aid Newspaper Sales
(Continued from page 12)

this point had been considered in the preparation of the new NAB Code, which, on the subject of the handling of news broadcasts, insists not only on the identification of the source of all news presented on the air, but also on the broadcasting of the commercial parts of the program being given in a different voice from the one reading the news.

Radio Listings

Regarding publication of radio listings, most of the publishers were of the opinion that their recognized reader interest made them a matter of public service and therefore something to be printed by the newspapers, regardless of the fact that in so doing these papers might be aiding a rival advertising medium. The publishers also agreed that if every paper in America were to throw out its radio logs the immediate result would be the creation of a new medium, which itself would be advertising competition.

The opposite view was taken, however, on the subject of radio columns, with the publishers' objections mainly economic rather than as a matter of policy. The expense of a man to write a daily column of radio gossip and the cost of the newspaper are not justified by the reader interest of the average column, the publishers said.

The feeling was expressed that newspapers and magazines and radio have not only their individual problems in competing for the advertising dollar but that they also have the common problem of combating the growing criticism of advertising by consumer groups and others that this joint committee of publishers and broadcasters should evolve an aggressive educa-
tional campaign on the social and economic value of advertising to America, with particular emphasis on what advertising means in the maintenance of freedom to both the producer and consumer.

This preliminary, informal discussion, the first of a series to be held by the two committees with the goal of fostering better relations between publishers and broadcasters, was attended by: J. S. Gray, Monroe (Mich.) Evening News, chairman of the ANPA Radio Committee; Norman Chandler, Los Angeles Times; K. A. Engle, Little Rock Arkansas Democrat (KGI); J. L. Horne Jr., Rocky Mount (N. C.) Telegram; J. E. Knowland, Oakland Tribune (KXL); W. E. Scripps, Detroit News (WWJ), and Mr. Stahlman, from the publishers. The NAB delegation was headed by Neville Miller, NAB president, and included Frank Mason, NBC; Paul White, CBS; Jack Howard, Scripps-Howard Radio; Clair McCollough, Mason-Dixon Radio Group; Paul Peter, NAB; Ed Kirby, NAB.

History Speaks
OFFER to furnish history quiz sheets free to teachers each week, made by the Joseph Horne Co., operator of a Pittsburgh department store, has made its radio program required listening for more than 40,000 boys and girls. Program, History Speaks, is a quarter-hour transcribed series produced by Harry S. Goodman, each episode featuring a famous person of the past. The program is broadcast at 7:30 Friday evenings over WJAS, a time when the sponsor figures his audience includes most parents as well as their children.

Agency's Juvenile Division

HAROLD S. CHABERLIN & Associates, St. Paul agency, announces the formation of a separate division for creating and making available for sponsorship special juvenile appeal programs. Mrs. Jerry Vessels will head it. First production was Jean and the Bible, sponsored for 20 weeks by St. Paul Federal Savings & Loan Assn. Another series in preparation is Unseen Worlds, in which children explore the worlds of birds, animals and insects.

Students of the radio class of the University of Maryland operated WJSV, Washington, for one day, April 20, as a climax of the term. For the second consecutive year students chose their favorite branch of radio and spent the day working in the corresponding department of WJSV. Of the 16 students participating last year, five now hold regular radio jobs.

$22,500,000
Paid to Farmers Last Year for livestock brought into
AMBITION music students draw inspiration from hearing the performance of the great maestros.

A few years ago only those in the largest cities could enjoy such experiences. Even then admission prices were often more than young students could afford.

How greatly radio has changed such conditions. No longer are music lovers, whether students or not, cut off from great performances, either by distance or lack of funds...The National Broadcasting Company sends out through the year a wealth of fine music performed by the world's leading artists. During 1938, 16% of all program hours broadcast by NBC, were devoted to opera, classical and semi-classical music.

This gift of music is a public service —just one contribution of NBC toward making this a better nation in which to live. It is the fixed intention of the National Broadcasting Company never to neglect its opportunities in this field.
CAB Rural Radio Study Soon to Be Made Public

THIRD annual study of program popularity among rural families is nearing completion, according to the Cooperative Analysis of Broadcasting, which reports that the study, based on over 20,000 completed interviews made during a typical week, will be sent to subscribers in about 10 days. Interviews were divided equally between farmers and small town families residing in 500 different communities within the basic network area. Towns averaged 800 in population, and while the average distance from station cities was 50 miles, some of the towns were more than 100 miles away.

In addition to reporting on relative popularity of network programs, the report will give comparable ratings for large cities, showing the variations in program appeal between rural and urban audiences. To maintain the same standards of field investigation as the regular reports, the CAB sent its own investigators into the rural communities.

JAMES HEDDON'S SONS, Dowaica, Mich. (fishing tackle), has started a series of 39 spot announcements on WISN, WGY, WCCO, WFAA, WWJD. Rogers & Smith, Chicago, is the agency.

Fishing Tackle Test

U.S. Tobacco's 5th Year

U.S. TOBACCO Co., New York, for Model and Dill's Best tobacco, on May 29 starts its fifth year on WWJ. With the next renewal of the network, it is reported, the major stations has used since it first broadcast the half-hour series May 29, 1931. The show has been heard every Monday night at 8:00 p.m. ever since. With each renewal, the company has added more stations. This season, they add station calls for 54, more than five years ago. Talent includes Tom Howard and Sidney Howard, the Eton Boys, and Ray Bloch's orchestra. Arthur Kudner, New York, handles the account.

CLASSIFIED ADVERTISEMENTS

HELP WANTED

Help Wanted

Opportunity for man who can use radio effectively, promoting one of midwest's largest networks. Under 29, relatively low starting wage, hard work, write clear copy. Financially able to be loyal to a good newspaper, friendly and sincere with fellow workers. Good voice and personality desirable. Enclose picture. Tell what you are and what you can do. Box A856, Broadcasting.

Help Wanted

Newspaper station needs a shot in the arm! 100 red-hot ideas available! Two agreeable radio men with various experience, employed presently with prominent station in larger city, desire taking over local station on percentage. Can supply personnel for general managing, programming, sales, announcing, promotion, continuity, office. Available two weeks notice. All will remain in Ohio. Box A330, Broadcasting.


WANTED

An announcer-writer, college graduate, desire junior announcing. Unusual sports record. Good voice. Box A856, Broadcasting.

Do you have a station your need a shot in the arm? 100 red-hot ideas available! Two agreeable radio men with various experience, employed presently with prominent station in larger city, desire taking over local station on percentage. Can supply personnel for general managing, programming, sales, announcing, promotion, continuity, office. Available two weeks notice. All will remain in Ohio. Box A330, Broadcasting.


Will manage or lease station—For past twelve years have earned as $14,000 annually selling radio advertising. Has been salesman of network and independent stations. Present connection worth only about $1,000 annually. Will consider position as salesman on percentage or stock basis. Box A641, Broadcasting.

Station Manager. 7½ years experience all phases of radio, successful. Has built and operated one of the finest small stations in the country. Unusual record as commercial manager. Desires connection with station where effort and ability are recognized. Box A460, Broadcasting.


Production Man, ten years experience, produces programs in downtown station. Employed. Bids accept small salary. Box A155, Broadcasting.

Experienced announcer desires position with network or station. Has written continuity and is selling. Audition recording available. Box A155, Broadcasting.

Radio Salesman, 25 years old, spent the last 10 years with the sales staff of local station, 2 years college courses, high school secondary. Box A387, Broadcasting.

Chief Engineer, with ten years background of experience and training. Experience includes allocation engineering and field strength surveys as well as station construction and maintenance. Graduated Electrical Engineer. Definitely meet to any progressive station. Box A344, Broadcasting.

Experienced Announcer at liberty. Available for interview. Write Box A561, Broadcasting.

Situations Wanted (Cont'd.)


Salesman: Ten years experience selling radio advertising. Proven record. First class reference. Billings averaging $1,000 weekly. Offers sound program ideas to meet market competition. Provide a constant source of revenue and furnish worthwhile service to your community. Box A465, Broadcasting.

Announcer and Narrator with one year's announcing experience. Valuable background of education, travel and athletic coaching consider any offer. Box A477, Broadcasting.

Do you need a competent licensed engineer? Desire better opportunity. Now employed at midwest network station. Available immediately. Address Box A465, Broadcasting.


Experienced Radio Production Man under CBS production and writing heads desire position with progressive station or agency. Seven years' theatre training, including with Paramount. Box A550, Broadcasting.

Instructor-Announcer: Teach announcing, dramatic production programs. Studio-complete and complete announcements. Box A561, Broadcasting.

Junior Announcer—experienced, now available in southern, western station. Personal audition. Box A552, Broadcasting.

Sports Announcer wants Baseball assignments, handle studio utility, references, recordings available. Box A558, Broadcasting.

Experienced Newspaper Reporter, radio editor and broadcast news commentator, with excellent records of writing and producing continuity for leading agencies, networks, and stations, seeks place with station or agency. Knows radio from top to bottom. Particularly Chicago and Middle West. Age 34, married, best of references. Box A554, Broadcasting.

Recording Engineer, five years transcription and studio experience. Desires connection with station or transcription studio. Now employed. Graduate Radio Engi., Box A556, Broadcasting.

From $1,500 to $3,000—Quite a drop! That's why I am ready to sell. Been selling radio advertising for twelve years and have been the top salesman on all those agencies. Can show you where you can make $10,000 and upward per year? Box A464, Broadcasting.

For Sale—Equipment

For Sale—Preto 866 Recording Amplifier. 6D Turntable, three lead screws, Four Channel Mixer, Radio tuner, velocity unit, frame—complete and all associated equipment—no reasonable cash offer refused. Box A345, Broadcasting.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Service of Broadcasting

National Press Bldg. Wash., D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allied 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

PAGE & DAVIS
Consulting Radio Engineers
Mussey Bldg. District 8456 Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
2795 North Henderson Avenue Telephones 4-399 and 4-2948 Dallas, Texas

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.
Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET NEW YORK, N. Y.

BROADCASTING • Broadcast Advertising

Page 66 • May 1, 1939

www.americanradiohistory.com
Listener Checkup On Allen Repeat

NBC's rebroadcast of the Fred Allen program in the New York area at midnight to check the audience interest in programs other than dance music at that hour, was concluded April 26. For the previous seven weeks the program had been expected to be broadcast at 9 p.m. on the Red network (WBAF, in New York) and had been repeated on WJZ in that city, which was hooked into the West Coast rebroadcast. But the advent of Daylight Saving Time, which moved the 9-to-midnight evening broadcast of WJZ and WBAL, Baltimore, up to 10-to-11, made it necessary to end the experiment.

A check of the April 12 broadcast, made the following evening by E. Hooper Inc., in which 3,415 calls were made in the metropolitan area, disclosed that 5.4% of the families called had been listening after midnight on April 12, about twice the national average for that time of night. Of this number, 11.6% had heard the Allen program, while 28.5% had listened to dance music; 19% knew that the Allen program could be heard at midnight and 26.5% reported having heard one or more of the late broadcasts.

Night Listening Figures

Of the total number of radio families interviewed, 10.1% said they frequently listen after midnight; 28.4% listen one night a week or sometimes, while 68.5% never after midnight. Of those with radios on after midnight on the night of April 12, 29.4% tuned off at 12:30; 44.1% by 1 a.m.; 25% by 2, and 15.0% by 3. Of all families interviewed, 43.7% had listened between 8 and 10 p.m. on April 12, and of these 38% had heard the 9 p.m. Allen broadcast.

Only publicity given the test repeat broadcasts by NBC was through announcements made at 10:45 a.m. and 3:45 p.m. on WJZ on February 22 and again on March 1. Since a commercial program naturally would be highly publicized, it is expected that an advertiser using this post-midnight time for a regular series would receive a larger percentage of listeners than 5.4%, it was concluded.

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:-

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

New Shortwave Rules

(Continued from page 14)

FCC Engineering Department probably will ask stations in particular to check the distribution of the four blocks of channels within a 30-day period, with the understanding that stations will either change or report to the department within two months later. As this is done, the regular call letter assignment will be changed.

In making the new allocations for high-frequency broadcast stations, approximately the same amount of space was allocated to frequency and amplitude modulation. In that fashion, it is estimated that the first opportunity can be given each class of service for development. The amplitude-modulation bands are one-fifth the width of the frequency-modulation bands. Additional frequencies are set aside for the experimentation.

In adopting the new rules covering relay stations, the FCC specifies that such licenses shall be awarded only to licensees of regular broadcast stations or networks. Moreover, in the case of a licensee having two or more standard broadcast stations located in different cities, the rule specifies that the relay station must be anchored to the station or stations in conjunction with which they will be operated. The rule further permits to operate in conjunction with another standard station in a different city for a maximum of ten days in any 30-day period.

Developmental Stations

A change in nomenclature, under which former “experimental” broadcast stations, officially known as “developmental” broadcast stations was affected in the new rules. The FCC said that it was explained, was to avoid confusion between such stations and other operating on a strictly experimental basis. Developmental stations were never intended to be permitted to operate in conjunction with another standard station and in a different city without the cooperation of such a station. It is clear that the FCC, in the new rules, has restricted the number of stations which are to receive commercial bookings in order to maintain a reasonable level of broadcasting activity. But it is also clear that the FCC is not trying to restrict the number of stations which are to receive commercial bookings in order to maintain a reasonable level of broadcasting activity.
ANPA Seeks Harmony With Radio
(Continued on page 11)

against a given audience to sell them thoroughly.”

Mr. Holber emphatically denied a statement made recently by publishers meeting that agencies prefer to use radio because they make more profit on their radio billings than they do on newspapers, stating that if there were any incentive for agencies to use one medium as contrasted with another, radio would not be used by many agencies.

“The facts of the matter,” he said, “are that radio has increased the cost of operating an advertising agency and tends greatly to reduce the net profit of the agency business. I know of no first ranking agency that has been able to eliminate any of its copy, art, re-
search, contact or overhead cost, because of radio.

“On the other hand, expensive departments handling radio have had to be added on top of these de-
partments. The majority of agencies belong to the AAAA’s report in detail their operating costs and percentage of profit to their total billings, and the advent of radio profits have been decreasing. There are, of course, other factors that have contributed to the decrease—higher taxes, social security, old-age pensions, etc.”

Radio As Shining Example
Radio was also held up to the publishers as a shining example by Harold W. Anderson, of the American Institute of Public Opinion, who contrasted the type of radio research that gives the adver-
tiser accurate knowledge regarding the size of his actual, not potential, audience, while the average newspaper reader, trying to sell circula-
tion with no reference to readership. And the technique used by radio to secure the information he added, is very similar to that developed earlier by Gallup in the publication field.

“Comparatively speaking,” he continued, “there is no guess work in the minds of radio advertisers regarding the potential audiences that they may reach. They are not swept off their feet by the Charlie McCarthy and Major Bowes pro-
grams in the vain hope that their programs are reaching an equal number. They are getting figures on every program on the air and knowing what the figures are distrib-
ing, perhaps, but the information is serving to increase the confi-
dence of an advertising agency that it can prepare and select a formula for a radio program that will do as well as the average and perhaps much better.

“The newspaper industry cannot kid itself about the factual information existing about radio pro-
grams and the architecture and the subconscious confidence that this very information is breeding in the mind of the negotiating executives who are beginning to have the feeling of how to attract satisfac-
tory audiences to their programs.”

Lesson of Munich
“The dramatic Munich crisis last fall recorded a new high point of cooperation between radio, newspapers and newspaper press service organizations,” says the Radio Committee, delivered Thurs-
day by its chairman, J. S. Gray, manager of the Ebro company.

“As a result of such cooperation between the press and radio in the handling of international news, domes-
tic as well as international, the American public today enjoys a position unique in all time,” the report continues, adding that “an-
other and equally impressive result of cooperation between the news-
paper press agencies and radio is the increasing scope and prestige of American news broadcasts to other countries. The volume, ac-
curacy, interest and coverage of shortwave news broadcasts now go-
ing out to other countries is also without equal elsewhere.”

The continued sale of radio time for sponsored news features is found “less assuring from the view-
point of the press” by the Committee, which wonders “whether broad-
casters eventually will come to share the newspaper view that ad-
vertising sponsorship of news reports constitutes a questionable prac-
tice, adverse to the public and larger interests of the medium in-
dulging in it. It seems apparent, however, that the failure to date of broadcasters to accept presentation of the news as a public service purely, to be held separate from the sale of their time to adhesive, constitutes a weakness in their otherwise strong claim for greater institutional security, and for increased freedom from bu-
reaucratic control.”

Radio Program Listings
A “striking change in the attitude of newspapers toward free public information of radio programs was

<table>
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<tr>
<th>WWNC</th>
<th>ASHEVILLE, N. C.</th>
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<tbody>
<tr>
<td>Full Time CBS Affiliate</td>
<td>1,000 Watts</td>
</tr>
<tr>
<td>The Only Blanket Radio Coverage of Prosperous Western North Carolina</td>
<td></td>
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</tbody>
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“The Quality Market of The Southeast”

“A Blind Spot” for All Outside Stations

If you want to Cover Rich Central Pennsylvania You MUST Use

WBFG
Altoona · Pa.

Page 68 • May 1, 1939

WNNC
ASHVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts

Wilkes-Barre in the Heart of the Anthracite Pennsylvania

Broadcasting • Broadcast Advertising
toward all developments in the field of communications.

The Radio Committee's surveys on the use of radio programs were cited by J. M. Bunting, Bloomington, Ill., Parallel Graph, as an evidence of the soundness of the purpose of last year's convention to get newspapers to stop "giving away their properties to a competitive battle of non-radio-affiliated newspapers publishing radio programs without charge as a way of increasing $2,328,000 yearly in national space to inform your readers when they may listen to advertising messages that pay someone else a profit." Since only about half of this country's newspapers sent in the questionnaire, he concluded that "publishers who have no connection with radio are annually donating $4,664,000 in national space to a competitor."

Mr. Bunting launched his discussion by observing that Broadcasting, which he described as the "national radio trade paper," recently announced in a leading article in the Feb. 1, 1936: Broadcasting, "Previously, he continued, "the Editor & Publisher, newspaper trade paper, "had whipped * * * that newspaper national lineage had taken another wallowing to the tune of 22.3%.

The use of short-wave radio to broadcast local sports events was discussed at this small newspaper conference by Charles A. Stauder, Phoenix Republic (KAR), Andrew W. Robb, Halifax (N. S.) Herald (CHNS), at the same meeting described his paper's experience in broadcasting news.

Paul Bellamy, Cleveland Plain Dealer (WKW), WHE, WKH, WKBN, chairman of the Press-Bar-Radio Committee reported that radio was brought into the picture for the first time last year, when a meeting was held in Washington, attended by Mr. Bellamy, and Patterson of the American Bar Association and Neville Miller, NAB president, at which time they agreed to send broadcasters a questionnaire to determine whether they have anything to propose to the press or broadcast changes in radio's coverage of court proceedings. Results of the questionnaire, sent out Feb. 24, are as yet inconclusive, the report states, so no further action on this line has been taken.

Gough Reenters Radio

EMILY J. GOUGH and J. Curtis Willson have reentered the field of radio after more than a year's absence by purchasing an interest in Tested Radio Features, sales organization handling programs that have been proved successful in individual markets. Mr. Gough, formerly vice-president and director of Hartford Radio, and Mr. Willson was national sales manager of that firm, have been partners since leaving the two companies and are actively engaged in the manufacture of a new type of fabric, operating as Tentco Inc. They will not take active part in the operation of Tested Radio Features, Mr. Gough stated. The company's first feature is Calling All Cars, which has been contracted for by 29 stations. Phil Fuhrmann is active head of the company.

KFEQ

ST. JOSEPH, MO.

"The Midwestern Market" Western Station

ANNOUNCED:

Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest city and advertising market rich agricultural trade area.

6:00 A.M. to 9:15 P.M., Daily

680 KC

National Representatives

KELLY SMITH CO.

CHESTERFIELD

Douchard

St. Louis

KFEQ

The Midwestern Market Western Station

* And, of course you can buy KSO in the WNAx-Iowa Network combination at an exceptionally low rate.

DESMOINES - NCB Blue - MBS - 1430 J.C. - 1000 watts L.S. * 5000 watts Night Represented by the KATZ AGENCY

WATERTOWN - CBS - 1060 J.C. - 1000 watts L.S. * 1000 watts Night Represented by the KATZ AGENCY

KFLA

ST. JOSEPH, MO.

"The Midwestern Market Western Station"

ANNOUNCED:

Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest city and advertising market rich agricultural trade area.

6:00 A.M. to 9:15 P.M., Daily

680 KC

National Representatives

KELLY SMITH CO.

New York

Chicago

Detroit

Atlanta

PROGRAMMED FOR maximum AUDIENCE in a major market at minimum RATE

DESMOINES - NCB Blue - MBS - 1430 J.C. - 5000 watts L.S. * 1000 watts Night Represented by the KATZ AGENCY

WATERTOWN - CBS - 1060 J.C. - 1000 watts L.S. * 1000 watts Night Represented by the KATZ AGENCY

But what NBC station in Des Moines will do the best merchandising job?

That's the logical wind-up of many a conversation on the Des Moines situation.

KSO is the NBC station in Des Moines that does the best merchandising job.

Your program on KSO is given the full force of the backing of Iowa's greatest newspapers – The Des Moines Register and Tribune, with which the station is associated. And a trade recognition based on consistent and effective dealer contact.

Billboards and outside car cards publicize your program.

Combine this soundly executed merchandising plan with the new KSO 5000/1000 watt power and your result is most economical sales to over 1,000,000 people in Iowa's largest single marketing area.

When you're planning on Iowa–it's KSO, of course.


Sports

CJ OR broadcasts all major sports, with Canada's ace commentator, L. Nicholson, at the mike.

CJ OR

Vancouver, B. C.

National Representatives: Joseph Hershey McGillivra

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Borden's Success On Pacific Coast Credited to Radio

Local Angle Is Featured in Wide Use of News Programs

BORDEN'S DAIRY DELIVERY Co., San Francisco, a successful user of radio since February, 1937, recently expanded its radio activities so that now it is the largest user of locally produced radio programs in the West.

Currently the company has 23 ten-minute programs in San Francisco; 18 10-minute programs in Phoenix, Ariz.; 12 quarter-hour programs in Seattle. All are news or news type programs. Sacramento and Fresno are tied in with the San Francisco newscasts of Borden's and other Western cities are now under consideration for still further expansion.

Borden's and its agency, McCann- Erickson, are convinced that news is a mighty effective medium to boost the sale of dairy products. All of the newscasts originating from San Francisco for Borden's are edited and presented by John B. Hughes. His broadcasts originate at KFRC.

Promotion Methods

Recently Borden's launched a new evening program titled News in the Market, which, although spotlighted between two newscasts, turns out advantageously inasmuch as it is entirely different from the others. Every day except Saturday and Sunday two KFRC special event shows take their portable recording equipment and interview some newsworthy person or persons. Then each night News in the Market goes on the air with commercials for Borden's full milk products.

In promoting the new program Borden's used store display material, truck banners, broadsides in grocery bags and other advertising material; grocers and bottle handlers. In addition 900 retailers were invited to urge their customers to help烘烘 the company's third anniversary on the air.

Is the belief of Borden that the advertising of all dairy products is essentially a local problem. Thus Borden emphasizes the fact that its products are turned out locally and its radio advertising is designed to tie the company closer to the public's local interests and local pride.

A little more than a year ago

CRACKING BACK at the U. S. Court of Appeals for the District of Columbia, the FCC on April 20 inferred that the tribunal has set aside the whole proceeding and in effect was usurping the administrative duties delegated the by Supreme Court to the Commission.

In plainly-worded petitions for rehearing and reconsideration in the so-called Schuykill and Heitmeyer cases, which the court decided the second time April 3, William L. Dempsey, general counsel, and William C. Pottsville, general counsel, served notice that the FCC was prepared to take the judicial docket, deal with the Supreme Court for final settlement. The appellate court, in its opinions on these cases, had sharply condemned the FCC for purported failure to carry out its mandates.

The Borden's case involving a new project for a new station in Pottsville, Co., intervenor in the Pottsville case, and also an applicant for a license for a new station in Pottsville was filed with the court a petition for reconsideration, asking revision of its opinion and alleging fundamental errors in the FCC's ruling as to the facts. The court had instructed the Commission to follow its mandate on reconsideration in the matter of granting new parties to the hearings and declared that if it became necessary to grant further rights of Pottsville Broadcasting Co., it would grant writs of prohibition to keep the FCC from a hearing within 30 days or May 3.

Filing of the new petitions by the Borden's and Schuykill brought immediate rejoinder from the successful appellants. For Pottsville, Elliot C. Lovett and Charles D. Denton, its attorneys, asked for denial of the petitions and the issuance of the necessary order which would force Commission compliance with the court's rulings. For Heitmeyer, former Senator C. C. Goodrich, and C. F. Gurney, called the commission petition nothing more nor less than a revision in the court's opinion and conten- tions of the Commission.

Rehearing Is Asked

FCC counsel, in the light of this summary action, asked the court to rehear and reconsider the decision of its April 17. In a 17-page petition it argued the decision was in conflict with applicable actions of the court, and asked the FCC to reconsider the Commission's opinion on several points.

The FCC held that the court could not control the proceedings of the Commission by such an opinion. In the end it concluded by deciding that the Commission should not consider the Pottsville Broadcasting Co. petition for writs of prohibition and mandamus as filed on the 17. The Commission's petition was considered to arise from a suit for affirming the FCC decision in the commission's appeal to the Supreme Court and the court act as such with the proceedings. The FCC held that the court could not review the Pottsville Broadcasting Co. petition without the court's consent.

The court agreed with the FCC and held that the court's authority was derived from a suit for affirming the FCC decision in the commission's appeal to the Supreme Court and the court act as such with the proceedings. The FCC held that the court could not review the Pottsville Broadcasting Co. petition without the court's consent.

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Sentiment for FCC Legislation
Is Revived Again in Congress

Wheeler Indicates He May Start Hearings in May;
Connery Raps FCC; McNinch Alters His Views

REVIVAL of sentiment for legislation reorganizing the FCC has developed in Congress, with prospects of hearings before the Senate Interstate Commerce Committee during May.

While Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, opposed the recently scheduled hearings, it was indicated he hoped to get them under way this month and was anxious to inquire into the FCC's behavior as well as to appraise charges of monopoly in the broadcasting industry. 

Although Senator Wheeler sponsored the McNinch-drafted bill (S.1268) to reduce membership of the FCC from seven to three, he had declared he is not wedded to that idea but desires to use the measure as the basis for a fact-finding inquiry after which a reorganization measure will be considered. Current sentiment appears to be in favor of a five-man Commission as opposed to the three-man idea and the White (S.1509) 11-man proposal [BROADCASTING, March 1, 15].

The Wheeler committee also has pending before it the so-called anti-competitive clause offered by Senator White for a comprehensive inquiry into the FCC and the industry. Whether that resolution will be put up to a vote is questionable.

The Wheeler committee now is considering consideration of several railroad bills. Best information is that it can dispose of these measures by mid-May. If it does, it is presumed the full committee then will undertake consideration of the FCC reorganization proposal. Otherwise, Senator Wheeler's presence in conference is to determine the subcommittee. With Congressional adjournment seen by July, leaders pointed out that time is of the essence if new legislation is to be enacted at this session.

Might Separate Radio
FCC Chairman McNinch, it is understood, is now inclined to lend his support to removal of common carrier functions of the FCC to another agency—probably an entirely separate commission. While he has made no formal pronouncement, he is believed to oppose the proposal of Senator White for a Commission which would consist of two autonomous divisions, one for broadcasting and the other for common carrier.

In Congressional circles there is much criticism of the FCC, not only because of the constant internal strife, but also because of its mushroom "bureaucratic growth." Whereas the Radio Commission, in its last year in 1934, had 17 total personnel, its roster of 631 is viewed as an example of regulatory waste and extravagance. The Commission's 42,000-page omnibus report produced by its common-carrier trained Accounting Department of 100, has intensified this feeling.

Meanwhile, on the House side, Rep. Connery (D-Mass.) lashed another tirade against the FCC, the industry and all things radio April 26, captivating it with renewed plea for enactment of his resolution for a far-reaching investigation by a select committee of the House. He pointed out that the House Appropriations subcommittee has not yet seen fit to propose funds for the FCC for next fiscal year which begins next July 1 and that this itself showed the "great contempt" in which the FCC is held by the House if not by the entire Congress.

Connery Blasts FCC Again

Not one complaint has been made and not one voice raised on the floor protesting the failure of the committee to make the $2,000,000 appropriation requested, he said. Chairman Woodrum (D-Va.), of the Independent Offices Subcommittee, had announced that the appropriation was withheld in the light of the Administration-sponsored Wheeler-McNinch bill for reorganization of the FCC.

What smacked of an effort to tar members of the FCC with disorderly conduct, implying that the Television Commission in its visit to New York during early April had become involved in a "drunken brawl," developed during the Connery onslaught. Rep. Massingale (D-Ola.) said he had heard a rumor of a recent entertainment that took place in some "hot spot" in New York with members of the FCC present.

"They got into a drunken brawl, and in the brawl some woman was hurt—her arm twisted. I do not know whether it was the licensees who were giving the entertainment or whether it was members of the FCC who was it. I wanted to ask the gentleman if he knew about that?"

Air Conditioning Spots

AIR CONDITIONING & TRAINING Corp., Youngstown, O., starts a 28-week series of two to three daily five-minute transcribed announcements on 38 stations. On May 8, the training school will add the following 12 stations to the list now carrying its quarter-hour news programs: WDAY WNAK KRNT KSO WMT KSTP WTON WDEC WHLB WMFG KATE KWNO. This group of stations will carry the programs 7-7:15 a.m. Mondays through Fridays, and 2 to 2:15 p.m., Sundays. Weill & Wilkins, New York, placed the account.

Mr. Connery replied he had heard the report but that he had no verification. When Rep. Massingale asked whether the rumor ought to be followed up and an inquiry made to ascertain whether it was true, Mr. Connery replied "absolutely."

In a lengthy diatribe, during which he was frequently interrupted, Mr. Connery criticized the Federal Monopoly Committee for its failure to investigate the "radio monopoly." He charged the FCC and charged that conditions on the Commission have not improved since McNinch became its head.

Charges Malfeasance

Alluding to the network-monopoly inquiry of the FCC, he spoke with noteworthy familiarity of what he described as disclosures during the proceedings. The two "monopolistic networks," he said, are in reality control some 350 stations through "illegal contracts," and the networks "receive the vast proceeds from radio advertising."

He charged members of the Commission with "apparent malfeasance in office" and asserted that the FCC to all intents and purposes "evidently is controlled by the big monopolistic owners of these radio chains." Asserting that the FCC had gone through the motions of conducting a so-called investigation, he predicted "it will end in the usual whitewash, for how can the Commission, time and again, honestly and honestly investigate itself."

Alleging gross mismanagement and abuse of trust among radio licensees, Mr. Connery said it may be necessary for Congress to enact legislation wherein small investors may or the Government shall delegate to the FCC representatives to participate in the management and protection of these enterprises. He charged that an outlay of $100,000 was invested in CBS, according to SEC records, and the company nearly a percentage of which he understood had a value of some $60,000,000 on the stock exchange.

Opposes Booster Stations

Mr. Connery criticized at length the current trend toward "booster stations," which he said meant the establishment of an additional station in another community and which provided practically no employment for those in the new community. It does, however, "succeed in diverting the advertising of that community from the local newspapers to those alleged radio stations," he said. Declaring such stations destroy the opportunities for expansion of new stations, he cited the failure of a Robinson illustration of such an operation in his own Congressional district.

Asserting that some have asked him why the Commission "seems so friendly to monopolistic networks," said he had no personal knowledge of the relationship and added that the WPTF-NBC controversy—but made no mention of its recent agreement.

Charging that "hypocrisy again prevails when one considers the chairman's public utterances and his personal utterances with what is actually happening," Mr. Connery vigorously attacked Chairman McNinch's stewardship. He said that a Congressional investigation of the FCC and the "radio monopoly" will show that the law is openly flagrantly and continually violated at no action or restraint on the part of the FCC.

In conclusion, Mr. Connery asserted that the "radio monopoly" is "about to unload upon an unsuspecting public television sets, the value of which is unanswerable with what is actually happening." Mr. Connery vigorously attacked Chairman McNinch's stewardship. He said that a Congressional investigation of the FCC and the "radio monopoly" will show that the law is openly flagrantly and continually violated at no action or restraint on the part of the FCC.

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Johnson Substitutes

S. C. JOHNSON & SON, Racine, Wis., will replace NBC Fibber McGee & Molly series with a nine-week summer show starting July 4, Tues., 9:30-10 p.m. (EDT), while Jim and Marian Jordan vacation. Replacement will feature Alec Templeton and his cast of performers. NBC's orchestra will remain and Edna Odell, Chicago singer, is to be added to the cast. Aside from the Fibber McGee substitution, Monroes, Cecil Underwood, Hollywood producer of Needham, Louis & Broby Inc. will be in charge.

BROADCASTING • Broadcast Advertising

May 1, 1939 • Page 71
Decisions

AUGUST 17

SET FOR HEARING—NEW, Clarence H., and Robert G., Grover. Logansport, Ind., CP 1525 kw 500,000 w D: WNLX, Indianapolis, Ind., CP grant change equip. WNLX, Hins, T. H., same

MISCELLANEOUS—WCL, Rock Hill, S.C.: Closed receipt of intervenor's motion to discontinue the hearing at the request of applicant; WMA, Madison, Wis.; and WNLX, Madison, Wis., granted continuance hearing 90 days

MISCELLANEOUS—WRK, Rock Hill, S.C.: Closed receipt of intervenor's motion to discontinue the hearing at the request of applicant; WMA, Madison, Wis.; and WNLX, Madison, Wis., granted continuance hearing 90 days

Proposed Decisions

AUGUST 17

WAZZ, Zarechara, N. J.—Proposes denial of application. CP international station 5 kw

Applications

AUGUST 18

WNYC, New York—License noncomm懒用 to unlid to WYNYC, New York—License new antenna, etc

WAXZ, Wilkes-Barnes, Pa.—Involves assignment license to Stenger, Beck Corp.

WMC, Rice Lake, Wis.—License new antenna, etc.

KEUB, Price, Utah—Authority transfer control to A. W. McKinnon, Jack Richards

AUGUST 19

WIXAR, Boston, License for International station, etc.

NEW, Union Bost, Co., Stanford—CP 1750 kw 1250-350 w w

NEW, Nebraska Bost, Co., Hastings—CP 1200 kw 100-350 w w

AUGUST 21

WPRF, Providence—CP increase 500 w to 10 kw, change trans, site

NEW, Herbert L. Wilson, New York, CP experimental; WNIC, Memphis, licensed increase N to 6 kw, amended to Hoy B. Wooten d/b WRECK, Serv

WSU, Iowa City—CP new trans, antenna

KWK, St. Louis—CP change 1850 to 630 kw, new trans, antenna

NEW, Lakeland Bost, Co., Willmar, Minn., CP 450 kw 250 w, lid.

AUGUST 26

WLAP, Lexington, Ky.—exp auth. renewal, license changed to SBN

NEW, Opelika-Auburn Bost, Co, Op, etc.

KDAL, Duluth—CP change trans, increase 600 kw to 10 kw

NEW, Best, Corp, of America, Riverside, Calif.—CP 75 kw 250 w, amended to 1800 kw 1 kw, wake facility in Cov in case of freq change.

KWJJ, Portland, Ore.—License to unlid, amended 24 hours

WMBG, Auburn, N. Y.—License to unlid

WBZZ, Burlington, Vt.—License change name to Burlington Daily News

WSPR, Springfield, Mass.—License to unlid

NEW, Gulf Bost, Corp., Montgomery, Ala.—License to unlid

KWNC, Cleveland, Ohio—License to unlid

RKBV, Bellagio, Wash.—License for CP as change equip., new antenna, move trans

Chavez Proposes Federal Station

Revises Hemispheric Proposal

With Washington Location

With the switching of the location of the proposed station from San Diego, Calif., to Washington, D. C., as the sole major change, last week the Senate confirmed the Chairman Chavez (D., N.M.) providing for a powerful Government-owned broadcast station was reintroduced in the Senate April 27.

The measure (S-2251) authorizes construction and operation of a station, sufficiently powerful to cover the Western Hemisphere, the Navy

The bill directs the appropriation of $3,000,000 for construction with $100,000 annually for operation and maintenance and indefinite appropriations for programming. The programs would be designed to influence cultural, political and commercial ties between the United States and South and Central American nations.

Private Service Improved

Similar bills were strongly opposed the last session by the NAB through its then president Mark Ethridge, as the opening wedge to Government ownership could be of the ship of broadcasting. Since then, privately-owned international stations have backed up their side in the contest.

Private companies have revitalized their monopolies in the industry that there is far less justification for a Government station.

A House Affairs Committee last session turned thumbs down on such proposals.

Programs would be selected by a council composed of the Secretary of the State, the Secretary of the Interior, the Secretary of Commerce, and the Chairman of the FCC, and other officers of the United States selected by the President. The bill calls for the “peace” in Spanish and Portuguese.

The decision to change the location of the station was the result of technical testimony at hearings on my previous bill last session, which showed that to locate the station in San Diego would result in excessive costs,” Senator Chavez said.

He said he had talked with State and Interior Department officials and found them “very sympathetic” to the idea. “You can certainly say that the proposal has the support of Secretary Ike’s,” he added.

Senator Chavez expects public hearings on the bill, which the bill was referred to the Senate Committee on Foreign Relations.

Senator Smith, the House Naval Affairs Committee is the measure sponsored by Rep. Celler (D., N.Y.) and Rep. Chaffetz (R., Utah). The Chavez bill. The two principal differences between the bills is that the Celler bill provides only $700,000 for construction cost and places the commissioner of education in charge.

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Broadcasting • Broadcast Advertising
Huskies Adds 3

General Foods Corp., New York (Husky), on May 1 adds eight stations to the list of ten now carrying the new, the names of the selected series Young Dr. Malone five times weekly. Stations added are WBC, WOR, WABC, WJZ, WNBW, KFRC, WBT and KSDF. Benton & Bowles, New York, handles the account.

AYAK CIGARS, Philadelphia, on May 1 renews inside of Sports on 17 MBS stations for six weeks. Program is broadcast Mon., Wed., Fri., 7:30-7:45 p.m., on WYTV; WOR VNTA; Thurs., Sat., 7-7:30 p.m., on WHR WOR WFBT WCEX WBTY. Mon., thru Fri., 7:45-8 p.m., on WLM; Mon., thru Sun., 7:25-8 p.m., on WKNK.

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 1 shaves Beacon Services from 4 NBC radio stations to 8 NBC Blue stations, Monday, Wednesday, Saturday, 7:15-8 a.m., on WIB; WOR and WCAU.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on July 4 replaces Fibre McGee Jolt with Alec Penleton on 73 NBC Radio stations, Tues., 7-7:15 p.m.

GILLETTE SAFETY RAZOR Co., Boston (razor blades), on April 25 renewed for 10 weeks three-weekly on the Network News Service on 17 Yankee stations.

GULF OIL Co., Rockville Centre, N. Y. (gasoline), on April 3 renewed on 43 NBC stations for six weeks. Agency: Negley, N.Y.

FRANCISCAN FATHERS, New York, on April 30 started for the first time an hourly program, Ave Maria Hour on 9 Yankee stations. Agency: Donnell Peterson, N. Y.

GILLETTE & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on May 1 started Fred Waring's Orchestra on 82 NBC Red stations, Monday, Tuesday, Thursday, Saturday, 7:45 p.m. Agency: Newell-Emnett, New York.

GENERAL MILLS, Minneapolis (Korn Kix), on May 1 for 32 weeks with Betty & Billy of MBS Red stations, replacing Jack Armstrong, the Acme House, Mon., thru Fri., 7:15-7:30 p.m. Agency: Blackett-Sampllett-Chicago.

STANDARD MILLS, Minneapolis (corn flake cereal), on May 1 started Groovy Club on 5 NBC Red Pacific Coast stations making a total of 35 NBC Red stations: KSD WSM WOW KSTP WAVY. Feb., 75-7:45 a.m., Mar. thru Jun., 7:45-9 a.m. Agency: Minneapolis-Saint Paul.


GIFTS TO THE OLD Age... uncial news

GROCIERY BILLINGS UP

Grocery manufacturers have increased their purchases of CBS network time so greatly in the last four months, it is estimated, that was nearly three times as large as that for 1938, the network reports. Advertisers of canned and frozen food products, groceries, and household supplies used time valued on CBS at $5,566,516 in 1935; $6,024,492 in 1936; $6,671,206 in 1937; $8,673,906 in 1938—the figure representing a gain of 17.5% over the 1935 sum. The trend is likely to continue upward even more sharply this year, say CBS, with the first quarter of 1939 showing billings for these products 7.9% over 1938 and 29.3% above 1937. A similar trend has been reported by NBC, with grocery manufacturers using time valued at $5,122,706 in 1935; $5,258,145 in 1936; and $5,885,145 in 1938, a gain of 43.3%. Billings for the same products during the first quarter of 1939 show an increase of the first 10 weeks over the network reports, and 56% ahead of the same period in 1937.

The CBS network, ACME, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast. The CBS network, which is the first of its kind in the United States, is observed seven days a week, Daylight saving Time, and is broadcast from coast to coast.
YOUTHFUL executives of the junior division supervise production of a special event over W6XDA, the new CBS ultra-high frequency transmitting unit in Columbus Square, Hollywood. Left to right are Dick Hayself, technical director; Bob Barlow, special events; Bob Fisk, assistant program director; Bill Shaw, junior director of publicity and promotion.

CBS TRAINS YOUTHFUL NETWORK YOUNGSTERS
Hollywood Junior Division Members Learn the Ropes
In Practice on KNX and W6XDA Facilities

By DAVID GILCIVKAN

WITH approximately 60 younger members of the studio personnel receiving laboratory and lecture instruction, the first organized project for training future broadcast executives in the United States, has been launched at KNX, the CBS owned and operated Hollywood station.

Conceived by Donald W. Thornburg, CBS Pacific Coast vice-president, the project encompasses a complete departmental organization, made up of the junior division for the junior division with their own elected executives. This group functions as the personnel of a small network affiliate, thus gaining actual experience in writing, producing, announcing and all phases of station operation, Mr. Thornburgh said.

Elected Own Executives

New executives are elected from within the group each month. Norman Macdowell, a KNX guide, has been elected program director for the coming month; George Johnston, in charge of Columbus Square tours, is production manager and Bill Van, publicity clerk, functions as continuity editor. Bill Blackett, also a guide, is in charge of publicity and promotion for the junior division. Similarly, other members have been assigned to writing, acting, news and special events. Still others are learning the engineering phase of broadcasting.

Each week CBS Pacific Coast department heads informally lecture to the junior members on specific subjects. To test the theory in actual practice, the RCA 100-watt ultra-high frequency transmitter, W6XDA, recently installed at Columbia Square studios, is utilized by the junior members. In addition to the technical research in shortwave transmission carried on by the regular CBS Hollywood engineering staff over W6XDA, Mr. Thornburgh stated that under the plan developed, four hours weekly is given over exclusively to the junior group for broadcasting purposes. Although regular KNX programs are also broadcast over W6XDA while engineering experiments are conducted, one hour, from 1:30 to 2:30 p.m. (PST), on each of those four days is used to broadcast original programs developed by the juniors.

The hour selected is believed by CBS executives to be the best for coverage and is attended to by letters received from distant points telling of good reception. Not only in the broadcast of news and special items are the junior executives learning, but also in the program's developmental phases.

SPECIALIZED NETWORK TRAINING

A senior committee, consisting of KNX department heads, supervises and advises the election of junior executive staff in the solution of specific problems, but does not attempt to interfere with nor influence actual program selection or production. Don Forbes, KNX chief announcer, is coordinator for the junior and senior divisions.

"For many years networks have been confronted with the problem of bringing younger men into positions of responsibility", Mr. Thornburgh explained. "It has been a general practice for networks to refer inexperienced applicants to smaller stations to learn the business. But results of this practice are not always satisfactory because the methods of those stations, learned by radio apprentices, do not always fit into network techniques.

At KNX we follow the policy of employing young people of good education for duties supervised by more experienced staff members so we can train them correctly in CBS methods. As vacancies occur in responsible positions, accordingly, it is possible to make a selection from a substantial number of employees who have no bad habits to unlearn after they are promoted."

Programs that have been successfully produced to date by the junior division include a series of original readings of Edgar Allen Poe's famous short stories by Norman Macdowell, KNX tour guide; "Detective Talk," a comedy-drama serial written and produced by Ray Erlanborn, KNX sound engineer; a series of on-the-air programs presented by Edward Larkin, head of tour promotion for KNX, and John Rider, guide; musical programs broadcast by Mr. Hodge, guide, and Margaret Francis of the KNX script department; news programs written and delivered by Bob Fish, Ralph Whitemore, guides, and Don Creamer, KNX engineer. "Short Waves," a daily feature on W6XDA, is prepared by Jimmy Hale, head of the KNX mail room and Dermott Kelly, guide, while publication of the KNX News Bureau.

The Other Fellow's VIEWPOINT

More Fast Talk

EDITOR BROADCASTING: I read with interest the story in your April 1, edition regarding fast-talking announcers. We have a number of men who can go them all one better. He is Frank Silva, our sports commentator, who has been on KNX and WBEN.

I noticed that Mr. Grant [Peter Grant, WLW] covered a 15-minute period doing 2,600 words, I also noted that Mr. Sorensen, at WBCM, Bay City, Mich., did better. Hub Jackson, sportscaster speled 3,400 words in 15 minutes and Jack Parker, newscaster, did 2,730, in 15 minutes. Frank Silva, over a 15-minute period, covers approximately 3,400 words, daily and consistently.

He is willing to pit his skill against someone else in the country at any time.

This appears to be an interesting phase of the game, inasmuch as NBC, CBS, WHAM and WBEN have show that regular announcers cover about 120 words a minute, or 1,600 over a 15-minute period.

HARLAND EVANS, WSAY, Rochester, N. Y.

Goldwyn Reply

SAMUEL GOLDWYN and Samuel Goldwyn Inc. have filed answer in New York Federal Court to the suit of ABC, WOR, WOR, Columbia studios, and Blackett-Sample-Hummert against Air Features, Selwyn & Co., Olive Higgins Prouty, Redbook, Defense Department, Blackett, and Samuel Goldwyn over the radio rights to "Stella Dallas." Plaintiffs claimed that in August, 1937, Blackett-Sample-Hummert had purchased the radio rights to the title from Air Features. Later, and subsequently, the program was aired on NBC under the sponsorship of the Phillips Company. On June 26th, the defendants had offered to license the Goldwyn company to broadcast the rights for an injunction against further broadcasts of the program. The Goldwyn company claims ownership of the program through purchase from Selwyn and Olive Prouty, and asks the court for an injunction and accounting.

who have no bad habits to unlearn after they are promoted.

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BROADCASTING • Broadcast Advertising
TO THE RADIO INDUSTRY:

During the week of March 22nd through the 28th, 1939, after 21 days operation at 50 kilowatts, Ross Federal Research Corporation made 140,803 telephone calls of which 93,740 were completed in these thirteen cities: Cincinnati, O., Charleston, W. Va., Columbus, O., Dayton, O., Fort Wayne, Ind., Indianapolis, Ind., Lexington, Ky., Lima, O., Louisville, Ky., Muncie, Ind., Kokomo, Ind., Newark, O., Springfield, O. To the best of our knowledge this represents the most comprehensive study over the widest territory ever undertaken by a radio station. We believe that the industry generally will be vitally interested in the results of a study of this magnitude. Within the city limits of these thirteen cities alone live 2,056,719 people and in the general territory encompassed within the geographical limits of this arbitrarily defined area (representing only the heart of WLW-land) live some 5,680,095 people. The facts are so startling in themselves that to attempt to dramatize them would invite incredulity. WLW so dominates this territory that day in and day out during the entire week studied 48.3% of all radio homes were tuned to WLW.

The leading local station in each of these thirteen markets was able to attract only an average of 22.8%. It is true that this study, of necessity, does not reflect factual data with reference to the great rural audience in this part of the country . . . the rural audience being the subject of a new study already under way. We believe, however, that we are safe in assuming—and that the industry will readily grant—that our degree of domination of the rural audience is certainly not less favorable than Ross Federal have factually demonstrated it to be in the above cities. Complete breakdowns and analyses of this study are now available and are being distributed.

If you wish specific information immediately, please advise our Sales Department or Transamerican Broadcasting & Television Corporation.

THE NATION'S STATION
CINCINNATI

[ See the Crosley Building at the New York World's Fair ]
NEWEST RCA FIELD AMPLIFIER

Brings you every Feature you want for Field Broadcasts!

PRACTICALLY custom-built to your requirements! The new RCA OP-5 is what you've wanted for field broadcasts! A single unit field amplifier, it weighs only about 37 lbs. complete with batteries. And because of its small size you can carry it into all sorts of places with extreme ease. And it's ready for instant use at the flick of a switch.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from baseball game to symphony concert. Frequency response is uniform within plus or minus 1 db (30-10,000 cycles), distortion below 1%, from 50-7,000 cycles. Noise level below minus 58 db. That's pretty good evidence that outside pick-ups sound better with the OP-5!

Other features of this instrument that you'll like include its 4 ladder-type variable mixers; an illuminated volume indicator meter which has a separate battery for the lamp; a potentialmeter master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Designed for you—it will make your field broadcasting problems simple. For further details write to the nearest district office.

Light weight—small size—truly portable
"Studio quality" transmission—high-grade components and feed-back circuit
Dry-battery operated for assurance of program continuity—no AC failures
Self-contained—no broken cables
Flexible operation—4 ladder-type mixers
Illuminated VI meter—also indicates battery voltages and plate currents. Medium speed or new standardized speed meters available
Hinged chassis—unusual servicing accessibility
New low voltage, non-microphonic pentode tubes
Batteries cost only a few cents an hour
Full sized—special shielded transformers
Attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet.

There is an RCA Tube for every purpose in broadcasting.