CORRECTION!

It's Really NOT News Because
It's An Old, Old Story at KLZ

MAIL RESPONSE TO OFFERS MADE OVER KLZ GIVE ADVERTISERS CONCLUSIVE PROOF OF ITS SUPERIOR PULLING POWER

DENVER, COL. (Special) — Radio advertisers in the Denver-Rocky Mountain area are constantly having their eyes opened by KLZ's ability to produce results, measured in box-tops, bottle-caps or in over-the-counter sales.

March, 1939, brought three instances of KLZ's standing as a power gauge for mid-western sponsors. First: KLZ produced more than 6,500 replies to a single fifteen-minute broadcast for Bay Petroleum Company, Denver. Next: On a hundred-word spot announcement for White King Soap Company, Los Angeles, KLZ outpulled the other major Denver station and ranked seventh in mail count among the fifty-six stations on the schedule. Third: When the Consumers Cooperative Association, Kansas City, tabulated the results from a schedule of fifteen five-minute programs broadcast over seven dominant mid-western stations, KLZ stood second in number of inquiries.

Such response reflects the coordination of men, methods and machinery at KLZ . . . makes KLZ and the results it produces the standard by which sponsors judge all stations in their mid-western hook-ups.
It's 4th of July already at WLS!

WLS in four months has completed more than half of 1939, the 10th year of its goal of ONE MILLION letters a year. At the end of April, WLS had received more than 500,000 letters—a total that should not be expected until after the Fourth of July! Total mail through April 29 was 526,281 letters! We've said it before and we say it again: WLS Gets Results!

WLS Gets Results in Chicago as well. The last week of April, WLS received 18,345 letters. 20% of this mail came from Metropolitan Chicago—a region containing only 26% of the radio homes in the WLS Major Coverage Area! Obviously, WLS not only can be heard but IS LISTENED TO in Chicago.

THE PRAIRIE FARMER STATION
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

Represented by JOHN BLAIR & COMPANY, New York, Chicago, Detroit, Los Angeles, San Francisco
Take on the Pilot to New England’s Major Markets

Many trade channels must be followed if you would reach all the huge and busy markets in the New England territory.

The direct, sure course is through the facilities of The Colonial Network.

This network, comprising 17 popular local stations, provides low-cost, New England-wide coverage, extending from the populous and highly industrialized areas of Rhode Island, Connecticut and Massachusetts to the large and prosperous agricultural regions in northern counties of New England.

Use of The Colonial Network by many of the larger and more successful advertisers, year after year, is convincing evidence of its effectiveness and importance in selling New England.

17 STATIONS

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

Edward Petry & Co., Inc.
National Sales Representative

The Colonial Network
CORRECTION...

In a recent advertisement inserted by WLW the following statement was made...

"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."

In this same advertisement Louisville, Ky., was listed as one of the cities included in the "territory" and readers might quite naturally assume, in the light of the unqualified statement quoted above, that this percentage represented the WLW coverage in Louisville and in all of the cities listed in the ad.

LET'S LOOK AT WLW's OWN FIGURES...

(We quote from their "Analysis") Week-Days:

<table>
<thead>
<tr>
<th></th>
<th>WLW % OF LEADING LOCAL</th>
<th>LEADING LOCAL STATION % OF LISTENING AUDIENCE</th>
<th>LOCAL NBC STATION % OF LISTENING AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LISTENING AUDIENCE</td>
<td>(WHAS)</td>
<td>(WAVE)</td>
</tr>
<tr>
<td>CINCINNATI......</td>
<td>53.6%</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>LOUISVILLE, KY.</td>
<td>11.4%</td>
<td>52.3%</td>
<td>21.8%</td>
</tr>
</tbody>
</table>

We feel it our duty to call attention to these figures which will correct any impression that may have been conveyed to purchasers of radio time that adequate coverage of Louisville or of the area surrounding Louisville can be delivered by any station other than . . .

WHAS is Owned and Operated by the Courier-Journal and the Louisville Times • Represented Nationally by Edward Petry & Company
WEEI’s *open house*
entertains 2,000
guests a day!

If you’d like a lot of solvent Yankees hanging on your gate, WEEI can arrange it for you.

Last month our announcers, speaking into our microphones, invited listeners to come see us. They’re being *heard*, those same announcers, from Cape Cod to Canada.

We were kept mighty busy the week of April 16th, from 7 in the morning until 10 at night, extending our welcome to 150 friends an hour.

We point to this as an index of the power over people WEEI has been exerting for 16 years—16 years of entertaining thousands of guests in our studios and millions of guests in *their* homes.

If you would loosen some of New England’s stern and rock-bound dollars in return for your goods and chattels, you’d better have a talk with us. Or with Radio Sales.

**WEEI 182 Tremont Street, Boston**

Operated by **COLUMBIA BROADCASTING SYSTEM**. Represented by **Radio Sales**: New York - Chicago - Detroit - St. Louis - Cincinnati - Charlotte, N.C. - Los Angeles - San Francisco
Just because WSM is big don't get the idea that it costs a mint of money to buy.
It doesn't. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the unbelievably small sum of thirty dollars. And this, mind you, on one of America's most effective sale mediums. The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, and sells north, west and east, as well.
Check your maps. You'll find WSM near the American population center. Check your business expansion charts. WSM dominates America's most active region. Check the places that show the biggest increases in electrical consumption. You'll find the best of the South and almost all the TVA region within WSM's primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job.
May we show you how little it will cost to put the WSM seven league salesman to work for your product in America's most promising market?
WE WONDER if you ever look at the sales results of WOR sponsors and envy them? Do you ever sit moodily at home, in your office, wondering helplessly why your program isn’t doing a job like other programs are doing for their sponsors; why it isn’t sending people shuffling down the aisles of your dealers’ stores shouting “gimmie! gimmie!”, moving goods from shelves, keeping clerks fretfully asking for more — and more? Sometimes we think it requires more than just a good program to do things to people who listen. It requires a station with experience, years of it, the best technical equipment that money can buy, and good brains to back it. It requires days and weeks and hours of work to give the people in more than 4,250,000 radio homes in seven states programs which make them stop and make them LISTEN and remember and understand and believe — day after day and week after week. Is it really worth your while to plan and prepare and pay for any other kind of station? Seriously now, wouldn’t you give the shirt off your back for earnest and scrappy response to the sound for which you pay? At a reasonable cost? Quickly? We’ve been doing this for years at 1440 Broadway in New York.
Of course you can select one program, one hour, one rigid list of stations to carry your program — if you want to. But isn’t there a better system?

F & P think there is, and have proven it to quite a number of our customers. Working hand-and-glove with twenty-four top-flight stations in strategic markets, we can help you lay out a plan that will make your program a favorite in one or all these markets — help you get the time that is most productive in each market — help you get the most for your money, regardless of the amount...

F & P are spot radio specialists. If you are thinking of radio, we'd like to tell you all the ways in which we can be of assistance. Our six offices are listed below.

**Exclusive Representatives:**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGR - WKBW</td>
<td>Buffalo</td>
</tr>
<tr>
<td>WCKY</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>WOC</td>
<td>Davenport</td>
</tr>
<tr>
<td>WHO</td>
<td>Des Moines</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
</tr>
<tr>
<td>WOWO-WGL</td>
<td>Ft. Wayne</td>
</tr>
<tr>
<td>KMBG</td>
<td>Kansas City</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
</tr>
<tr>
<td>WTAE</td>
<td>Minneapolis-St. Paul</td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
</tr>
<tr>
<td>KSD</td>
<td>St. Louis</td>
</tr>
<tr>
<td>WFBK</td>
<td>Syracuse</td>
</tr>
</tbody>
</table>

**Southeast**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSCC</td>
<td>Charleston</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia</td>
</tr>
<tr>
<td>WPTF</td>
<td>Raleigh</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
</tr>
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</table>

**Southwest**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGKO</td>
<td>Ft. Worth-Dallas</td>
</tr>
<tr>
<td>KTUL</td>
<td>Tulsa</td>
</tr>
</tbody>
</table>

**Pacific Coast**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOIN.KALE</td>
<td>Portland</td>
</tr>
<tr>
<td>KSFQ</td>
<td>San Francisco</td>
</tr>
<tr>
<td>KVI</td>
<td>Seattle-Tacoma</td>
</tr>
</tbody>
</table>

**FREE & PETERS, INC.**

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6278

NEW YORK
247 Park Ave.
Plaza 3-6131

DETROIT
New Center Bldg.
Trinity 2-9466

SAN FRANCISCO
One Eleven Sutter
Sutter 4555

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
617 Walton Bldg.
Jackson 1678
Centralized Federal Radio Activity Seen

President Orders Shift—International Stations To Get Right to Advertise Goods Sold in Foreign Trade

RADIO'S growing importance in the nation's defense and international affairs is given more than cursory attention in President Roosevelt's Government reorganization plan, with the ultimate outlook for centralization of Federal radio operations in the White House itself and in the U. S. Office of Education of the new Federal Security Agency.

In the second phase of the President's plans for governmental functions, submitted to Congress May 9, the National Emergency Council as such is abolished, but its functions, except for its radio and motion picture divisions, will be absorbed by the White House. The Office of Education, headed by Dr. John W. Studebaker, will absorb radio, presumably supplementing the radio educational projects it has carried on for the last five years with WPA funds. Nominally, at least, it will become the Federal coordinating agency for educational and "factual" Government programs.

Internationally, an equally significant development is about to occur, it is learned in informed circles. Lifting of the non-commercial ban on international stations, under which they would give the licensed to sponsor programs commercially where the product is sold in foreign trade, has been tentatively approved, it is learned, and awaits only formal FCC ratification.

A New Incentive

Such a step, which could be taken only with the Administration's strong support, would be regional. The change in licensing of the 14 international stations new incentive in building programs especially designed for international broadcasting as a means of offsetting propaganda of totalitarian nations, notably aimed at South America. It also should serve as an effective deterrent against legislative efforts to set up Government owned international stations. The Cahn Hearing on the Celler Bill (HR-2721), now pending in Congress, proposes construction of Government stations for that purpose.

While no formal pronouncements have been forthcoming from official quarters as to the Administration's plans regarding broadcast operations, the fact that the FCC, on May 9, issued a trademark to a radio station licensed to the National Emergency Council, has taken on a new aspect with the pronouncement by Roosevelt himself. The new RCA executive director of the Scripps-Howard Newspapers, has devoted considerable attention to building up the Government's use of broadcast time.

NEC, created by the President early in his first administration, has functioned as a public relations and information agency for the New Deal. With the transfer of its primary functions to the White House, the "council" operations as such could cease. However, the 40 state offices maintained under Mr. Mellett's direction presumably would be kept intact as "branch offices" of the White House. In his message, the President advised Congress that the activities of NEC, "if he be administered in the manner best designed to give the President the information he requires from all parts of the country," will have a payroll of nearly 300. Its primary operations have dealt with press intelligence and radio programming, though it has not functioned as a publicity agency.

In one quarter speculation centered around Mr. Mellett's selection as a presidential assistant, under legislation recently enacted authorizing a Presidential secretariat of six. In view of the abolition of NEC and absorption of its functions by the White House, it was felt this was a likely move. Should this be the case, it is regarded as a foregone certainty that Mr. Mellett will be the chief press information officer for the Federal Government, responsible directly to the President. Whether his duties also will encompass radio, as they did under the NEC operation, remains to be determined.

Proposal Transferred

In sending to Congress May 9 his second major reorganization plan, the President pointed out that he had proposed to transfer the Federal Security Agency, for administration in the Office of Education, the radio and film functions of the National Emergency Council.

"These are clearly a part of the

Roosevelt Praises Radio, Raps Press

Untruths Are Overtaken
He Says, Starting Federal Discs

THE ROOSEVELT Administration's increased reliance upon radio as a means of keeping the population informed, growing out of its unswerving policy of keeping the medium "chiefly by profiting from facts," is as free as the press.

After observing, in response to the President's opening May 9, via transcription, the new National Emergency Council series, titled United States Government Reports, on non-commercially on some 165 non-network stations. In launching the series, marking the first time the President's transcribed voice has been presented on a "spot" basis, the Chief Executive was interviewed by Lowell Mellett, NEC executive director and former executive editor of the Scripps-Howard Newspaper Alliance [Broadcasting, April 15].

In characteristically pungent language, the President praised radio and inferentially cracked newspapers. He declared that except for such controls of its operation as are necessary to prevent "complete confusion on the air," radio in all other respects "is as free as the press".

Federal Aid to Press

During the 15-minute recorded interview, the President used as his theme the right of the citizen to have first-hand information on government. He frequently used the press-radio analogy, and mentioned that aside from the "financial assistance in the form of less-than-cost postal rates" accorded the press, the Government has supported the medium "chiefly by profiting from facts." After observing, in response to the question of the President, who in the "broadcasting" business, that he liked the idea of keeping the transcribed broadcasts entirely factual in character and the effort to answer the questions in the minds of the people, the President observed it should be possible through these broadcasts "to correct the kind of misinformation that is sometimes given currency for one reason or another." Then he added:

"In some communities it is the underlying fact that only through the radio is it possible to overcome loudly proclaimed untruths or greatly exaggerated half-truths. While, to be sure, the people have learned to discriminate pretty well between sober facts and exciting fiction, they have a right to expect their Government to keep them supplied with the sober facts in every possible way."

Because the bulk of daily newspaper circulation has been preponderantly anti-New Deal, it has long been an open secret in Washington that radio more and more was being relied upon to disseminate Administration views. The crusade for a harassment of newspapers from broadcast station ownership, now nominally being led by Chairman McNinch of the FCC, had its inception because of this editorial opposition to the Administration and purported coloring of news.

The turn toward transmissions to sell the whole Governmental establishment to the people on a factual basis is an innovation in Federal procedure. The Reports series will be broadcast every Tuesday on independent stations, averaging three per State. It is a projection of regional broadcasts on a "live" interview basis conducted through NEC regional offices since last September, under the direction of Robert Mellett, NEC radio director, and former radio director of the Democratic National Committee. The development is seen as a possibility on page 62

BROADCASTING • Broadcast Advertising

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Ford Renews Hour

FORD MOTOR Co., Dearborn, Mich., has renewed its Sunday Evening Hour on OBS from 9 to 10 p.m. in 1940. Ford continued a full-hour program through the summer, but substituted a program of light music, Universal Rhythms, for the symphonic music customarily broadcast. The nature of this summer's program has not yet been decided. N. W. Ayer & Son, New York, handles the Ford account.

Shifting to White House?

LOWELL MELETT

mercials restricted to goods sold in foreign trade. Broadcasts aimed toward South America would have to be announced and identified in Spanish as well as English.

Power Provisions

To procure maximum service from the international stations, the new regulations are expected to specify a minimum power of 50,000 watts and use of the most modern equipment and beam antennas. Thus, additional heavy investments in such stations would be necessary, since all save a few of the stations now are using less than that power. General Electric for one of its transmitters in South America is using power of 100,000 watts, while Crosley has a construction permit for 50,000 watts for its international station.

Ten years ago efforts first were made to have the non-commercial ban on international broadcast stations eliminated, with Dr. Frank Conrad, then chief engineer of Westinghouse, testifying in that connection before the old Radio Commission. The proposal was rejected, however, and efforts since that time also proved futile. Projection of the American plan of international enterprise in the broadcast field on a commercial basis, is regarded as a logical forward step since at present private companies gain no pecuniary return from this activity. By restricting such commercial operations to products sold internationally, it is felt that station management will be in a position to realize sufficient return to defer most of their operating costs and improve the service.

International Broadcasting Stations

Of the United States

Authorized by FCC as of May 15, 1939

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Licensee and Location</th>
<th>Frequencies</th>
<th>Power in Kilowatts</th>
<th>Emissary watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXXA</td>
<td>Chicago Federation of Labor</td>
<td>6000, 11520, 17780</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>WXXP</td>
<td>Columbia Broadcasting System</td>
<td>11400, 16570, 18300, 21070</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>WXXJ</td>
<td>The Croley Corp.</td>
<td>6000, 9600, 11870</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>WXXG</td>
<td>General Electric Co.</td>
<td>9500, 13320, 21500</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td>WXXH</td>
<td>General Electric Co.</td>
<td>6190, 21590, 9530</td>
<td>100,000</td>
<td></td>
</tr>
<tr>
<td>WXXI</td>
<td>General Electric Co.</td>
<td>6190, 9320, 15330</td>
<td>20,000</td>
<td></td>
</tr>
<tr>
<td>WXXP</td>
<td>Island of Dreams Broadcasting Corp.</td>
<td>6190, 9320, 15330</td>
<td>20,000</td>
<td></td>
</tr>
<tr>
<td>WXXL</td>
<td>National Broadcasting Co.</td>
<td>9070, 21630, 38,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXXT</td>
<td>National Broadcasting Co</td>
<td>6190, 17780, 35,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXXU</td>
<td>WCAU Broadcasting Co</td>
<td>6000, 9580, 21520, 28750, 13870</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>WXXV</td>
<td>Westinghouse E. &amp; M. Co.</td>
<td>9070, 10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXXW</td>
<td>Westinghouse E. &amp; M. Co.</td>
<td>6190, 9570, 11870, 15330, 21590</td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td>WXXR</td>
<td>World Wide Broadcasting Corp.</td>
<td>11730, 16130, 21690</td>
<td>20,000</td>
<td></td>
</tr>
</tbody>
</table>

1 Also licensee of WCCL, Chicago.
2 Also licensee of WABG, New York City.
3 Also licensee of WLB, New York City.
4 Also licensee of WGG, New York City.
5 Also licensee of WJZ, New York City, N. Y.
6 Also licensee of WCAU, Philadelphia.
7 Also licensee of WGL, New York City.
8 Also owner of KDKA, Pittsburgh.
9 Construction permit only.

Sarnoff to Appear Again at Inquiry

FOLLOWING a month-long recess, after adjournment subject to the call of the chair April 19, the FCC Network Inquiry Commission will meet for a short windup session May 17 to hear crossing of Mr. David Sarnoff, president of RCA, and Marks Levine, assistant to George Engles, FCC vice chairman and managing director of the NBC Artists and Writers Union, and receive several new exhibits developed by the FCC accounting department. The reappearance of Mr. Sarnoff, originally scheduled for May 11, was postponed at the request of Philip J. Hennessey Jr., NBC chief counsel for the inquiry, due to the absence of the RAC head on a business trip.

Mr. Sarnoff was the first witness called when the inquiry opened Nov. 14, and following presentation of his direct testimony, in the form of a prepared statement, he was excused subject to recall for cross-examination [BROADCASTING, Dec. 1, 1938.]

NBC Plans Second Beam For Its Latin Programs

W3XAL, NBC's transmitter at Bound Brook, New Jersey, is now transmitting a powerful signal to Argentina than any other United States station operating in that area. According to the license, the station operates under the plan of the International Division, as a result of the installation of the network's new international antenna which was put in operation April 19. As a result of observations made by Argentine radio experts, the transmitter's effective power at Buenos Aires is found to be 600,000 watts or a gain of 2400% over that provided by the old antenna. The new antenna, developed by NBC Radio Facilities Group under the direction of Raymond F. Gey, is equipped so that a mere press of a button will change the direction of the beam through an angle of 20 degrees. Because the 9670 kc. band is effective only for evening and night broadcasts to Latin America, NBC is now building a second steerable antenna for continual use on the 21630 kc. band to carry W3XAL's daytime programs. Also near completion is another new 25,000-watt transmitter for the frequency band that stronger service may be provided at all hours of the day and night.

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BROADCASTING • Broadcast Advertising
Radio is coming in for a lion's share of the substantial appropriation being spent by Chrysler Corp. in a nationwide campaign to keep U.S. used car dealers, which began earlier in May and will continue for an indefinite period.

Approximately 125 stations were scheduled for spot announcements in the first phase of the campaign. Announcements over this list averaged around 27 per week for the most part.

**Studebaker Renews**

STUDEBAKER Corp., South Bend, Ind., during the week of May 8 renewed its disc series for its new Champion automobile on 74 stations, reducing the series from twice to twice weekly, shifting a few stations, and renewing for 13 times. The renewal list includes WBBM, WJR, WPB, WBT, KTVI, WRC, WKBW, WFAA, WTOP, W see, WJAG, WBOC, WING, WSB, WBGW, WOGS, KTVG and WSBA. It also includes WBBM, WJR, WPB, WBT, KTVI, WRC, WKBW, WFAA, WTOP, W see, WJAG, WBOC, WING, WSB, WBGW, WOGS, KTVG and WSBA. It also includes

**Woodbury Stays**

JOHN H. WOODBURY Co., Cincinnati (cosmetics & soaps), will continue its weekly half-hour NBC Woodbury Playhouse through the summer with Jim Ameche and Gale Page in the leads. Charles Boyer, present lead, will take a 13-week vacation in Europe after the June 25 broadcast, returning in the fall. Harry Shoup continues as musical director and Lew Crosby will remain as announcer. Format of the show continues the same under direction of Mann Helson, radio director of Lennen & Mitchell.

**Gulf Replacement**

GULF OIL Corp., Pittsburgh (oil products), has decided on a musical program as a summer replacement for its CBS Serene Garden show when the latter is discontinued for 13 weeks with broadcast of June 4. Erno Rappe will direct the 35-piece orchestra and vocalizing will be shared by Jane Froman and Jan Peerce. Backup chorus of 16 voices will also be used. Program will originate from New York. Screen Guild is scheduled to return in fall. Agency is Young & Rubicam, New York.

**Illinois Baking Test**

ILLINOIS BAKING Corp., Chicago (ice cream cones), has started a series of radio announcements and daily station break announcements on WGN, that city, The series may be expanded following a successful test, according to Haan J. Tyler, radio director of John H. Dunham Co., Chicago agency which recently received the account.

**WSOC’s Politicos**

JOHN WARD, special events director of WSOC, Charlotte, N. C., was elected to the City Council during the recent municipal election. He has been with WSOC since the station was founded six years ago. The campaign was his first political venture. Re-elected Charlotte mayor for the third time was Ben Doug-...
**NBC Sales Staff To Be Revamped**

Dyke, Showerman Principals In Promotions Slated Soon

The heads of NBC's [Broadcasting, May 1], under which all vice-presidents and department heads report directly to Niles Trammell, executive vice-president, are reorganization of the sales and sales promotion departments is about to be effected.

Mr. Dyke, eastern sales manager, is slated to assume charge of all sales promotion activities for both the network and its owned and managed stations.

Mr. Showerman, Mr. Dyke's assistant, is slated to become eastern sales manager, the eastern network sales force operating under him.

**Coordinating Functions**

Mr. Dyke's activities will include the coordination of promotion, merchandising, research and statistics. E. P. James, promotion and merchandising manager, will report to him, as will Victor van der Linde, research consultant, and Hugh M. Beville Jr., statistics head.

The handling of NBC institutional promotions, which has been under the direction of Clay Morgan as head of the publicity department, is also being discussed, with the probability that it will remain with Morgan, who was appointed "an assistant to the president for special public relations and institutional promotion assignments," according to the official order.

Long a prominent figure in advertising, Mr. Dyke is former general advertising manager of Colgate-Palmolive-Percept Co. He joined NBC two years ago as eastern sales manager after his return from a six-month stay in the Orient. Before joining Colgate he was sales promotion manager of Johnsville Marble Co. He is chairman of the board of directors of the Association of National Advertisers, while with Colgate, and director of the Advertising Research Foundation and Advertising Federation of America.

**Miller and Paine Confer On Radio and Copyright**

Pursuing his plan of exploratory conversations on copyright, NAB President Neville Miller May 16 conferred with Mr. Latham in New York with John G. Paine, general manager of ASCAP. Mr. Miller asserted the conference considered all phases of the ASCAP problem but there was no effort to reach any determination.

Pursuant to NAB board action, Mr. Miller is seeking to get all possible data on the copyright issue for consideration by the Copyright Committee which will report to the annual convention in Atlantic City July 12. It is likely that several alternative propositions will be advanced for membership action after which negotiations will be undertaken for definite contracts to become effective when existing performing rights contracts expire at the end of 1940.

**New Lobby of CBS New York Quarters**

With plans and contracts approved, and construction work already begun, expansion and redecoration of the main floor lobby of CBS headquarters, 575 Madison Ave., New York, to be completed the summer, will look like this architect's sketch. The floor will be of black Terrazzo marble, divided by stainless steel strips, with walls of buff marble supplementing the decorative theme by framing one set of elevators and the information booths which are being installed on the ground floor for the first time to facilitate calls on the upper floors. At one side of the lobby will be a private waiting room, and the entire lobby, from the new entrance marquee and doorways of Herculite glass, to the new elevators at rear, will be widened.

**Movie, Press Officials Asked To Speak at NAB Convention**

**Stahlman Accepts, Hays Hopes to Join Debate On Self-Regulation; Music, Ethics Listed as Topics**

**Radio, press and the movies—three major instruments of public service—will be represented through their industry heads at the NAB convention in Atlantic City July 10-13, according to preliminary convention plans.**

With 450 members, motion picture industry czar, John G. Stahlman, Nashville publisher and retiring president of the American Newspaper Publishers Ass'n, have been invited by Neville Miller, NAB president, to address the convention in off-the-record discussions of self-regulation as a means of avoiding Government restraint and interference.

Mr. Stahlman, a strong advocate of freedom of the radio as a necessary corollary of freedom of the press, already has agreed to speak at the convention July 12. Mr. Hays will attend if he can reconcile previous engagements on the Pacific Coast, and it is expected he will be on hand July 12 to discuss experiences of the motion picture industry in self-regulation.

A nationwide broadcast, in which Messrs. Stahlman and Miller would participate, is tentatively planned for the evening of July 12 during the annual banquet. Thus, the heads of the press, movies and radio, for the first time from the same rostrum, would address the nation on public service.

**A Day of Copyright**

While details have not yet been worked out, convention plans contemplate formal opening of the general sessions Tuesday, July 11, with the entire day devoted to copyright.

At that time President Miller and his Copyright Committee will report on negotiations with ASCAP and individual industry groups regarding the most desirable type of performing rights contract, to succeed existing contracts which expire Dec. 31, 1940. Several alternative propositions probably will be advanced. More than likely the general convention will be recessed to permit the 17 district groups to convene separately for discussion of the music situation, which has caused more strife in the industry than any other single business issue.

**Program Self Regulation**

The July 12 sessions will be turned over to the program self-regulation issue and the approval of the enlarged Code of Ethics for the industry covering program practices. Fraught with controversy because of actions of organized groups, particularly in connection with children's programs and length of commercials, drafting of the code has been in process for several months by the NAB Self-Regulation Committee, which President Miller heads. The proposed code will be sent to NAB member stations in early June for their scrutiny at least a month prior to the convention.

While drafting the proposed code has entailed much work, the most difficult aspect reposes in enforcement methods. The committee is expected to recommend creation of a new department within the NAB to enforce the code provisions and handle all complaints. The details (Continued on page 61)

**AAA Names Billingsley As President at Annual Convention in New York**

**ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, was elected chairman of the board of the American Association of Advertising Agencies at the association's 22d annual meeting at the Warwick Astoria, New York, May 11-13. Other officers elected include: William Reydel, vice-president, Neuville-Emmott Co., New York, vice-president; Guy C. Smith, executive vice-president, Brockie, Smith & French, Detroit, secretary; E. DeWitt Hill, vice-president, McCann-Erickson, New York, re-elected treasurer. President John Benson continues in office, having been elected in 1936 for a four-year term. Frederic R. Gamble continues as executive secretary.**

The general business session, and the roundtable meetings on copy, management, media, radio and screen on May 11, and the session with the Constitution May 12, were not all closed and no information was given out on either talks or discussions. At the opening session May 12, the topic: "What Interests People—and Why" was discussed by Billy Rose, for arrangements, Margaret Bourke-White for photography, Larry McPhail for sports, Louis B. Mayer for Stage-Scirrps-Howard for news, and William J. Rapp of True Story for life.

Gilbert R. Smith, vice-president, J. Walter Thompson Co., and chairman of the board of the AAAA, and Hon. Bruce Barton, president, BBDO, both of New York, were the main speakers at the banquet the night of May 12. On May 13, the conventionists visited the World's Fair.

**Latham Quits Pall Mall**

**JOHN R. LATHAM, since last president of the American Cigarette & Tobacco Makers of Pall Mall cigarettes and a subsidiary of the American Tobacco Co., Inc., May 12 announced his resignation. He has not disclosed future plans. Mr. Latham was director of spot radio for Young & Rubicam, Inc. until October 1937, when he became assistant to George Washington Hill Jr., vice-president of American Tobacco. He is well known in the broadcasting industry as one of the earliest users of local programs for national spot advertisers.**

**Publisher Buys KWOC**

**ESTABLISHED in May, 1938, KWOC, 100-watt daytime station on 1510 in Poplar Bluff, Mo., will be sold to new interests headed by J. H. Wolpers, published of the American Republic if the FCC authorizes a transfer of ownership for which application was filed May 12. The station was founded by Don M. Liden and A. L. McCarthy, electrical engineers, as partners. They propose to sell it for $15,000 to Mr. Wolpers in partnership with Mr. McCarthy and O. A. Federick, local attorney.**
House Bill Would Ban Beer on the Air

Drastic Plan Sponsored By Federal Alcohol Administration

IMPETING was given the drive to bar all liquor and beer advertising from radio waves by Senator John Johnson (D-N.C.) on May 8 introduced, at the request of the Federal Alco-
hol Administrator, a comprehensive amendment to the FAA Act forbidding advertisers of basic permits from sponsoring radio programs or having their names mentioned in connection with sponsored programs. Mr. Doughton insisted the bill was the creation of the FAA and said that, to date, it had neither his support nor that of the Com-
mittee on Ways & Means to which it was referred and of which he is chairman.

"This entire bill was drawn up by the FAA and I introduced it at their request," he said, expla-
ing that no member of that commit-
tee has had an opportunity to study the measure. He added that he could not say whether he would support the bill after he had studied it, but de-
clared, he could see no prospect of early hearings due to pressure of tax legislation before the committee.

Seeks Early Action

It was recalled that at hearings on the bill sponsored by Senator Johnson (D-Miss.) in former Com-
mittee Chairman, FHA Administrator W. S. Alex-
ander and Philip W. Hill, that the tele-
vision industry the broadcasting industry the
ning as outlined by Senator Johnson (D-Col.) in April 1935.

NBC Liquor Policy Receives Approval

NBC reports that it has received more than 5,000 letters from house-
dholders, parents and religious groups, supporting the company's recently an-
nounced policy of refusing to advertise any type of alcoholic beverages on its
etworks.

In explanation of NBC's long-standing ban against liquor advertising on network pro-
grams, prohibits the advertising of alcoholic beverages on any of its networks. In the case of local broadcasting, the policy of accepting no advertising even for local broadcasting is concerned. Of the 172 stations associated with NBC, the company has a voice in the local broadcasting policies of the 15 which it owns or programs completely. Liquor advertising is not accepted on any of these stations.

In explanation of the company's acceptance of local beer programs on some stations, Niles Tammell, NBC executive vice-president, stated that "certain subjects may be acceptable to listeners at one time of day, where they would be unacceptable at other times. If a program is a network one, it fol-
ows that it must be acceptable to viewers at any hour or on what the part of the United States it reaches. Subjects which, because of their inherent nature, do not meet this need, are ruled off the network and then each station has the right to decide for itself whether it will carry such programs as a local matter during hours in which it has no

A Lone "Fluff"

WITH three discs turning for each program, Jimmy Leonard and Del King, announcers of WLW, Cincinnati, have recently completed 26 recordings in two days for Brown & Williamson Tobac-
co Co., making only one "fluff" in handling the assign-
ment. Three studio engi-
neers, three recording engi-
neers and a master control engineer kept things in order while the 76 discs were being made. Leonard, as m.c., was heard on all 78 transcriptions, as well as doing com-
mercials on the series of 26 for Bugler, while King handled
the commercials for Big Ben's 26. Commercial spots on the remaining 26 were left blank. The quarter-
hour recordings were made through Russell M. Se e d

WABC Gross Sales Up

GROSS TIME sales of WABC, New York's top-rated network station for April were 37% ahead of the same month last year, according to an analysis just released by CBS. While the sponsored broadcast spots are advertised as a part of the rate, yet even with this added interest, the rate for the month are 140% over April, 1938.

First four months of this year, according to the company, has been a banner year for WABC's sales. The station's billings were 40% ahead of 1937. This, the fact that WABC's rates are the lowest in the business, bring in an average of $250 per evening—makes the increases for this year even more spectacular. CBS.

Arthur Hill Hayes is head of the WABC sales force.

WEAF-WJZ Spot Spot

Spot billings for April on WEAF and WJZ, New York, were 27% ahead of the same month last year and current bookings for May are 50% ahead of May, 1938. Book-
ings for NBC-managed stations by the Eastern Division for the month of April were 50% ahead of last year, according to sales manager Maurice M. Boyd, who is also in charge of the WEAF and WJZ. Accounts booked on those two stations since Jan. 1 include: B. Greenberg; SCC, Co., Modern Pro-
cess Food Co.; Morrison Plan Bank; Harvey, Whipple Co.; American Chicle Co.; Reede, L. Douglas Co.; Reid's Ice Cream; Fifth Ave-
ne Coach Corp.; Crawford Clothes; J. B. Williams Co.; Break-
ston, Kahl & Griffith Biscuit Products; Ed- en Watch Co.; Axton-Fisher To-
acco Co. and Westinghouse Electric Co.

J. JO FITZPATRICK, executive vice-

president of WJZ, Detroit, has an-
nounced that within the first quarter of his business in 1939 "far in excess of $500, a 40% dividend has been de-
clared on each share of WJZ stock.

Television Is Seen As New Salesman

ANA Told by Dr. Baker That It May Revise Retailing

PICTURING television as an "electronic salesman" which may shortly revolutionize the entire technique of retail merchandising, Dr. John Hay, director of radio and television of the Gener-
alsoled, told members of the Association of National Advertisers, meeting at the West-
chester Country Club, Rye, N. Y., May 10, 11, that the ability of this new medium to deliver a daily presentation of a store's wares to housewives might serious-
ly affect the retail and department store reve-
nue of newspapers.

Preciding Dr. Baker's talk, which was made the evening of May 10, the gathering watched WABC's studio telecast on several television receivers.

A Lure to Advertisers

"No one can estimate at this moment how quickly television will develop, or precisely how it will progress, but it is here, even if on a very limited scale," Dr. Baker said. "And no business executive—certainly no advertising executive—can overlook the tremendous potentialities of this new science. For the present it is a large and entertainment medium, but its end result will be that of a peddler.

"Advertising men know to what extent they have been diverted in recent years from magazines, newspapers, and bill-
boards to radio and television. Dr. Baker continued Dr. Baker. "As soon as the ownership of television receivers becomes suf-
ciently widespread to constitute a mass audience for advertisers, we may expect a new shifting of budgets to accommodate this new medium.

Dr. Baker's address was the only discussion of radio during the two-day meeting, which opened with a session on "Evaluating Complete Campaigns." Topics of other sessions were "Rates and Evalu-
ating Direct-by-Mail Advertising," "Evaluating the Coordination of Sales and Advertising," "Evaluat-
ing Industrial Advertising" and "Factors in Modern Marketing." All sessions were open to non-
members. On May 12, the ANA joined the AAAA convention in New York City. The joint meeting, banquet and trip to the World's Fair.

New Yeast Series

NORTHWESTERN YEAST Co., Chicago (Maca baking yeast), on May 8, announced that three of its weekly programs, originating from three to six weekly participa-
tions in local women's programs, are scheduled to be carried from Minneapolis; WJR, Detroit; WKY, O ka h o m a City; WOWO, Fort Wayne, WMT, Cedar Rapids; KSO, Des Moines. The series will be expanded to 15 or 20 stations from the Midwest to the Pacific Coast. WJR recently signed a market arrangement with Evelyn Stark, radio director of Hays MacFarland & Co., Chicago agency handling the account.

Rudy Valle, conductor of Stand-
ard time slot on NBC, who was reselected May 10 to the American Federa-
tion of Actors council for a four-year term.
Omaha at the time of the completion of the U.P. line. Between them is a picture of the crowds gathered up to the studio on the courthouse lawn in the center of the city by KOIL, and from which both KOIL and KFAB, Lincoln, originated a number of regular broadcasts. During the four-day celebration KOIL carried 39 special programs on Golden Spike activities all over the city—all sponsored by the Omaha National Bank.

**Omaha Celebrates Golden Spike Days**

OMAHA, along with other Nebraska cities and towns observed the big civic spree in years in connection with the Golden Spike Days celebration, commemorating the seventieth birthday of the Union Pacific. An important advertiser over WOW, the railroad backed the celebration, with W. M. Jeffers, railroad president, and Cecil B. DeMille, producer of the epic Union Pacific, participating along with a troupe of stars.

WOW reports it covered the event over a 2,000 mile front, using transcriptions made by Foster May, whose trip to the West Coast was sponsored by Union Pacific, the Innet-Garmett BELK Cout (man-on-the-street sponsor) and the general Golden Spike Committee. Some 20,000 Omahans grew beards for Golden Spike days, and double that number of women wore gyms before day.

During the celebration every member of the WOW staff was dressed in costume, including General Manager Johnny Gillin, who was spruced up as an 1869 dandy. More than 300,000 visitors were drawn to Omaha during the four-day event.

Almost before the event was over 25,000 Shriners moved into Omaha for the convention of the Central States Shrine Asso. Head man was Harvey Beffa, president of Falstaff Brewing Co., St. Louis, who made several broadcasts. Falstaff is the leading beer radio advertiser in Omaha.

In North Platte, home town of Union Pacific’s President Jeffers, KGNF threw open its facilities for the Golden Spike Days, broadcasting numerous special events.

**Junket Placements**

CHR. HANSEN LABORATORIES, Little Falls, N. Y., has started a series of five weekly spot announcements for these products on these stations: Junket Danish Desert, WYAR, Providence; Junket Rockin’ Power, WABN, Milwaukee; Junket Quick Fudge, WRC, Washington, and WTC, Hartford. Mitchell-Faust Ad. Co., Chicago, handles the account.

**New Summer Interval Method Is Offered Advertisers by NBC**

Vacations of Varying Length in Proportion to Network Business Offered Evening Sponsors

By BRUCE ROBERTSON

AN "NBC Interval Plan" by which evening advertisers may suspend their NBC broadcasts for layoff periods without losing their places on the air, was announced May 3 by Roy C. Witmer, NBC vice-president in charge of sales. The "CBS "Hiatus Policy" [Broadcasting, March 15], to which it is an answer, "the Interval Plan" applies only to programs broadcasting between 7 p.m. and 11 p.m., New York time, and provides for vacations of varying lengths, each advertiser receiving a layoff being in proportion to the amount of business he places with the network. Unlike the CBS plan, which increased the discount for 52 weeks of consecutive broadcasting from 10% to 15½% of gross billing, decreasing the weekly discounts by 2½%, NBC’s new policy does not change its established structure of rates, discounts and rebates, but instead makes a charge for time taken off.

The rate for large advertisers (whose total expenditure for NBC time is $1,200,000 or more annually) for each interval week is 25% of the gross billing for facilities during the last week preceding the interval. Billings for the interval period are subject to agency discount only, no other discounts being allowed.

Small Advertisers

Advertisers spending less than $1,200,000 annually will continue to earn their weekly discounts up to 15%, while the annual rebate of 10% will be given only for 52 weeks consecutive broadcasting.

"However," Mr. Witmer stated, "to eliminate any discrimination in favor of the larger advertisers, smaller advertisers with facilities under contract for 52 consecutive weeks (including the interval within the fiscal year) may receive 10% of the total number of weeks of regular broadcasting as no-charge interval weeks. The 28% rate will then only apply to the additional remaining weeks available under the Interval schedule."

The schedule follows:

**Gross Weekly Billings of 13 Week Resumption Cycle**

<table>
<thead>
<tr>
<th>Hour Programs</th>
<th>Hour Programs</th>
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</thead>
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<tr>
<td>$13,000 or over</td>
<td>$ 7,800 or over</td>
</tr>
<tr>
<td>14,000</td>
<td>9,400</td>
</tr>
<tr>
<td>16,000</td>
<td>10,800</td>
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<tr>
<td>20,000</td>
<td>12,000</td>
</tr>
</tbody>
</table>

Advertisers with more than one program on NBC who wish to take a longer layoff than allowed in the Interval schedule may borrow additional weeks from a second program, provided that the second program has no-charge weeks available until the end of the first program’s 13-week resumption cycle and that the length of the layoff does not exceed 13 weeks.

For Large Advertisers

How this works out for the large advertiser is shown by NBC in the following example:

(a) Assuming an advertiser broadcasts a full one-hour program at a gross weekly billing of $12, 500, orders an Interval and a Resumption cycle of at least 13 weeks and the gross weekly billing of the Resumption cycle facilities will be the same—$15,000—this advertiser is thus entitled to a 7-weeks Interval. (See Interval Schedule). In this case the rate for each Interval week will be 25% of $18,500, or $4,625. However, had the gross weekly billing during the last week of regular service before the Interval been $18,500 and the gross weekly billing of the Resumption cycle $50,000, the advertiser would be entitled to an 8-weeks Interval. The 25% rate, however, would still apply to the $18,500, or $5,125 per week.

(b) Assuming that in this case a 7-weeks Interval is insufficient, and that the advertiser desires a half-hour program weekly in another period between 7 p.m. and 11 p.m.

(Continued on page 66)

**Available Interval Weeks**

<table>
<thead>
<tr>
<th>Hour Programs</th>
<th>Hour Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 5,000</td>
<td>4</td>
</tr>
<tr>
<td>5,600</td>
<td>5</td>
</tr>
<tr>
<td>6,400</td>
<td>6</td>
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<tr>
<td>7,200</td>
<td>7</td>
</tr>
<tr>
<td>8,000</td>
<td>8</td>
</tr>
</tbody>
</table>

**P & G in French**

PROCTOR & GAMBLE Co., Cincinnati, is starting its campaign for the fall season, including a quarter-hour French Canadian program, La Pension Fink, on CJCT of Quebec; CBF, Montreal, and CBJ, Chicoutimi, Quebec, Mondays through Saturdays at 4 p.m. For Bar- saloup soap, the company is sponsoring another French program Quelles Nouvelles on the same Canadian stations five days a week at 9 a.m. Compton Ad., New York, handles the account.

**Lehn & Fink Spots**

LEHN & FINK Products Corp., New York, May 5 will start a 10-week campaign of one to three spot announcements daily for Granite Mountain Granite Cream on stations WNTN WEVD WINS WMCA KSTP WJR WFAA WABC WHAC WNW WMAQ KFO KF1, Wm. Enty & Co., New York, handles the account.

PROPOSING to broadcast "messages of hope and happiness" to the world from her new Temple of Truth, a marble mansion at Swamis, atop Granite Mountain, Swamis’s famous estate in Malibu Line Drive, Mrs. Lois H. McGuire, of Vancouver, B.C., announced May 10 that she has applied to the FCC for an international shortwave station license.
Radio—A Bank's First Line of Offense

President, Second Federal Savings & Loan Assn., Cleveland, says: "Day by day prospective customers come to our Savings Department doors and ask, I have been listening to your radio program for the past two years." Not long ago, a woman said she recalled Second Federal on the air as long ago as February, 1935. The interviewers in our Mortgage Loan Department report they have been discussing mortgage loan payment plans prospective customers say, 'Yes, I heard that plan described on your radio program.'

The continuity of the Second Federal Savings & Loan Assn. has gone through a revolution in the course of the past four years. In the early days of 1938, we used several 15-minute programs to discuss purposes of our charter, Federal examination and supervision, and other details of our organization. In June, 1938, we began a series of programs called What's the Answer? at a time when the quiz program was practically unknown. On this type of program, the announcer asks three questions of current or popular interest, then introduced an officer of the Association for five-minute talk, and gave the answers to the three questions in concluding the broadcast. We continued this type of program for a year or a half.

For the Young Folks

Then, for some time, we used a similar type of program expanded to 15-minute length on Sunday afternoon each week. At a later point, we switched to a daily news summary on Saturday morning. Commencing last August and continuing in November, we sponsored a five-minute program twice a week, called the Safety Savers Club for boys and girls, and received several hundred names of children who want to live and save safely.

Following the conclusion of that series, we went to the five-minute program in which one of our officers at each period goes on the air to explain to the Cleveland public the desirable features of Second Federal savings and home financing plans. The time of these programs has varied from 4:30 in the afternoon to 6:45 in the evening, but we have always kept them close to the dinner hour, arranging with the program manager of WGAR to schedule our twice-weekly broadcasts immediately following a program of genuine entertainment. We have either followed or preceded a popular five, ten or 15-minute sports broadcast.

The obvious question may be determined the fact that if we should charge the entire cost of radio advertising during the period, that is from Jan. 1 to April 30, 1936, to the volume of business produced by radio advertising in that same period, the percentage of radio cost to the volume in dollars of savings accounts produced by radio was 7 of 1%.

At present, due to the fact that a satisfactory volume of savings business is flowing into the institution, we are devoting our entire radio and schedule to the promotion of home loans. It is much more difficult to trace the source of loan applicants than it is to determine the source of savings business. However, as indicated above, a great many new customers coming to our Mortgage Loan Department remark during the course of an interview that they have heard our home financing plan discussed on the radio.

Federal Ads Suggested

The mere fact that we have not been off the air for one week since the early part of 1935 indicates our satisfaction with the results which radio advertising has produced.

In conclusion, it might be well to explain that we believe one of the reasons why our radio advertising has been so successful even though it is entirely commercial is that in this community, particularly, the public seems to welcome a full and complete explanation of the new and interesting safeguards provided for savings and home mortgage loans through the Federal form of charter, Federal examination and supervision, Federal insurance of accounts, and membership in a national reserve system for savings and loans, namely, the Federal Home Loan Bank System. All these new conditions require considerable explanation. Most thinking people are glad to know about the new regulations, and therefore are willing to listen to clear explanations conversationally presented.

Advertising has played an important part in the development of the Second Federal Savings & Loan Assn. from a new, unknown institution in 1934 to the fourth largest in the city today, and radio has been one of the most, if not the most important, advertising mediums we have used.

Borden Starts 15 Shows Weekly on KOIN-KALE

BORDEN MILK Co., Portland, in one of the largest radio contracts in the Northwest, recently signed for 15 shows a week on KALE, Portland, Ore. The milk company started May 1 sponsoring Breakfast Bugle, with Lem Har- rington, Tuesdays and Saturdays at 8 a.m. on KOIN, along with WP and INS newscasts each week day at 1:30 and 4:30 p.m. on KALE.

As part of its radio promotion, Borden's is featuring a "dollar ditty" contest, awarding 15 one-dol- lar prizes each week for limericks pointing out the merits of Borden's evaporated milk. Before launching the program, a press conference was held in the KOIN studios April 29 for company officials and their wives. Previous programs, with studio audience, were carried by both stations calling attention to the new Borden shows. A four-page edition of the Breakfast Bugle, similar to the publi- cation distributed weekly as a promo- tion for the radio program, also was passed out at the party.
Television at Fair Impresses Public

Stores Report Interest
But Few Sales of Receivers

By BRUCE ROBERTSON

THE RESPONSE of the public to the siren call of television has been overwhelming, according to the managers of the RCA, Westinghouse, General Electric and Crosley exhibits at the New York World's Fair. Admitting that they had hoped their television displays would attract the attention of passers-by, they nevertheless confessed that they had been totally unprepared for the crowds that have engulfed the exhibits of this new broadcasting art.

New York department stores also have received a steady stream of eager visitors to their television departments and report high interest among the spectators, but they report there are only a handful of instances in which this interest has been translated into a sale.

Public Prospects

That the public is ready for television, and that the high cost of the sets, in comparison to sound receivers, is the only limiting factor, was shown by a nationwide survey conducted by the American Institute of Public Opinion just prior to NBC's inauguration of regularly scheduled telecasts coincident with the opening of the New York Fair. Despite the fact that television will for some time be exclusively a large city service, the Institute estimated that approximately 4,000,000 families throughout the country, or one family in eight, consider themselves good prospects for home television sets.

The debut of the new art, a te leca st of President Roosevelt speaking from the Fair on April 30, did nothing to dampen this ready-made ardor. "Amazement and then unbounded enthusiasm marked the start of what will be a semi-weekly feature from now on," reported the New York Herald-Tribune the following morning.

Two weeks ago NBC brought television out of the laboratory and into full view of the public. In this brief period, while the public has learned that this new kind ofido for the eye as well as the ear is all it had expected and more, the television crews at NBC have also been learning. Asked by BROADCASTING to summarize briefly the results of this first fortnight of actual operations, the man in charge of television at NBC replied as follows:

ALFRED MORTON, vice-president and chief engineer: "The results have been most gratifying. Speaking from a technical standpoint, we are highly pleased. Our apparatus has proved itself reliable over long periods of time and comparatively stable in operation. This justifies the development work done during the test period that has extended over nearly three years. Our engineering staffs have been engaged in this work and who have been responsible for the present performances of the last two weeks. In particular, the single camera unit crew for their excellent work.

Television Chieftains Tell What They Have Learned

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HISTORY WAS MADE when President Roosevelt was televised April 30 as he formally opened the New York World's Fair. In his inaugural program of the RCA-NBC television service, the television camera was focused on the President (A) from a point (B) about 50 feet distant. Thousands of New Yorkers at exhibits and in department and radio store demonstrations in the downtown district, more than eight miles away, saw and heard the first in which a chief executive of the nation has appeared. The coverage had been done over an exceptionally long distance, detail was not as good as close-up scanning might have made possible under the prevailing conditions. Handling the close-ups and long-shots of the acts, bringing out the high spots in the performances. Three cameras were used during the show.

At the New York World's Fair, countless visitors have testified by word and act that television is the exposition's outstanding feature. Officials at the RCA Bldg. on the grounds were forced to close doors twice during the first day of the Fair, so great were the crowds wanting to witness the telecasts. While such precautions have been necessary since, whenever a program is on, each receiver in the building is surrounded by a capacity crowd. The big "flask" set, with its glass cabinet that permits full visibility of every operation, is by far the most popular exhibit in the building, executives report.

Other Exhibits Popular

At the General Electric exhibit, television has created a major traffic problem. Here visitors are treated to telecasts in a small, glassed-in studio, and across the building is a darkened room just large enough to accommodate 75 persons. Visitors who can comfortably watch the images (Continued on page 65)
Batteries of Iconoscope cameras and mikes are used even for simplest television scenes. This studio scene is typical.

Curtain Time
FOR A NEW AGE OF ENTERTAINMENT

Programs by NBC to match the progress of Television

While RCA has concentrated on the technical aspects of television, NBC has studied another phase, the programming of television.

To produce television programs calls for intricate techniques. Practices are unique, and differ from those of radio, the stage or the movies. Progress has had to be largely by the trial and error method. NBC has devoted great effort, much time and a large outlay in money to the development of programming.

NBC pioneered many of the program forms which are today accepted standards of radio broadcasting. The same spirited leadership will characterize the further activities of the National Broadcasting Company in the new art of television.

This miniature model of a small city being built in NBC studios, will appear full-size when televised.

RCA Building at New York World's Fair. Visitors will see all the services of RCA including television.
Accent on Youth
On Pacific Coast
Ad Club Honors Young Sextet; NBC's Training Classes
LOS ANGELES Advertising Club concluded its series of National Youth Week and tribute to the radio industry by turning such as May 2 Biltmore Hotel luncheon meeting to junior members of NBC and CBS.

Six speakers, three from each network's guest relations staff, gave brief talks on the industry as an advertising, educational and entertainment medium. Back ways, NBC, spoke on radio and its effect on the consumer. Robert Barlow, CBS, outlined consumer coverage in metropolitan and outlying areas. Harold Haklik, NBC, told how audiences and what networks are the first to be found in the home. Hayesl sketched the American system of broadcasting and pointed out that freedom of the air was the keynote of the industry.

Will Go To Convention
Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and president of the National California Broadcasters Assn., presided, Sydney B. Gaynor, commercial manager of WABC, New York, served as host. Don E. Gilman, western division vice-president of NBC, opened the meeting.

TAKING a bow following their talks on radio at the Los Angeles Adver- tising meeting are two members of the guest relations staffs of CBS and NBC, with club officers. Left to right are Robert Fisk, CBS guide; Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and chairman of the joint Radio Day and National Boys Week meeting of the Ad Club and Harold Haklik, NBC guide. The youths made a favorable impression.

Removal of 'Public Interest' Provision Urged as Cure for Censorship Problem

REVISION of the Communications Act of 1934, "omitting the word 'interest' and thus instructing the Commission to assign and renew licenses as 'the public convenience and necessity requires'" was recommended by Merrill Denison in an article appearing in the May issue of Harper's Magazine as the simplest means to define and limit the censorial powers of the FCC.

"The deletion of the single word would remove the most dangerous feature of the Act without impairing any of its essential virtues, the most important of which is the right of recapture," declared Mr. Denison, radio script and magazine writer, in his article, "Freedom, Radio, and the FCC."

History of Regulation
Recalling the sinking of the Titanic in 1912 as the incident responsible for enactment of America's first radio law, the article traced the development of the Commission into "probably the most powerful regulatory body ever created by Congress during peace time; for to it and it alone have been granted powers which can be used to establish censorship or to invalidate the right of freedom of speech". The most dangerous phenomenon in connection with the FCC lies in "the widespread confusion as to what its functions and powers really are," Mr. Denison commented, adding that "the adoption of the licensing system so common to municipal government, in lieu of the Federal practice of the perpetual franchise ... is both directly and indirectly responsible for most of the troubles of the FCC."

"Considering the unprecedented problems involved, both the Radio and his department. Sales classes are conducted by Tracy Moore, account executive and Charles Brown, western division sales promotion manager, instructs in the workings of his department. Walter Bunker, program manager, is in charge of the program building class.

Act of 1927 and the 1934 Act have been far more successful pieces of legislation, particularly from the point of view of the public interest, than the incessant criticism they have provoked would lead one to suppose," the article commented.

"While it is true that the apportionment of the too few licenses is placed in the hands of a small group, politically appointed, this is a necessary evil imposed by the broadcasting medium itself."

"It is true also that any license system is open in every way to abuses. The only protection against such abuses lies in the honesty and integrity of those who assign and renew licenses. Despite the rumors of favoritism and graft in the administration of the Communications Act, it seems entirely improbable that such practices ever were or ever could become general. If they have occurred they must have been the exception rather than the rule, for it would be impossible for graft to exist in connection with the renewal of 1,400 licenses annually without knowledge of the fact coming out into the open."

"On the surface it would appear that Congress had adopted a system of broadcasting regulation that was practical and in the American tradition. Furthermore, the Act has been well administered. Despite the complicated factors involved, the Commission has discharged its primary function of covering the country with strong clear radio signals so well that 90% of the population and 65% of the land area receive more than reasonably good radio reception."

"That this intricate pattern of radio regulations should have been established and maintained suggests an excellent technical job on the part of the original Radio Commission and its successor, the FCC. It must be remembered too that broadcasting regulation and supervision is but a small fraction of the present Commission's activities. In other fields of jurisdiction — telegraphs, telephones, and all the 28 phases of radio — the FCC has an exciting field for competent administration."

"Why then, one may reasonably ask, should the Commission be the object of successive waves of criticism of its supervision of commercial broadcasting? The answer is that question seems to lie in the apparently innocent phrase 'as the public convenience, interest, and necessity requires'." The phrase as written by Congress as a kind of guide which would both assist and restrain the Commission in its overage out into the uncharted seas of radio regulation, the famous utility phrase has proved unreliable and far from serving to restrain, opens avenues of limitless power to the Commission.

Meaning Ambiguous
"In addition to serving less as a compass than a weather vane, the phrase has given rise to such a bewildering plethora of administrative problems that most in the time of the seven commissioners has been devoted to commercial broadcasting, although this item represents only one-twentieth of the one-third of the FCC's regulatory responsibilities. To the original framers of the Act the meaning of the 'public convenience, interest and necessity' was clear and reasonably explicit. They used it in its utility sense and expected that it would guide the Commission in the allocation of the quasi-utility field of broadcasting.

Instead, both its meaning and the limits of its application have turned out to be entirely ambiguous. No one knows for instance whether the Commission should apply the standards of 'the public interest' to the physical aspects of broadcasting only, or also to the program content."

"Such an amendment (omitting 'interest') would restrict the Commission's jurisdiction to technical and engineering matters and to violations of existing statutes. This simplification would greatly lessen the Commission's duties in connection with commercial broadcasting and would far go toward removing the Commission between the industry and the regulatory body. With the elimination of the interest requirement (or encouragement for reviewing a station's programs would vanish and with it the need for preparation of protective and costly biannual briefs)."

Heinz on Yankee
H. J. HEINZ Co., Pittsburgh, on May 14 completed its four week test cam- paign for soups. Junior foods and strained foods presenting Irene Wicker, formerly known as The Singing Beggar to eight stations in the Yankee network. The program, heard five times weekly from 5:15 to 5:20, featured a variety of stories for children, with Miss Wicker acting the varied character of Bill Adams announcing. Stations were WCAH, WEAH, WCWS, WLBZ, WFEA, WLLL, WHT. Maxon Inc. New York, placed the account.

PLANS of the Canadian Broadcasting Corporation for broadcasting in the future are costing $500,000 each in Montreal and Toronto are being held up. No official word can be obtained as to when construction will start, though a site has been bought in Toronto.
"But I thought the East was the radio center of America!"
(ANOTHER OLD IDEA EXPLODED!)

We realize 'tis Spring, and that you, dear reader, are racked by the soft sweet fevers of the vernal season. But nonetheless, 'tis time for you to read page 127, Section IV of the F.C.C.'s "Report on Proposed Rules Governing Standard Broadcast Stations and Standards of Good Engineering Practice".

Issued on April 7, one of the most interesting items in this Report is that DES MOINES has more radio advertising sales in proportion to population than any other city in the Nation — has five times the national average for metropolitan districts! Local sales in Des Moines amounted to $1.02 per capita — net sales amounted to "the rather astounding total of $6.86 per capita". (Cincinnati was second in the Nation, with only $0.39 and $5.27, respectively!)

This is pretty good confirmation of all the things we've been telling you, all these years—that Iowa must be one of the best and most productive radio markets in the U. S. — that WHO is, conservatively, one of the biggest and most productive stations in the Union. This latter point is confirmed too by the fact that WHO regularly pulls mail from 45% to 55% of all the Nation's 3,070 counties . . . . May we send you further facts?

WHO

for IOWA PLUS!

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

BROADCASTING • Broadcast Advertising

May 15, 1939 • Page 19
NBC Net Profits In 1938 Drop to $3,434,301 Total

Labor Costs, Television Caused Decline; CBS Led Rival

THAT NBC networks earned a net profit of $3,434,301 in 1938 was disclosed by David Sarnoff, RCA president and NBC board chairman, at a stockholder's question at the company's annual meeting in New York May 2. Mr. Sarnoff stated that while ordinarily RCA would break down industries' gross or net incomes in its annual reports, Mr. Sarnoff revealed that manufacturing representation, i.e., $3,597,207 while communications represented $645,000. The parent company's gross for 1938 was $993,968,109.

The net, Mr. Sarnoff declared, compared to $3,700,000 for 1937, down 7% despite a 6% rise in gross income. Increased labor costs, he said, were the 'dominant factor' in the increased profits, with television experiments also contributing.

NBC expenses for months of the year rose from $1,250,000 in 1937 to $1,800,000 in 1938.

Increased losses accounted for the decrease in the net of CBS, which was $3,541,740 in 1938 as compared to $3,668,405 in 1937 [Broadcasting, April 16].

First Quarter Business

Net earnings of $1,448,110 for the first quarter of 1939, $10,309 more than the $1,437,801 earned in the first quarter of 1938 were reported also by Mr. Sarnoff, but no breakdown for NBC was given for the period. Earnings on common stock, after preferred dividends of 4.6 cents a share, as compared to 4.5 cents for the first quarter of 1938. Gross income for the quarter was $26,904,009, more than $2,000,000 above the $24,803,009 in the corresponding year last year. But the cost of goods sold, operating, development, selling, and administrative expenses also increased by more than $2,000,000, totaling $22,776,000, or 9% above the $20,910,021 for the first quarter of 1938.

Interest, discount, amortization of patents and provision for federal taxes totaled $1,378,203 this year as against $1,392,747 last year. Preferred dividends were $805,309 this year and $806,093 in 1938. Balance stock for the first quarter of 1939 totaled $442,801 as compared to $361,708 for the first quarter of 1938.

Pointing out that with the opening of the New York World's Fair two days before RCA had "made good" its promise which was made previous that it would put television on the market the day the fair opened, and that more than 12,000 visitors had witnessed the opening day ceremonies on television receivers in the RCA exhibit building in the RCA Building at the RCA Fair, held by the New York World's Fair Broadcasting, Mr. Sarnoff stated, "It is of course too early to draw any conclusions as to the retail market demand for home receiving sets this year within the limited area and with the limited program service now being given," he said, but added that as more television stations are erected and program service is increased "it should eventu-

Mullen Supervises RCA Fair Exhibit

Takes New Duties Following His Election as a V.P.

FRANK E. MULLEN, recently appointed vice-president in charge of television publicity of RCA, has also taken over the supervision of all RCA exhibits at the New York World's Fair, assuming the connection that were formerly handled by C. A. Lohr, NBC president.

Mr. Mullen has appointed J. De Jara Almonte as RCA's executive representative at the Fair and Joseph D'Agostino as exhibit manager, in charge of personnel and operations at the RCA Bldg., on the exposition ground.

Both of these men were drafted from NBC for Fair duty, Mr. Almonte being nor-

e interally assigned to the president and Mr. D'Agostino a member of the engineering department.

A Radio Veteran

Mr. Mullen's promotion to vice-

Mullen's first newspaper assignment was covering radio news and in the fall of 1938 he became the first advertising representative for farmers in this country, sponsored by the National Farm & Home Hour, which he or-

Horton Heath, assistant to Mr. Mullen, has been promoted to man-

Met. Life Adding

Page 20 • May 15, 1939
ANOTHER NETWORK PROGRAM
SUCCESS OFFERED AS A
TRANSCRIPTION, SYNDICATED FEATURE

Heart Throbs of the Hills

A TRANSCRIPTION series of dramatic musical sketches based on the ballads and folk-lore of the southern mountain settlements. Do not think of this unique feature as being in the ordinary hill-billy class of entertainment. It is something far more than that, far superior and of vastly greater appeal.

There is a charm and simplicity about the programs which is at once captivating, and appealing and certain to win and hold a wide and appreciative audience.

These programs are of proven value. They have previously delighted and entertained network audiences for years. In this new series, the stories of Ethel Park Richardson, noted authority on folk-lore and music of the hills, are portrayed by a cast of outstanding artists and singers.

Each episode is a complete story and ample time is allowed in each fifteen-minute program for a commercial message of suitable length. Audience samples are available.

For further information regarding availability, rates, etc., write—

Electrical Transcription Service
NATIONAL BROADCASTING COMPANY

www.americanradiohistory.com
FCC Approves Two More Hearst Sales

Grants Authority to Transfer Stations KNOW and WACO

TWO MORE Hearst-owned stations have been authorized to go into the hands of new owners as a result of FCC decisions May 8. Without the usual hearing, the FCC granted voluntary assignments of the licenses of KNOW, Austin, and WACO, Waco, both Texas locals, to the Frontier Broadcasting Co. They were sold for $50,000 each.

Frontier is headed by E. S. Fenstermaker, publisher of the Austin Statesman and the Waco Tribune, as 50% stockholder, with S. W. Richardson, rancher and capitalist, and Charles F. Roerer, oil man, each holding 25%. Mr. Richardson and Mr. Roerer are chief backers of Elliott Roosevelt's Texas State Network.

The only other Hearst station in Texas remaining to be disposed of is TES, Austin, sold last year to the Amarillo Globe & News group headed by O. L. Taylor, who operates KPVQ, Lubbock, and KRGV, Weslaco. A hearing was held on this application, but action has not yet been taken.

Of the various sales deals involving Hearst stations [BROADCASTING May 1] that are under contract for May 8, one to be approved by the FCC was that of KOMA, Oklahoma City, to Young, who is buying the station for $10,000, to the hearing to William T. Griffin, principal owner of KTUL, Tulsa.

Status of WINS

E. N. Storer, Hearst Radio comptroller, in the course of station operations, advised BROADCASTING May 2 that the Hearst stations which are under sales contracts pending FCC action, are being managed and operated directly by the Hearst organization. With particular reference to WINS, New York, under contract for sale to Milton F. Biow, advertising agency executive, Mr. Storer asserted that the station is not in any wise being managed by Mr. Biow and that he is in no way associated with any of the station policies.

"He has nothing to do with the station in any way, shape or form," Mr. Storer said. "He is certainly not associated with the station in any way, shape or form."

Seeks to Buy WIBC

H. G. WALL, Detroit attorney and counsel for George B. Storer, Detroit industrialist and broadcaster, is disclosed as the principal in the proposed acquisition of control of WIBC, Indianapolis, 1,000-watt daytime station on 1050 kc., which went on the air last November. In an application for transfer of control filed with the FCC, Mr. Wall, whose wife already owns all of the preferred stock and 40% of the common stock of the licensee corporation, Indiana Broadcasting Corp., also seeks authority to purchase the remaining 51% common for a consideration of between $10,000 and $11,000. The station is now controlled by Glenn Van Aukcn, Indianapolis attorney, who founded it. Mr. Wall, it was stated, proposes to buy the remaining common stock as a personal investment and is not acting for Mr. Storer, who controls WSPD, Toledo, and WWVA, Wheeling, among other radio holdings.

Buying WALR Control

WEST VIRGINIA Broadcasting Corp., licensee of WWVA, Wheeling, in an application filed with the FCC, seeks controlling interest in WALR, Zanesville, O., held by Ronald B. Woodyard, manager of the 100,000-watt outlet on 1210 kc. Controlled by George B. Storer, Detroit industrialist and broadcaster, the station, owned by the General Corporation, already owns 50% interest in the station. Mr. Woodyard is said to have agreed to sell his holdings for approximately $13,000. The other 10% is held by Freasier Reams, Toledo attorney, who controls WOTL in that city.

WAR RADIO CONTROL DENIED BY BRITISH

REPORTS that the British Government on July 1 will take over control of the British Broadcasting Corp. [BROADCASTING, May 1] have been characterized as "entirely erroneous," Felio Litrather, BBC representative in New York, on May 8 quoted the Government's representative, Lord Stow, at a BBC public relations party at The Ambassador, New York, attended by representatives of General Foods, Young & Rubicam, CBS and the press. Above (l to r) are Clarence Brackett, president; John Weisiker, commentator; Ted Collins, Kate's manager; Miss Smith; William S. Paley, CBS president, and Chester LaRoche, president, Young & Rubicam.

WPRO Power Boosted

WPRO, Providence, on May 8 was authorized by the FCC to increase its daytime power from 2,500 to 1,000 watts and its night power from 500 to 1,000 watts. The station, operated by Charles E. Storck of the WACO Broadcasting Co. and a CBS outlet, will move its transmitter site locally and install new equipment. A directional antenna will be used at night on its 680 kc. channel.

WAAB Power Boost

WAAB, Boston, Colonial Network key station for May 8, was authorized by the FCC to increase its power from 500 watts at night and 1,000 watts during the day to 1,000 watts during the day and 1,500 watts at night, for unlimited time on its 1410 kc. frequency. The Commission found that WAAB was providing a substantial service in its area. A joint motion was filed by the Elmo Star-Gazette, a Gannett newspaper, which also operates WESC, the sales outlet, under lease from Cornell University.

NAB WILL OPPOSE ECONOMIC REPORT

COINCIDENT with postponement of the due date for filing of exceptions to the proposed new rules and regulations to govern broadcasting, it was reported May 6 that the NAB will interpose opposition specifically in connection with portions of the FCC commissioner's report relating to social and economic factors.

With Commissioner Craven presiding, May 6 granted several petitions of parties for extension of time in the filing of exceptions to the proposed new rules and regulations.

The Crosley Corporation and CBS specifically asked for the extension, which was granted by NBC and the NAB.

Philip G. Locks, former NAB managing director and counsel for the Association at the time the original hearings on the rules were held last year, will file the pro forma exceptions and seek oral argument in the NAB's behalf.

The NAB decided to file exceptions primarily because of particular objection to the proposed new rules themselves or the more important elements of the engineering standards but primarily because of comments of the three-man committee dealing with social and economic and competitive phases of broadcasting [BROADCASTING, April 15]. Regarded as most important was the refusal to impose a mandate to prevent newspapers from unlimited radio competition.

Generally speaking, it is expected that the exceptions filed by parties in interest will be of a routine nature and the principal issues to be raised at the oral arguments, probably to be scheduled during June. Formal arguments would be supplemented by filing of briefs.

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FULL TIME operation on 710 kc. with 1,000 watts power is sought by KMBC, Beverly Hills, Calif. An application was filed with the FCC. The station now operates with 500 watts limited time on 710 kc. Transmitter would be moved to Calver, Calif.

THE FCC, without a hearing, on May 1 authorized the transfer of ownership of KYOB, Great Bend, Kan., 100 kc., from Ernest S. Reinholt to Miss Helen Townsend, local businesswoman. The purchase price was $22,500.
50,000 WATTS
SOON
Approximately Aug. 15th.
... in America's
Most Receptive Market
TWO MILLION ABLE
TO BUY PROSPECTS
A SHREVEPORT TIMES STATION
KWKH
Represented by THE BRANHAM CO.
Shreveport • CBS • Louisiana
Compilation of Market Figures For Entire Nation Is Published

Department of Commerce Handbook Provides 82 Series of Figures as Aid to Business

Under the title Consumer Market Data Handbook, 1939 Edition, the U.S. Department of Commerce May 12 published a 464-page compilation of marketing information covering every state, county and each of the 3,165 cities of 2,500 or more population, to be available for distribution for the first time.

The compilation will be obtainable from the Superintendent of Documents, Washington, D.C., for $1.75 or from district offices of the Bureau of Foreign & Domestic Commerce.

The studies form part of the Department's "aids to business" program and were prepared by the Marketing Research Division of the Bureau of Foreign & Domestic Commerce.

Brought together in one volume are all available significant county and city data in marketing, in statistics drawn from other marketing specialists.

For example, "Classy Custodian of women's activities is Jane King, who conducts the streamlined for women only domestic series on WIP, Philadelphia, and who is advanced by WIP as its entry in the "most beautiful" sweepstakes. A broadcasting veteran of nine years, Miss King's background includes bounteous travel, continental schooling, and preparation for the drama on the lecture platform. Born in Portland, Ore., after traipsing all over the world with her family and finishing school she took her first whack at radio with WOKI, Albany, then continued at TC-Fort, and finally gravitated to Philadelphia as a free-lance artist, where she later affiliated with WIP.

The first group indicates the number of purchasing units within a particular marketing area. The second indicates to some extent the principal wealth-producing activities in a given area by showing the number of establishments and the volume of business by various trades and industries. The third group shows the number of workers and their actual wage incomes by industries, as well as total wage income figures for all industries on which data are available, representing about 3% of the estimated national income in 1935. The fourth group presents figures showing the number of stores and volume of sales by kinds of business, as well as a new index indicating the relative number of stores as an outlet for consumer goods in the particular locality. The fifth group presents data giving many indications of consumer purchasing power.

In the introduction to the handbook it is stated that "although some individual businesses have particular uses for external facts and figures, most authorities agree that sales plans are more likely to be free from serious error when based upon all significant facts. Marketing statistics are used principally as a basis for establishing sales policies, planning for sales, and as a check on the effectiveness of existing sales practices. In general, the figures indicate that the consumer lives, how many there are, what the type of community in which they live, the kinds of changes in this community, and their ability to buy. Use of this and similar information in formulating marketing plans should enable the small businessmen to distribute their goods and services more economically and efficiently."

In suggesting uses to which the data may be put, the handbook explains that primarily, "evaluations of market and trading areas are made to arrive at the answer to the following question: What parts of the total United States market should be considered to obtain the most sales at the highest degree of efficiency."

"In arriving at the answer to this question, the Marketing Research Division will develop marketing information which will serve as bases for setting up sales quotes; considering expansion of operations; selecting distribution methods and channels of distribution; determining the efficiency of selling efforts; locating branch offices, warehouses and distributive outlets; evaluating specific consumer-goods markets; determining the effect of advertising and promotion, and the effect of competitive action; and estimating the allocation of resources to achieve maximum sales volume at least total cost and determining the effect of promotional effort; establishment of operating budgets."

Training in Radio For Child Advised

"TEACHING children to appreciate good radio programs—whether in the form of music, dramatic sketches, news, or broadcasts, does not differ greatly from teaching them other things," according to Dr. Elizabeth Osborn, of Teachers College, Columbia University, under whose direction the WPA of New York City has prepared a pamphlet entitled Children & the Radio, one of a series on parent-child relations.

"The radio brings up new questions and new problems for parents to face," Dr. Osborn states. "But some of these problems are merely old ones of home guidance, and may be solved, not as radio-program problems, but in terms of relationship of members of the family to each other and adjustment of the home.

"It is important for parents to realize the power they can exert through the radio to obtain the type of program they desire for their children, says Dr. Osborne, who points out that in recent years, through criticism and boycott of poor programs, many stations have been forced to discontinue such broadcasts.

"Parents who want their children to listen to the best radio programs should raise their own standards of good taste that as a natural result the children will choose the good programs rather than the trashy or sensational types of broadcasts, the pamphlet states.

The pamphlet concludes: "At all times we want to bear in mind that the radio is today a powerful force in our lives. For this reason, we should not minimize the problems which it raises, and which we should try to solve."

Children & the Radio is one of 40 pamphlets developed by Teachers College and the WPA for distribution to parents throughout the country. During the last year, 75,000 copies were sent out to the same parents asking them to send in the most pressing problems encountered in daily parent-child relations.

The outstanding problems form the material for the pamphlet series.

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
THE following inscription from Herodotus is carved on the New York Post Office: "NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS."

This might well be the motto of the Hooper-Holmes full-time inspectors, for our clients have learned that regardless of conditions, this Bureau delivers its full quota of reports on the day they are promised.

On the very day we recently started a survey in Wisconsin the newspapers carried the story of an unexpected blizzard with drifts 10 to 15 feet deep. In part of the state 197 inches of snow fell—breaking all records. But, we delivered to our client his full quota of reports.

About the same time one of our men wired from Utah that about 30% of the homes in one county he was assigned were quarantined for Mumps, Chicken Pox and Whooping Cough. But again we did not disappoint our client.

And, from northern Georgia another man reported that he had to be hauled out of ditches twice in one day. Heavy rain had complicated the job.

Hooper-Holmes keeps all promises of completion of field research surveys because our men are constantly getting information as a matter of routine and are always available.

Address all inquiries to Market Research Division, Chester E. Haring, Director.
Radio's Service to

Typical Activities of NBC Stations

BUSY STAFFS with aid of ticker services see to it that NBC listeners get the vital local and national news quickly.
The United States

In the United States there are about forty-one million radio sets in use, many of them products of RCA Victor. All who have access to these are able to enjoy entertainment of higher quality, more variety and greater quantity than are radio listeners in any other country.

Radio is able to provide so richly for its listeners because of the American system of network broadcasting. Obviously many stations combining their efforts can afford talent that would be impossible for any single station. But the nation-wide excellence of NBC programs depends also on the man-power and equipment of its two groups of stations. These are the 15 that are the basis of the NBC Networks (shown in large letters on the map), and the 156 affiliated stations of the Red and Blue Networks. Vital in the activities of their local communities are the managers and staffs of these stations. All network stations perform a dual function. They carry network programs, and in addition they serve their local communities in many and notable ways.

The swift progress of radio has been due in large part to the work of RCA Laboratories. Station owners have shown their willingness to be of service by quickly adopting improvements. For they realize that unless the station is operated in keeping with modern practice, it matters not how well the show is put on.

Other members of the family of the Radio Corporation of America also have made great contributions to radio. High fidelity RCA Broadcast and Test Equipment—superb RCA Victor* Radios and RCA Victrolas* for the home help millions to enjoy radio more. The world-wide facilities of R.C.A. Communications, Inc., bring programs from the far corners of the earth, keeping Americans abreast of latest developments everywhere. And these are but a few of the ways RCA works in every field of radio towards an even greater radio service for all.

Songwriters Ask New Record Pact
Assign All Mechanical Rights
In Music to the SPA

POSSIBILITY that the makers of transcriptions and recordings must have to deal with the songwriters instead of the publishers after June 1 to obtain permission to publish popular music was raised by the recent action of the 600 members of the Songwriters Protective Assn., in assigning to the SPA all mechanical rights to their music.

These rights, which cover all recordings, phonograph records and synchronization releases, heretofore have been handled by the Music Publishers Protective Assn. (MPPA), wherein a license is issued to the publisher and includes the rights of the publisher and all those from whom he purchased the right.

MPPA, however, has been criticized by the composers and the publishers. Likelihood, however, is that the SPA will use the assignment as a major argument in negotiating a new contract with the MPPA, to establish the control of the rights and will not itself assume administration of them unless the attempt to secure better terms from the publishers' group fails to do so.

Seek Higher Minimum

New assignment of mechanical rights, negotiated by the SPA at tentative terms, John, Abra- son & Schuiman, has been approved by the entire membership and 'offers no ground for legal contest by songwriters', according to a statement released by the SPA, which calls the assignment "a major step in the right direction".

All contracts entered into between the composers and publishers after Feb. 1 under the terms of the SPA, to be subject to the assignment, which continues for two years.

Purpose of the assignment, according to an SPA spokesman is to enable the association to obtain a higher minimum for the writers from the publishers. A large number of publishers already pay the 50% minimum desired by the composers, but there are many who pay only $3 1/3%, it was said, and the writers hope through their new assignment to force these publishers into line.

The SPA has no desire to take over the administration of the mechanical rights, it was said, but it will do so if the publishers do not meet its higher point, which point the real songwriters want included in the new contract is a ban on bulk licenses, whereby a publisher gives to a recorder the rights to his entire catalogue for a lump sum. This, according to SPA, makes it virtually impossible for the writers to learn whether or not his tunes are being used.

Another possibility, president of the MPPA, said the publishers were inclined to be sympathetic with the writers in this matter and added that he and his organization would be glad to send a committee to meet with the SPA committee at any time requested. A basic demand that a satisfactory contract could be worked out without too much trouble, leaving the administration of the mechanical rights in the hands of the publishers.

NEW YORK State Senate on May 2 gave legislative approval without debate of the $5,000,000 payroll and education fund. The bill, which was introduced by Senator M. A. Ford, is subject to a 6% tax and is to be handled by the New York State Department. The bill is now being considered by the Assembly.

NEAREST WRINKLE in radio listener surveys comes from the A.C. Nielsen Co., Chicago, which has perfected and is now testing its Audimeter in 100 homes in the Mid-West. The Audimeter mechanism (right), which is attached to the tape recorder and starts operating as soon as the set is turned on, consists of a moving tape, actuated by clockwork, on which a stylus records the precise time and duration of listening. The device is designed to be used by Chicago headquarters engineers, whereby they can calipers to translate the recorded arcs into figures of time and call letters preparatory to compiling listening data for the Nielsen Index.

ANALYZING LISTENER HABITS
Nielsen Audimeter Survey Around Chicago Covers
100,000 Hours of Set Operation

RESULTS of the initial survey for the Nielsen Radio Index, covering 40,000 square miles in and around Chicago, and using 200 of its Audimeters in continuous operation since October, to check listening time and station preference, indicate a wide variation between listening in telephone and non-telephone homes, an inadequacy in telephone surveys, and a vital difference between the winter and summer listening problems of broadcasters, according to the A.C. Nielsen co., Chicago market-research firm which has perfected the Audimeter survey system.

Hugh L. Runch, executive vice-president of the Nielsen company, said the Audimeter, in addition to providing an accurate average, shows the difference between the individual families tuned to a particular program, along with a minute-by-minute audience chart. An index indicates which sections of the broadcast are most popular.

Costly Experimenting

The basic principle of the Audimeter is to measure time, although the Nielsen firm estimates that the Nielsen firm has spent more than three years and $100,000 in developing and perfecting the instrument. Over 50,000 hours have been spent on new law provisions.

The apparatus includes a paper tape, moved by a clock drive, on which a stylus begins marking when the radio set is operated. The position of the stylus on the tape longitudinally indicates the exact time of the tuning dial swinging the stylus across the tape, the position of the lateral line indicates the station to which the set is tuned. The resulting curve supplies an accurate chart of time and station frequencies. The entire unit is enclosed in a compact case which can be connected to practically all types of receivers.

The installation in October of the 200 Audimeters in homes throughout the survey area, a field staff has made monthly calls to each home and is collecting data on 200 hours each month. The one-thousandth tape, recently received from the field, represented an aggregate 741 hours and 50 minutes of recording time, about 30,000 days of radio listening, or 100 hours during which receivers were tuned in, according to Mr. Ru. reported.

In selecting the cross-section of homes for the test, the Nielsen organization employs a technique based on previous experience in sampling retail markets in the drug, food and liquor fields. Presents of the Nielsen test from the known stores were installed in native white, colored and foreign-born brands in telephone and non-telephone homes; in homes classified by family size, income class and other social factors.

An important phase of the Nielsen survey is the detailed inventory of products used in each home, which is obtained by the field staff each month during his regular calls.

With a record of programs listened to by the native white, colored and foreign-born non-telephone audiences, the Nielsen company is working on a new law provisions.

NEWS SPONSORSHIP UNDECIDED BY AP
NO ACTION on the resolution recommending a national radio program to be broadcast in a week and for use by the AP member stations and the public Libraries, the outcome of voting, is to be determined.

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NEW YORK ENACTS RADIO LIBEL BILL
THE BILL introduced by Assemblyman Stack & Senator Frederic Coudert Jr., both New York Republicans, which gives radio broadcasters, and speakers the same protection against actions for libel or slander as newspapers and newspapers in reporting public official events, was passed by the state senate on May 8 by Gov. Herbert Lehman of New York. The bill becomes Law May 8 of 1939 and amends the Civil Practice Act in relation to libel suits.

Section of new law provides that "an action, civil or criminal, cannot be maintained against the owner, operator, manager, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station, or against any system or system for the publication thereon by radio broadcasting apparatus of a fair or true and fair title or head note thereto."

P-R Still in Business, Says Barrett: UP Quits
DESPITE the removal by United Press of its printers from the Press Radio Bureau April 30, the Bureau is still in business", ac- cording to radio manager, James Bar- rett. Mr. Barrett declined to amplify his statement and would not dis- closed the source of his knowledge or the stations to whom the Bur- eu is rendering service.

A decision which occurred at the conclusion of the term agreed to at the 1938 convention of the American Newspaper Publishers Assn., which at that time recommended the Bureau's continuation for another year, follows a similar withdrawal of facilities from the Bureau by the Associated Press last December and by International New York which had also decided to refer to that, CBS and NBC, which for more than four years had broad- cast news from the Bureau on a daily basis, stopped the service December [BROADCASTING, Jan. 1]. In February of this year the AP began furnishing its news to these stations on a similar "broadcast service" basis, without charge and for use only as sustaining ma- terial, a service opustly founded the same service to WOR, WQX and WBNX, all in New York [BROADCASTING, Feb. 15, March 1, April 15].

Tums on 106 Red
LEWIS-HOWE Co. St. Louis, (Tums), on Sept. 30 starts Horace Heidt on 106 NBC-Red stations, at 11, 7-11. p.m. Including all optical and Red supplement stations, the network is one of the largest ever used for a regular weekly program. Dudley Rollinson, of the sales staff of NBC-Chicago, handled the sales details, while the account was handled through Standard & Sons Adv. Co., Chicago.

ONE of the three towers of WTB, Nor- thwestern University, has been hit this month by a "white tail" deer when a gary-wire snapper, and the station is now rebuilding the landing pole while operating without interruption from the others.
"Bringing Brown-Dunkin To You"... 15 minutes, six days weekly... finds Dorothy McCune, Eddie Coontz and Roch Ulmer talking to Brown-Dunkin sales-people right over the sales counters... at the store! Brown-Dunkin is using radio to do what radio alone can do...

sell personality. With that done, selling merchandise is easy. But it takes personality to sell personality! That is why Brown-Dunkin chose KVOO!

Brown-Dunkin, Tulsa's Dominant Department Store, is interested in the rich market within a radius of 75 miles of Tulsa. This area contains 40% of Oklahoma's population, furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's Greatest Market with KVOO!

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

EDWARD PETRY & COMPANY
National Representatives
Radio's Progress Is Noted by Weld

Tells C of C of New Means Of Measuring Markets

RADIO'S "sensational" rise as an advertising medium in the last ten years has already and will continue to play an important role in the function of advertising in general in broadening the markets for industries, L. D. Weld, director of research for McCann-Erickson and member of the Joint Committee on Broadcast Statistics, reported May 2 at the 27th annual meeting of the U. S. Chamber of Commerce in Washington. Describing advertising as "a cheap way of producing demand and sales," as opposed both to regular forms of salesmanship, he stressed the importance of newly-developed market-testing techniques.

Referring to the growth of new media among the "important improvements in merchandising means," Mr. Weld commented: "The most sensational has been the rise of radio. Ten years ago it was hardly heard of, and the amount spent for time on the air and for talent. In 1942 the total expenditure for radio was about $160,000,000 was spent for time on the air and for talent. In 1948 it was well over $200,000,000."

Based on Research

"Market research has come to be recognized as a necessary function of advertising agencies," he continued. "No advertising campaign is planned on the foundation of research. We have developed better technique in our research methods, and we have more trained men. We have established scientific methods for determining size of sample, and for distributing it, so that it represents an adequate cross-section. We can get more accurate results today (though less so) than we could formerly get from 30,000.""In radio research we have made tremendous strides. We have means of checking the popularity of programs through telephone calls. We have developed a recording device which can be attached to the radio, and which is being listened to. Through the Joint Committee on Radio Research we have data on the number of radio homes in each county, and we have developed a p.l. for determining the number of radio sets in our area, so that we shall know what territory every station covers.""Bruce Barton, President of BBDO and Congress, also spoke at the C. of C. sessions.

Bireley's Selections

BIRELEY'S Inc., Hollywood (bottled orange, grape and tomato juices), through Raymond R. Morgan Co., that city, on June 1 will start a ten-week promotional campaign, five a week, on 20 or more stations nationally with dealers to sponsor stations. Stations will include WNBC WDCB WNEW WCCO WGAR WCAU. Daily newspaper ads will be placed weekly, with a $2,000,000 contest throw-aways will be distributed as tie-ins with the campaign.

Educators Discuss Radio at Columbus, Award Prizes to Outstanding Programs

AWARDING of prizes to selected network and station programs featured the Tenth Institute for Edu-
cation by Radio, held May 1-3 at Ohio State University, Columbus. With educators, broadcasters and other interested groups repre-
sentative of the phases of radio education, open discussions were held.

A seminar at general sessions was W. R. Charters, Institute di-
rector. A round-table discussion on The Place of Radio in a Democ-
ocracy opened the session. Panel topics were Agricultural Broad-
casts, School Broadcasts, Radio News, Radio in the Single-Woman Univer-
sities, Research in Radio Education, Educational Uses of Facsimile, Ultra-High-Frequency Stations and Recordings, Broadcasts for General Education, and Broadcasting by Community Service Organizations. Specific radio-related criticisms of various college programs, along with general problems were taken up during the seminar all day. The third day included talks on listener attitudes, British radio training and studies of listeners by selective listening.

The Institute's program awards included:

I. National Organization, or Local Chapter Station
a. For general use: Lecture, talk, speech, 1st Award - Raymond Gram Swing, WOR, Chicago.

II. Without Benefit of Press

KGO-KPO Turn to Other Means of Acquainting Public With Programs and Talent

By MILTON SAMUEL

NBC, San Francisco

WHEN San Francisco newspapers eliminated radio columns last year the KPO-KGO press department turned to and positioned their every effort into two new activities - display publicity and special radio news programs. Radio dealers have been given space to get a lift from radio in that field.

The press department lined up church organizations and they were dressed up with radio art. Recently it started using new devices, like telex units, or continuous slide projectors depicting broadcast scenes and studio shots on black and white as well as colored film.

A tie-up has been arranged with the Leo J. Landers RCA dis-
tributors on the Pacific Coast as the distribution of 200 two-sided window cards placed in attractive 14x22 wooden easels are being placed by five Meyberg salesmen in radio stores in California from the Oregon border to Bakersfield in the southeastern portion of the state.

In Department Stores

Major department stores use a generous assortment of the KPO-
KGO display. They are using the tie-in. The distribution department has permanent KPO-KGO art displays. These tie-ins are more than just a display in the success of pictures in stores which have no connection with radio. The San Francisco office of the Waterman Pen Co. has on several occasions turned over two of its large windows, subordi-
nating its own merchandise to KBC pictures. W. C. P. Roe of the Waterman company wrote: This display was an integral part of our store and we believe it was helpful to both you and ourselves. At the first avail-
able we would be glad to tie it up with you and put in another display. Waterman has a great deal of radio. But a picture of the display and a notice to the Waterman house organ.

Spaulding Bros., stores, have a big KGO display playing up the fact that KGO is one of the leading sports broadcasters in the area.

Displays thus far have been varied. However, we are now developing the idea of having a unifying idea around each display, so that spectactors will come away with a definite idea. In some cases all pictures are built about a single outstanding program. In other related programs are linked.

At the University of California Book Store in Berkeley, programs were featured in tie-in displays. Students are especially interested in programs after 5. The 15 minute programs, Let's Listen and On the Air are both broadcast over KPO and KGO. During the month these announcers have been on the air approximately 200 individuals have been interviewed. These personalities or personalities will be either either or personalities or personalities having some story about how radio affects their lives or business.

Honorable Mention - "Rhythm in Music," WOAA, Associated Press Educational Department, WLW, Joseph Rie.
Who knows but what Your Program may need a Zimbaphone...?

Who knows but what it may need an Assyrian Choir...?

YOU DON'T KNOW... WE DON'T KNOW... SO WE HAVE MEN WHO DO KNOW

Somewhere, in the complicated World of Harmonics, there is a perfect musical set-up for your product. Maybe hot; maybe sweet. Or, maybe symphonic.

Your spot broadcast may thrive, or again, it might flop... depending on just how its music is handled.

The Musical Director, at each of the 15 NBC Programmed Stations, is not just content to wave his baton. His specialty is in turning Sounds into Sales. His experience and his library are at your disposal.

NBC Spots are Harmonically Sound

<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
<th>Power (Watts)</th>
<th>Frequency (KC)</th>
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<tbody>
<tr>
<td>BOSTON - SPRINGFIELD</td>
<td>WBZ &amp; WBZA</td>
<td>50,000 - 1,000</td>
<td>990</td>
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<tr>
<td>CHICAGO</td>
<td>WENR</td>
<td>50,000</td>
<td>870</td>
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<tr>
<td>CLEVELAND</td>
<td>WTAM</td>
<td>50,000</td>
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<td>DENVER</td>
<td>KOA</td>
<td>50,000</td>
<td>830</td>
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<td>NEW YORK</td>
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<td>WJZ</td>
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<td>PHILADELPHIA</td>
<td>KYW</td>
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<td>620</td>
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<tr>
<td>PITTSBURGH</td>
<td>KDKA</td>
<td>30,000</td>
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<td>SAN FRANCISCO</td>
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<td>KFO</td>
<td>50,000</td>
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<td>SCENECTADY</td>
<td>WGY</td>
<td>50,000</td>
<td>790</td>
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<tr>
<td>WASHINGTON, D.C.</td>
<td>WMAL</td>
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<td>630</td>
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<td></td>
<td>WRC</td>
<td>5,000 - 1,000</td>
<td>950</td>
</tr>
</tbody>
</table>

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE - WORLD'S GREATEST BROADCASTING SYSTEM
**Plugging** sports apparel for a local department store sponsor, "Hole-in-One Tournament" on KMO, Tacoma, each week

**Bull Session**

Four top-notch script writers will begin their regular contributions to a dramatic series, entitled "Fayette Krum, author of "Girl Alone;" Al Barker, writer of Don Winslow of the Navy; William Hodapp, author of "June Arden," and Sandra Michael, creator of the "Addams Family." The new series is designed as character studies of different types of wives.

**Thoughts of the Times**

**New Series of What You Think** broadcasts featuring discussions on current world problems by well-known authors and public figures. Reactions gleaned from a panel of students, businessmen and housewives is a weekly feature. Under the direction of Maurice Dreicer.

**Dull Session**

UNIVERSITY Broadcasting Council, Chicago, on May 8 expanded "Dull Session" to a full CBS network, Saturdays, 12:30-1 p.m. (CDST). The sustaining show features in-formal discussions by university students. The students' discussions of current events is recorded by hidden microphone so that the informalities of a typical college bull session is assured.

**Hometown Chronicle**

Titled "The Hometown Chronicle," a mythical small-town newspaper is the "Hometown" series. Day evenings on WLS, Chicago, ceased being mythical May 12 when a special listener edition was run off as a give-away. Complete with pictures of the program cast, the show carried a front-page story of an actual event. Written, directed by Larry Kurtze, of the WLS Artistas Bureau, for production on the show.

**For Expectant Papas**

DESIGNED to instruct young parents in prenatal care, a new Monday evening series has started on WFNS, Champaign, Ill. "Health" and given under auspices of the American Medical Assn. The programs dramatize a school for expectant fathers. Includes talks by leading Chicago physicians.

**Travel Quizzz**


**Name and Songs**

**MUSICAL MEMORIES. WEEKLY half-hour participation program on KEKE, Los Angeles, combines new and old pieces of diamond novelty. Ruby Lloyd, organist and George Irwin, announcer-producer, conduct the program working in conjunction with the Southern California Chamber of Commerce. Featured is a swaying bee, with words peculiar only to Southern California (names of cities, streets, historical points of interest and well-known intersections) that listeners mis-spell a word deposits a coin in the box on the stage. This money is turned over to the Salvation Army, Institute each week. A community sing is also conducted as part of the program, with old time songs featured.

**Diamond Queries**

NEW BASEBALL quiz game, "Hit That Ball," started May 12 on MBS with big league players, umpires, writers, coaches and managers meeting on a theoretical studio diamond and Stan Lonax, sports commentator, umpiring. Two three-man teams meet and in attempt to score runs by answering queries on baseball. If a player misses, he "strikes out" and the other team scores four hits finally losing the game.

**Right from the Site**

E. JOHNSTON NEAL, president of the Home Owners Corp. and WRAL, Raleigh, N. C., have launched a campaign on WRAL in conjunction with the National Small Homes Demonstration of Washington, D. C. Six 15-minute programs per week are offered, three devoted to home modernization, and three to home building ideas and Raleigh's demonstration homes. The programs originate at homes under construction.

**Tate's Tartler**

FIRST MOVIE news show in Chicago, started on WCFL, that city, featuring Hal Tate in a weekly-quarter hour morning series, "Movie Tartler." Movie stars traveling through Chicago were interviewed and films criticized. Tate recently concluded a 28-week series of radio gossip on WBBM, Chicago, for Eastern Pub. Co.

**Wrong Sponsor**

DURING a recent Question Box man-on-the-street program of WPL, Dallas, Earl Kalusche and Bill Kar interviewed a bystander who turned out to be a Shinto Temple press agent. After spending about three minutes on the air, the agent felt the clay covering the chanting agent thanked the pair and your sponsors, Western Auto Supply Stores, letting him talk. The program happened to be sponsored by Babcock Auto Supply Stores, a rival chain.

**Number Choosers**

IN THE NEW Sidewalk Interview of WLVW, Lawrence, Mass., the announcer asks a member of the sidewalk audience to choose a number from 10 to 100, another to choose one from 1 to 20. Then referring to a telephone book and using the first number as page denomination and the second as position of a name on the top line selected page, the announcer broadcasts the name listed. If that person's number in the station within six minutes, he receives a dollar check. The idea also is adapted to include the street audiences, with prizes accumulating until the indicated person happens to be in the audience. The show is sponsored by a local appliance firm.

**An American Theme**

WHAT IT TAKES, an American citizen is the theme of a program to be heard May 21 at 12:30 p.m. (CDST) on NBC-Red network, as 1,200 young men and women of Manitoowoc, Wis., become citizens. Clarence Dykstra, president of Wisconsin University, Chief Justice Marvin B. Rosenbery, of the Wisconsin Supreme Court, will be featured speakers.

**Janesville Bulletins**

SPONSORED by a local bakery, Banbury Bulletin Board on WCO, Janesville, Wis., announces dates of special meetings and events in the community. The weekly program, currently being aired in the evening, is sponsored by local organizations. The announcements are left with any Banbury dealer and then gathered together and broadcast, along with music, by Pat Allan on the daily program.

**Learning Their Words**

ANNOUNCING, attic WELI, New Haven, gathers each Friday afternoon to be quizzed on the meanings of words selected at random from a dictionary along with a program of the station. The show is completely unrehearsed and informal.

**About Books**

LIBRARY HOUR, presenting hints on reading, caring for, filing and handling books, is a regular weekly feature of KWOS, Jefferson City, Mo. The station is presenting a series of eight shows staged by the Library Association.

**Blower of Matches**

THAT old argument of whether a studio performer can blow through a microphone and put out a match before a listener's loud-speaker reared its head last week at WLS, Chicago. On its Saturday night Barn Dance, m.c. Pat Buttrum blew and blew and listeners as away as Niles, Mich., said he blew out their matches. A Chicago listener said: "The match only flickered, while several out of State listeners said the trick failed completely.

**Chief Knotholer**

OF THE WDY-A Fargo-Moorhead Twins Knot Hole Gang is El Proux, sportscaster of WDY, Fargo, N. D. Already numbering in the neighborhood of 500, the members of the Gang, which includes boys and girls from 7 to 15, will see all the Twin's home games free of charge as they will be invited to Barnett Field to attend a base-ball school presided over by Jack Knight, manager of the Twins.

**Kansas' Biggest Network Carries Ceremony For New Cruiser**

BIGGEST NETWORK of Kansas stations ever to broadcast one program simultaneously on April 30 carried the ceremonies attendant to the presentation of a silver service by the City of Wichita to the new heavy cruiser, USS Wichita in Houston, Texas. The broadcast, originally planned by independent remote pickup by KANS, Wichita, finally was carried by KANS, as originating station; KFH, also in Wichita; WIBW, Topeka; KTSW, Emporia; KFBI, Abilene; KSSL, Salina; KCKN, Kansas City; KOAM, Pittsburg, and WBKG, Hutchinson.

The half-hour program, originating in downtown Wichita, was announced by Herb Hollister, manager of KANS, and included short speeches by Wichita civic officials and a 10-minute commentary by an 84-year-old Kansas pioneer. Capt. Thomson, commander of the vessel, accepted the silver service and made a brief speech of thanks.

**Sidewalk Stooges**

WORKING IN a pair of stooges on his street broadcast for Wyan- doe Furniture Co., John Cor- rigan, program director of KWOS, Jefferson City, Mo. temporarily abandons his role as questioner and permits listeners to quiz him. If he can't answer their posers, he turns to Stooge No. 1, Doc Hull. If Hull also is at a loss, the opera- tor in the studio plays a recording of "Ya Got Me". The feature is reported as a good laugh-getter.

**All Americans**

DESIGNED to interest Italians in American history, institutions and traditions, and to solve problems of citizenship affecting the welfare of the immigrants, the new program, We Are All Ameri- cans, heard weekly on WOV, New York.
Purely imaginary conversation. Yet it could be said by scores of sales managers who have found the way into the hearts and purses of "The State of KFI" by the use of this super powered station in this super market. Superlatives, you see, come easy in this country—and we’re not a bit bashful about using them because the sales superlatives of today become the sales successes of tomorrow—in the Billion Dollar Third Major Market.

"Yes sir, I’m sleeping nights again since we put this KFI fellow on the job in Southern California. Like a lot of Eastern sales managers, I sort of let that territory take care of itself. It was given whatever was left after our New York, Philadelphia, Detroit, Chicago, Boston and St. Louis branches got their appropriation.

"Funny how you will put off the Coast territory. It’s a long way West and the market is a tough one to cover.

"But my waste paper basket tipped me off. Yes sir, my eye caught a phrase on a folder, "THE THIRD MAJOR MARKET—SOUTHERN CALIFORNIA," that I had evidently considered waste basket fodder. I retrieved it, read the story of three million people, a billion dollar market, the KFI 50,000 watt NBC outlet, all wrapped up in a neat package and it solved my problem. Now 3% of the population in Southern California is taking 10% of our output."
BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

58% OF THE POPULATION OF THE UNITED STATES WITHIN THE ONE-HALF MILLIVOLT NIGHT-TIME COVERAGE—MCNARY & CHAMBERS, ENGINEERS—WASHINGTON, D. C.

L.B. Wilson

WCKY

IT WON'T BE LONG NOW!

IN THE ENTIRE UNITED STATES
FCC Nearly Out Of Current Funds

WITH ONLY some $25,000 left of its appropriation for the current year, the FCC is running dangerously close to insolvency and may find it necessary to curtail its operations between now and June 30 when the fiscal year ends. Congress has not yet considered the FCC's new fiscal year appropriation of more than $2,000,000 and considerable concern is being expressed at the FCC over its financial plight.

The House appropriations sub-committee early in the session declined to recommend an appropriation for the FCC in the Independent Office Appropriations Bill because of the Administration-endorsed plan for reorganization of the Commission. Since then both the first and second deficiency bills have gone through with no provision for the FCC and the third deficiency measure, now under preliminary consideration, as yet does not include an appropriation for the agency.

Chairman McNinch, the FCC executive officer, has been absent from the Commission since April 29 due to recurrence of an old illness. He is not expected to return until toward the end of the month. As chief administrative officer, he has been in direct charge of appropriation and congressional matters. He is represented as being of the opinion that it is up to Congress to provide funds for the FCC and that the industries regulated under the Communications Act are upon them the duty of assuring the appropriation in order to prevent regulatory chaos.

FCC Plans Hearing on Whole Question Of Radio vs. Wire Line Distribution

THE WHOLE issue of use of radio, in lieu of telephone line facilities, for network program distribution will be brought into the open June 7 at a hearing before the FCC committee倾向于 to consider the petition of Mayor LaGuardia of New York for amendment of regulations governing short wave programs of international broadcast stations.

The committee, comprising Commissioners Payne, chairman, Case and Craven, on May 5 released the brief announcement, which conveyed the FCC's determination to rebroadcasts of international stations engaged in non-commercial, non-profit making operations. Mayor LaGuardia had petitioned the FCC to amend its rules on behalf of many municipally owned stations which desired to rebroadcast programs of international stations in their community.

Bill of Particulars

The bill of particulars sets up 11 different issues upon which the Commission will seek information.

1. Interference: The CQ's and questions of feasibility of using short wave channels for program distribution, as well as the competitive factor of permitted non-commercial, non-profit stations to use these facilities while commercial stations are engaged in the trade. ACTION: The program proposal was restricted to rebroadcasts of international stations engaged in non-commercial, non-profit making operations. Mayor LaGuardia had petitioned the FCC to amend its rules on behalf of many municipally owned stations which desired to rebroadcast programs of international stations in their community.

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FCC Far Behind On Pending Cases

Orders Summer Recess So It Can Catch Up With Work

SWAMPED with pending cases which have gone to hearing, the FCC will suspend formal hearings from July 15 to Sept. 5 for its customary summer “hiatus.” Only such cases as have been specially ordered will be held during that period.

Consequently it became known that the new procedure pertaining to conduct of hearings, inaugurated by the chairman, Judge McNinch last November, has not accomplished its purpose of expediting FCC operations. The records reveal that since the change in procedure, under which examiners as such were abolished along with examiner's reports, about 76 hearings have been held on approximately 110 separate applications.

Five Proposed Findings

Proposed findings, in lieu of exact evidences, have been issued only in five cases, all of which generally were in the uncontested or not vigorously contested sphere. In addition, some 60 cases are on the permanent docket, scheduled for hearing in the period July 15 to September recess. Though a substantial number of cases have been designated for hearing during this period, it will very likely be heard following the recess.

The records show that the only cases thus far handled under the new procedure, which provides for summary findings first were issued, are those granting a new local in Ocalo, Fla., to John T. Alson; authorization of an increase in daytime power to 250 watts for KFOR, Oklahoma City; granting of a renewal of license and assignment involving WBBZ, Pone City, Okla.; granting of fulltime and 250 watts day power to WTOR, Toledo local, all of which subsequently became effective. The Division of the FCC has stated that while the new procedure would enable additional work on individual commissions, it felt it would expedite handling of cases and make hearing procedures fuller and fairer to all parties.

In its brief announcement May 5, the FCC said the July to September recess “can well be used in accelerating the disposition of pending cases.”

FILM PREMIERE ON MBS

TWENTIETH CENTURY FOX FILM Corp., New York, on May 30 will sponsor the world premiere showing of its latest production Young Mr. Lincoln from the Fox Lincoln Theatre, Springfield, Ill., on 70 color Technicolor, 10:10 p.m. Marion Anderston, starred guest singer on the broadcast, which will also present stars from the studio's roster of talent and other political figures. The picture, starring Henry Fonda, is a Darryl F. Zanuck production, will be released nationally on June 2. Rayton- Spiero, New York, is the agency in charge of the account.
NEW PHASE MONITOR
by
Western Electric
makes possible quick, accurate adjustment of directional antenna arrays

YOU'LL FIND this new precision instrument quickly solves what has long been a troublesome problem.

Installed in your station, it accurately measures the phase and amplitude relations of the currents in your antenna elements. It enables you to: (1) make your initial adjustments more readily; (2) maintain adjustment through periodical check readings. The 2A Phase Monitor contains radio frequency meters which indicate the amplitudes of currents in remotely located towers.

Write to Graybar for your copy of Bulletin T-1593, which gives full details.

Characteristics of 2A Phase Monitor

**Electrical**

- **Frequency Range**: 550 to 1600 Kilocycles
- **Phase Angle Range**: 0 to 360°
- **R.F. Input Impedance**: 65 ohms
- **Rated Frequency Input Power**: Minimum 1/5 watt
- **Power Supply**: 105—125 volts, 40 to 60 cycles
- **Power Consumption**: 40 watts
- **Tube Complement**: 1—283 A, 2—259 A and 1—274 A

**Western Electric**

**Mechanical**

- **Height**: Approximately 15-3/4""'
- **Width**: Approximately 19"'
- **Depth**: Approximately 7-1/2"'
- **Weight**: Approximately 43 lbs.
- **Direct Reading**: 360° dia.

ASK YOUR ENGINEER
PRIDE of BROADCASTING’S July 1 NAB Convention Edition are two score copyright-free regional maps, amazing in their wealth of basic radio market data; meeting a formula recommended by a representative group of agency radio executives; pre-tested by time buyers.

The Radio Market Atlas feature answers a long existent need wherever time is bought or sold. Its outstanding utility presages its adoption as a standard tool of the time buying field.

Other good things fill the Convention issue, also. For example, up-to-date station logs by states, frequencies and call letters. Complete and accurate, too, will be BROADCASTING’S coverage of pre-Convention news.
HELM'S BAKERIES, Los Angeles (home delivery), a consistent user of Southern California radio since 1932, through Martin Allen Adv., that city, on May 8 started for 52 weeks, participation six times weekly in the combination Housewives Protective League and Housewives Protective League on KNX, Hollywood, and in addition a six-weekly early morning quarter-hour series titled Helmsman of the Air, which features Fletcher Wiler. More than $55,000 is involved in the two contracts. The firm also is using five-weekly participation in Norma Young's Happy Homes on KNX, Los Angeles.

Helms is merchandising its programs through 500,000 package wrappers, 600,000 inserts in bread packages, advertisements on the radio and on the back pages of all Los Angeles metropolitan dailies, in addition to similar space in 31 out-of-town newspapers. Side-signs announcing the programs are also being used on the firm's 355 house-to-house delivery trucks. During the first week of the KNX programs, 10,000 telephone calls were made to homes calling attention to the shows. In addition 7500 postcards were received.

* * *

Yankeer Grams

FOURTEEN THOUSAND "Yankee Network Radiograms" have been sent out by the network to promote the new H. J. Hein Co. juvenile half-hour featuring Irene Wicker, which starts on a five-weekly basis in WBBM, Chicago. The Yankee network is capable of serving 2,000 stations. Yankee stations. "Grams" have been sent to 8,100 grocers throughout the United States, 300,000 package wrappers were sent to the select housewife's listener's list of Gretchen McMullen, Yankee household director, and an additional 2,700 from the list of women's clubs furnished by Estelle Marsh, Yankee director of women's clubs programs.

* * *

Wesson's Bowls

WESSON OIL & Snpwwrld Sales Corp., New Orleans, sponsors of Hawthorne House, is offering listings of the Wesson's Salad Bowl booklet containing photographs and salad bowl recipes of six famous persons. Hawthorne House is heard over NBC-Pacific Red.

* * *

Promoted on Remotes

BLUE ARM BANDS, with call letters in large white letters, are being worn during remote programs by Lionel Rahn and Mary Farrell, special event announcers of WAPI, Birmingham, Ala.

* * *

CAR-CARDS used by WCC, Bridgeport-New Haven, to stir up the commuting public's interest in the station's programs include, at the height of the big-lettered plug, a pad of 25 tear-off weekly programs. The blue and yellow strips have been installed in 286 streetcars and buses serving a daily average of 106,367 commuters in the New Haven area. Programs are changed each Sunday and refills are made as often as needed.

Heinz in Northeast—Dies Historys—WHO's Who—
Stanco Watches—Babbitt Hosiery

Fu and Bottle

STUMPED in figuring out a die to cut the figure of Dr. Fu for some book matches to be used in promoting The Shadow of Fu Manchu, Radio Attractions, which produces the transcribed mystery thriller, finally discovered that by putting a drooping mustache, a skull cap and a toga on a nail bottle--there was Dr. Fu!

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More WBS Successes

SUPPLEMENTING its recently issued "50 Case Histories," World Broadcasting System is distributing a second collection, "Case Histories—II," outlining 21 new examples of successful use of World Program Service by local advertisers. Indexed according to type of sponsor, the supplementary collection may be inserted in the original compilation.

* * *

Theatre Tie-in

WBBM, Chicago, has arranged a news tie-in with the local northside movie theatre, Esquire. Twice each evening and once Saturday mornings, WBBM broadcasts a list two-minute news flashes on a wire which the theatre has installed. Buck Weaver, head of the WBBM newsroom, is in charge of the series.

* * *

WOAI's New Resumes

INSTEAD of including merely chronological schedules of programs for the day, the daily program resumes of WOAI, San Antonio, have been revised to the present written and a brief synopsis of previous action on the individual commercial programs, along with a general description.

* * *

WHO's Pix

FOUR EDITION of the "WHO Picture Book" has been published by WHO, Des Moines. The illustrated fan-book, which sells for 25 cents, pictures station personnel and actives as well as network artists and programs heard on the station.

FU and Bottle

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** Watches For Words

STANCO Inc., New York, will award $20 to Green watches to winners of two contests now being conducted in connection with Career of Alice Blair on WMDB, WRB and KFBS and Meet Miss Julia on WNAC, WHF, WTIC and KHH. Each program is a five- or six-week quarter-hour transcribed serial advertising Filt. Listeners are asked to write a six-word inscription to be inserted in a card presented to Alice Blair by Richard in one story, or to Miss Julia by her boarders in the other. Programs are planned through McGann Erickson, New York. Contests are handled by Radio & Publication Contests Inc., New York.

* * *

Mother's Day Cards

SILVER FINISH card, bearing a picture and non-commercial Mother's Day verse of Grace Neil Cowell, "American Mother" of 1938-39 and well-known poet of Dallas, was offered listeners to the Mrs. Tucker's program on WFAA, Dallas, by Inter-state Cotton Oil Co. The free cards were pulled by 100-watt announcements on twelve Mrs. Tucker's programs and newspapers advertising, in which, over 10,000 requests were received.

* * *

Cups for Farmers

TO FUTURE Farmers of America chapters in Montana, Z-Bar, New York, is offering a silver loving cup for the best FFA and vocational education broadcast on KGB, Helena, and another from Senator B. K. Wheeler for the best broadcast of that type over any station in the State.

* * *

Agency Invitation

INVITATIONS, printed on a velvety stock, to simulate a social invitation on KGB, Butte, Lee Ringer, Advertising, Los Angeles, inviting the recipient to tune to a special broadcast sponsored by its client, The Broadway Department Store.

* * *

Hose From Harum

B. T. BABBITT Co., New York, sponsor of the transcribed pair David Harum, is offering a pair of stockings in exchange for each Bab-O label and 25 cents.

** BALLYHOOING the initial broad- cast of Hearn's Department Store's Children's Theatre of the Air on WHN, New York, this juvenile program will wind through metropolitan streets recently stirred up so much interest there were not enough seats. The store auditorium to accommodate the crowds.

** BROCHURES

WMAQ, Chicago: "They Say Where It Pays" brochure with a "renowned street theme" describing the success of a three-year WMAQ department store sponsorship.


CBS: Robin's-egg blue brochure promoting "economic coverage" of Columbia Pacific Network.

WBAL, Baltimore: Reprint of full ad in Baltimore Keyhole containing individual pictures of 50 members of the station personnel.

WCAE, Pittsburgh: Offset printed special featuring three, 000 copies, including "A Jam Session," outlining station's listener response to its Monday night Big Swing broadcasts.

NBC: Black-and-red promotion folder, "Extra! Bird Salts Own Tail," spotting in wheat programs of WCAF, New York, with illustrations by Dr. Seuss.

WIBW, Topeka, Kan.: Unique plas- tic folder of color brochure announcing WIBW's new $7000 transmitter, complete with coverage data and pictures and a return postcard.

WHK-WCLE, Cleveland: Mail-out containing testimonials from sponsors of the network's programs. starting in a "Jamboree," outlining station's listener response to its Monday night Big Swing broadcasts.

WCCO, Minneapolis: Pictorial broad- side of WCCO artists, "If You Were a Piccolo Player in the Northwest, Where Would You Go?" promoting the station through its artists' bureau.

KGIR, Butte, Mont.: Twelve-page coverd promotion booklet, "They Didn't Have Radio", with typography and illustrations in Gay '90's style.

UNITED PRESS, New York: Large illustrated brochure listing chronological U.P. staff in the 1938 news data and U.P. correspondents in action all over the world. U.P.'s emphasis on radio news promotion.

CBS: Eight-page pictorial brochure with an "Annie Oakley" theme, promoting CBS sports coverage.


KFOX, Phoenix, Ariz.: Offset printed pictorial "Family Album," showing station and program personnel. for distribution to listeners.

www.americanradiohistory.com
CBS Finds Clients More Than Double Billings Since They Started on Network

THE almost universal practice of national advertisers in increasing their expenditures for radio as they continue on the air is graphically illustrated by an analysis of the weekly gross billings of time on CBS by its current advertisers, who are now spending 104.6% more than when they first started on the network. Of 41 clients listed, 34 have increased their time purchases, four are spending the same as when they started and only three have decreased their expenditures.

<table>
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<th>Original Weekly Gross</th>
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They Shop...Visit...and Spend in SALT LAKE CITY

In a normal year, tourists spend about $36,000,000 in the Salt Lake Market Area. This year is above normal, with the San Francisco World's Fair stimulating travel through Salt Lake City. It means extra millions of dollars in the cash registers of Salt Lake business firms... extra buying power for residents of this market.

And residents of this market listen to KDYL. For years, KDYL has been the leading intermountain station in showmanship, in listener popularity, in getting results for advertisers.

Crash Is Fatal
Memphis Plane Wreck Kills Pilot-Passengers

THE portable mobile 40-watt airplane transmitter (WAIB) of WMC, Memphis, was totally demolished May 2 when the Cessna monoplane owned by the Memphis Commercial Appeal crashed while attempting to land at Guntown, Miss. The plane's pilot, George Stokes, and two passengers, John Crump, prominent young Memphis business executive, and Ted Northcote, Commercial Appeal reporter, were killed instantly. Fire completely destroyed the ship and all its equipment.

It was practically a new ship, used by the Commercial Appeal for photography and emergency news coverage and by WMC for broadcasts from the air in stunt pickups and disaster coverage. The crash was caused by attempting to land on too short a field at too slow a speed against a cross wind.

The plane was traveling with several others of a good-will tour of Mississippi cities inviting attendance to the Memphis Cotton Carnival which opened May 8.

Roi-Tan on 39
American Tobacco Co., New York, on May 7 started a 25-week campaign of nine spot announcements for Roi-Tan goggles on WSFA, WIBW, WPAC, WREX, WMAC, WDEO, WJZ, WABC, and WBZ.

Davis Vitamin Spots
DAVIS VITAMIN CORP., Hollywood (proprietary), in a 30-spot prize contest to name a race horse, started May 1 using an average of 10 weekly five and 15-minute programs on 30 stations and will increase the list to approximately 100 nationally during the campaign. Stations include WCBS, KUWB, KFBL, KFSD, KFBI, KOAM, KOBH, KOVC, KUAC, KOAC, KGSM, WNB, WBIB, WEXB, WMTT, KGBX, and XERA. Series was produced by Standard Radio Inc., Hollywood, and placed thru Reuben H. Donnelly Corp., Los Angeles.

BDL

American Tobacco

The Most Popular Station
Salt Lake City, Utah

Representatives:
John Blair & Company
Chicago, New York, Detroit, San Francisco, Los Angeles

Broadcasting - Broadcast Advertising

May 15, 1939 - Page 41
These stations picked

WORLD QUALITY

TO GIVE ADVERTISERS
A SUPERIOR SERVICE

The stations of World Program Service are interested in serving their audiences with the finest program material. Loyal audiences and thriving sponsors are their objectives.

World helps member stations attain these objectives in three ways—first, by granting exclusive contracts, one station to a city; second, by supplying the greatest repertory of music ever recorded for radio; and third, by furnishing this never-ending stream of musical selections by means of the famous World vertical-cut Wide Range transcriptions.

With program quality consistently superior, stations attract and hold their audiences. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.
“Free as the Press”

A SIGNIFICANT transition in the Federal Government’s public relations, with radio in the dominant role, is taking place. First with the avowed purpose of getting the complete uncensored story to the people, President Roosevelt and his official family have turned to the radio. And on the heels on that, the President’s Government reorganization plan turns direct to the White House the major function of the Emergency Council, which has been a sort of press-radio public relations bureau for the Administration.

The President, as reported in this issue, expressed his views in clear terms. In so many words, he said (via transcription over 165 stations) that the Government is using radio as an additional method of conducting the country, knowledge concerning its operations. And in passing he observed that only through radio is it possible to overtake “loudly proclaimed untruths or greatly exaggerated half-truths.”

The President’s remarks are profoundly important in other respects. He made it clear that as far as he is concerned, the Government’s reorganization plan will be restricted to technical policing. To use his own words, he said the Government has set up “such controls of its operations as are necessary to prevent complete confusion on the air.”

In all other respects the radio is as free as the press.

Certainly that expression does not imply censorship, or threaten interference with freedom of the radio and the other dire motives which have been ascribed to the Chief Executive. Especially should his words be heeded by those who regulate radio, who more than once have resorted to backdoor methods to tailor a regulatory straightjacket for the industry.

It will be recalled that the Hon. Hugo Black, upon his return from a European vacation after his sensational appointment to the Supreme Court, declined to talk to ship reporters but asked instead for a microphone. He then observed that by radio he could talk to the people without the “interpretation!” and color that would have been ascribed to him. If the Government now has made the same statement—and at a time when radio has received recognition on an equal footing with the press in Congress, at the White House and at all Government departments thanks to the persistent efforts of MBS commentator Fulton Lewis Jr.—it is, indeed, a great step forward.

Turning to another aspect of the New Deal’s public relations operations, we find much merit in the idea, just gathering momentum, of centralizing all Government radio program operations in a single Government and in reorganizing all Government radio from its beginnings to be sponsored by the Broadcasting networks throughout.

The President said, “We could have an organization...as nearly self-supporting as we can make it.” And he did not mean self-supporting in the merely routine sense. When the President said, “We could have an organization...as nearly self-supporting as we can make it,” he means that the Government radio is being run as a business...as a commercial radio station and not as a propaganda medium.

As for the new United States Government Reports transcription series, so long as they are kept factual and free of controversy or party propaganda, they have a rightful place over independent stations. Once they invade the “soap-box” or become controversial or advocacy, they do not belong on transcriptions—least not on their present basis as sustainers.

Good Neighbor Radio

NEW RULES are about to be promulgated which will lift the non-commercial ban on U.S. international broadcasting stations. Products sold in foreign trade, under the plan awaiting FCC approval, will be sponsorable over shortwave stations heard throughout the world, particularly in Latin America.

By this move the Federal Government proceeds sympathetically along the path decreed for American radio from its inception—namely, that it be conducted by private initiative and enterprise. The 14 U.S. stations already engaged in serving foreign audiences, which latterly have concentrated in particular on furthering Uncle Sam’s Good Neighbor policy, will at long last be able to continue their valuable service at least a modicum of return to help defray their operating costs. More than that, they will be in a position to improve service because the expense will not be entirely out-of-pocket.

The totalitarian states in recent years have literally been bombarding the world, especially Latin America, with their radio propaganda on the evident theory that trade and ideologies follow not merely the flag but the words and music of the wavelengths. Some of our imputious statesmen, concerned over efforts to undermine traditional American friendship and trade by this method, have proposed that the Government itself erect and operate shortwave stations to counteract this propaganda by the same means. This obviously was not the only way to do it, and therefore the Government decided to encourage the broadcasting industry to enter the field of foreign broadcasting.

The radio itself may be held responsible, because to the public the television is part and parcel of broadcasting.

The Big Impetus given television through its introduction at the World’s Fair and the initial marketing of visual receivers has brought forth the inevitable crop of parasites who seek to capitalize on the publicity wave. While the comparatively new Securities & Exchange Commission operations will in some measure check the blue sky operators, we suspect that many an individual already has been taken in on “ground floor” propositions dealing with this new “shilling dollar industry.”

The unfortunate part of such schemes is that radio itself may be held responsible, because to the public the television is part and parcel of broadcasting.

Broadcasters would be mistaken if, from time to time, they advised their listeners, through responsible civic spokesmen, or in “house talks,” to beware of those who are peddling “Get-Rich-Quick Wallingford” schemes built up around television. They should advise their listeners to consult Better Business Bureaus, bankers or attorneys before investing. In that way, the broadcaster not only will perform a public service but will be taking steps to ward off possible future assaults upon the industry itself.
A CITY of traditions, customs and habits; a center of all that is old and hallowed—

In such an atmosphere was reared the most noted of the fourth generation of District of Columbia Lewises—Fulton Lewis jr., Mutual Network's commentator on Washington affairs, the man who single-handedly smashed the barriers that kept radio reporters out of the press galleries of Congress and led the successful fight to obtain equality for radio reporters at White House press conferences and in the Government departments.

Deserved tribute has come to Fulton Lewis jr. ("and don't write it with a capital J") for his lone-wolf fight to gain Congressional recognition for radio as a full-fledged news gathering and disseminating medium. And characteristic of the Lewis procedure was the fact that he obtained separate gallery facilities for radio in the Capitol rather than a poor-relate admission to the newspaper galleries.

The narrative of his gallery fight best tells the Lewis life and habits. It was hardly 18 months ago, shortly after he joined Mutual, that his sense of justice was offended by the decade-long spurning of radio reporters by press gallery occupants. Too busy at the time to do much about it, he gathered his news by telephone and personal contacts, with occasional sittings in the public gallery of Congress where no notes may be taken.

He might have adopted the purportedly common strategy of affiliating himself with a small-town newspaper to obtain press gallery privileges, but that isn't the way he operates. Instead he set about last autumn to get radio its own Congressional galleries. First, of course, he had to get an official rejection from the Standing Committee of the Press galleries, where he had been told radio wasn't allowed in and never would be.

"Try it," he was challenged. And try it he did. When Rep. Dempsey of New Mexico formally introduced in the House a resolution to give radio its own galleries, the newspapermen chuckled at what they deemed a publicity stunt. But when the House Rules Committee took the matter seriously, the press galleries demanded a hearing. The hearing was held, and Fulton, flanked by Transradio's Herbert Moore, stated the radio case.

Meanwhile he had contacted all members of both the Senate and House Rules Committees, and the Senate group had named Senator Gillette of Iowa and Senator Barbour of New Jersey to investigate. At this hearing Fulton was supported by President Neville Miller of the NAB, along with representatives of Transradio and the networks.

The details of the story are too voluminous for narration here, but the crux of Fulton's argument throws light on another of his traits—a habit of foraging for pungent facts. In typical fashion he had probed into Senate and House regulations, uncovering a forgotten Senate rule that each daily newspaper was entitled to one seat in the press gallery. That rule contained no provision for news services such as the Associated Press, United Press and International News, each of which have many reporters in the galleries, nor did it justify the presence by many newspapers of two to 20 reporters each.

Thus it was that the House approved a radio gallery resolution April 20, the Senate five days later. In a few months Fulton Lewis jr. ("remember, a small J") had accomplished what timid broadcasters had for years fonaded as a dream never likely to be realized.

All his life Fulton has ignored negatively lighted addresses. When he played the organ for a movie during his University of Virginia days, he ignored the cue sheets that came with the pictures and

(Continued on page 48)
BEHIND THE MIKE

RAY McCUNL

RAY McCUNL, 48, California radio and newspaper executive, died May 8 at Palo Alto (Cal.) hospital from a heart ailment. At the time of his death he was president of the Mercury (Cal.) Sun, the newspaper, and owner of the Maysville (Cal.) Apoplo-Democrat, and Stanley R. Pratt Jr., formerly manager of KUHB, Wais., took over operation of KHSI, Chico, and KVCC. Redding, Northern California stations, in early May, acquiring title of the Golden Empire Broadcasting Co. In addition to his brother and mother, he is survived by his wife, Mrs. Marjorie McCunl.

EDWARD S. ROGERS

EDWARD S. (Ted) ROGERS, president of WFRB, Toronto, and prominent Canadian radio manufacturer, died May 6 after an internal hemorrhage. He was 38 years old. Well-known as a radio engineer and executive, Mr. Rogers started radio as a hobby when a youth and in 1921 was the first Canadian amateur to successfully broadcast a commercial message.

Bottomley on KWK

JIM BOTTOMLEY, former for- bassman for the St. Louis Browns, has joined the sports staff of KWK, St. Louis, assisting Johnny O'Hara in the KWK broadcasts from St. Louis's Busch's Park. The station's baseball analyst, Bottomley heard between innings, explaining plays and diagnosing the game as it progresses, while guiding the play-by-play description of the games.

KGGO Promotions

JACK KEASLER, former merchandising manager of KGGO, Fort Worth, was promoted to commercial manager May 1, along with Albert Haling, who advanced from publicity-continuity to merchandising-publicity director, and Howard Carraway, from the announcing staff to management, according to an announcement by George Cranston, assistant general manager.

CHARLES PENMAN, production manager and television program director of Don Lee Broadcasting System, Los Angeles, has returned to free lance. Jaime del Valle, who formerly was television program director of WCGO, has returned to that post. The recording he has been producing in Los Angeles has been taken over by Don Lee.

JIMMY BURTON, KLJ, Los Angeles, announcer-producer, has been named assistant to Van C. Neukirk, program director of Don Lee Broadcasting System.

RICHARD N. CHINDBLOI, formerly assistant program director of WBBM, Chicago, has been named program director of WAAP, that city, according to William E. Hutchinson, supervisor of WAAP.

HENRY GLADSTONE. announcer of WBBM, New York, is the father of a girl born recently.

GEORGE McCUNLHA, manager of CBS Hollywood studios, is the father of twin girls, born May 7.

HERNGLY STERLING. CBS. associate radio producer, has been named head of the production department in New York.

JIMMY BURTON, KJL, Los Angeles, announcer-producer, has been named assistant to Van C. Neukirk, program director of Don Lee Broadcasting System.

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STERLING FISHER, CBS director of education and radio talks, has been named a life member of the American Museum of Natural History, New York, by action of its board of trustees at the spring meeting.

TOREY MORSE, announcer at KFBR, Sacramento, on May 1 became the father of a boy.

VARNEIL PARTLOW, formerly with the United Press, has joined KFBB, Sacramento, Cal., as announcer-producer.

RETTY GOODWIN, NBC's first television girl and former fashion editor, in private life Mrs. Bernard Goodwin, is the mother of a boy born May 3.

Claire Mellonino

CLAIRE MELLONINO, 44, nationally known concert pianist, and for nine years staff pianist of KNX, Hollywood, died at Good Samaritain hospital, Los Angeles, on May 5, of heart ailment. Mrs. Mellonino was born in New Bedford, Mass., and made her debut as a concert pianist at the age of 17 with the Boston Symphony orchestra. At the time of her death she was a member of the Los Angeles Philharmonic orchestra. She is survived by her husband, Pierre Mellonino.

PAULINE SMYTH HARDINGE

ONLY lady broadcasting station announcer in the world is Mrs. Pauline Smyth Harding, of CKTB, St. Catherines, Ontario, here revealed as the "F. Pauline Smyth" whose signature might be heard from coast to coast. Mrs. Harding is one of the Canadian Association of Broadcasters' most active and astute members. At its conventions, she is usually the only woman present.

CHARLES LAMMERS, producer of Boone County Jamboree and other shows on WDL, Cincinnati, left recently for a goodwill tour of South America, returning from an inspection trip that took him to Honolulu, Japan, China, the Philippines, Straits Settlements, Ceylon, India, France, Italy, Switzerland, Germany. He plans to use the tour as the basis for a series of programs on world conditions and customs in the best methods of traveling a small budget.

GRACE HOGGETT LENN, former wife of Sinclair Lewis, and former member of the staff of Vogue magazine, has been named executive secretary of the American Association of Advertising Agencies, which she will direct this summer. Mrs. HOGGETT LENN will be through her affiliation with the A.A.A. in Canada. Miss Lewis will be through the office of C.W. Crell, manager of the A.A.A., who will make all arrangements for the summer sessions of the A.A.A., in connection with the A.A.A. convention.

FRED HOEY, well known New England broadcast manager, has returned to WBZ-WIZA, Boston-Springfield, to begin a new series of weekly programs.

THOMAS DI MATTEO, in accordance with the new plan to advance into other department heads of the network, has become the new manager of WSB, Atlanta.

CORD REUTH, formerly a broadcaster in the network, has been named a member of the network's production department.

WILLIAM GORDON BEAD, president of the Canadian Association of Broadcasters, has been named an executive secretary of the National Association of Broadcasters, permanently.

HUGH BEAUMONT and Isota Gaye, both former members of the network, are in Hollywood as winners of the New York division of the Gateway to Hollywood talent contest. Mr. BEAUMONT is participating in the final 13-week elimination series and runner-up in the finals, now in its fourth week, is in New York. Miss Gaye appeared on the April 25 Gateway broadcast.

BRADFORD ANSLEY, senior editor at Emory U, recently was added to the announcing staff of WSB, Atlanta, succeeding John Tillman, now in New York.

MARQUETT BEAUMONT, musical director of WSB, Atlanta, recently was named director of the Radio and Allied Arts Foundation for a six-month study of radio in New York.

ALBERT J. SOUTHYICK, musical director of KWL, Salt Lake City, summoned by Richard Kellington of the KRL, staff, went to Baltimore May 13 to direct the noted Orpheus Club, New York, for their male chorus, before the convention of the National Federation of Music Clubs.

RICHARD HICKSON recently joined the announcing staff of WLYN, Lawrence, Mass.

JOHN FRANKLIN, formerly of WIP, Philadelphia, has joined the announcing staff of WCAU, Philadelphia.

ANNE MAY FITZPATRICK, of the program department, and B. BYRN EDDISON, WIP, Philadelphia, have been assigned to their positions.

LINDSEY JONES has been appointed executive director of Cinematone Corp., now in the process of organizing a network of radio stations.

LILLIAN FISCHER, who conducts the weekly Gal About Town on WNJ, Philadelphia, is to marry the Rev. H. Franck,son, provisional merchant, on June 4.
EARL W. KURTZE, head of the artists bureau of WLS, Chicago, left for Hollywood with a group of artists earlier this year. He went to Hollywood to confer with officials of Republic Pictures concerning an appearance by a WLS artist, Larry Kurtze, in the Republic's forthcoming picture, “The Best Years of Our Lives.”

BROADCASTING

ROGER KRUß, formerly of WBBM, Chicago, has joined the announcing staff of KKSF, Hollywood. He succeeds Robert McReynolds, resigned.

CHARLES SERVICE, new to radio, has joined the announcing staff of WHIC, Sharon, Pa.

HAL WEBB, new to radio, has joined the sports department of KLRA, Little Rock, Ark., as assistant to Dave Banks, KLRA sports announcer.

NELSON OLMSTEAD, special events announcer of WBAP, Fort Worth, is the father of a girl born recently. Mrs. Olmsted is a member of the WBAP dramatic department, known professionally as Alma Rae.

MANNY HARMON, formerly of KAFD, Dallas, has joined the production department of KVOO, Oklahoma City, and has been added to the KVOO announcing staff.

TROTON ROBERTSON, formerly of WOR, New York, and KYW, Philadelphia, has joined the announcing staff of WBT, Charlotte.

BOB GREGORY, for the last five months on the announcing staff of WBT, Charlotte, has resigned.

PAUL SNIDER, formerly of KFBE, Kansas City, has joined the announcing staff of WJJD, Chicago. Lee Lawlor, formerly of WCCO, Minneapolis, has also joined the WJJD staff.

BILL STULLA, formerly of KOA, Denver, has joined the announcing staff of KFPI-KECA, Los Angeles.

DON CLARK, KJH, Los Angeles writer, is the father of a boy born recently.

DOREEN CHAPMAN, formerly doing feature and dramatic work in Los Angeles, has joined H. D. A. B. F., as home economist.

DON STEWARD, formerly of WMEX, Boston, and WECL, Boston, as assistant to Jay Wesley, sports announcer.

JAY MALONE, KNX, Hollywood, continuity writer, has announced his engagement to Maxine Guilely of Glenlake, Calif. A fall wedding is planned.

FLO BALLOU, secretary to Joe Lopez, of WILC, Bridgeport, Conn., died May 20 after a short hospital illness. She was a native of Bridgeport, Conn.

The following is an announcement for the First Radio Daily Newspaper in the World, an exhibit at the Missouri Building at the New York World's Fair:

**The First Radio Daily Newspaper in the World**

**EXHIBIT IN THE MISSOURI BUILDING AT THE NEW YORK WORLD'S FAIR**


**This exhibit shows the method of producing the Post-Dispatch radio daily newspaper—first in the world. The Post-Dispatch Daily Radio Edition has been on the air daily since December 7, 1938. This exhibit is in the Missouri Building.**
to produce a complete line of press

BUD VASHAFFTEN, formerly BOB

PARLEY BAER. now giving

HAROLD KIMMEL, cisco, to

GUILBERT

it

management consultant, as presi-

Ross

Majestic Name Revived

MAJESTIC Radio & Television Corp., new firm recently formed in Chicago, announced May 18 the election of John C. Lasey, former

Major W service director, as presi-

Louisville. The position of assistant

EARL MULLIN, former Chicago

newspaperman who last year joined

by a member of the presi-

office, recently created by combi-

the former publicity and inter-

national departments into a single

department under Frank E. Forsee. The position of

BROADCASTING • Broadcasting a

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BROADCASTING • Broadcasting a
New England Ham Wins Paley Award for 1938

WILSON E. BURGESS, amateur radio operator of Westerly, R. I., has been selected to receive the William S. Paley Amateur Radio Award for 1938 for his heroic performance during last September's New England hurricane. Presentation of the trophy by Mr. Paley, president of CBS, will be made June 6 at a luncheon in the Hotel Pierre, New York, which will be broadcast on CBS.

When all power lines were wrecked, Burgess had rigged a temporary antenna and a battery-operated transmitter. For 46 hours he handled all rescue messages to and from Red Cross national headquarters. Burgess is the third recipient of the Paley Award to amateurs.

Gets Maxim Award

OWEN J. DOWD, 21-year-old amateur operator of WQHB, Brooklyn, has won the 1938 Hiram Percy Maxim Award, according to an announcement of the American Radio Relay League. The award, which consists of a trophy and $100 cash, Dowd wins as WQHB holds the ARRL short-wave international relay station, is well known for his volunteer work in helping the "QSL Bureau" at Helvetica, N. J., where thousands of verification cards intended for amateur operators in New York and New Jersey are received weekly from foreign countries in confirmation of two-way amateur communication. Previous award winners were Victor H. Clark, WSKFC, Phoenix, Ariz., in 1937, and Al Kaline, W9RSO, Webb City, Mo., in 1937.

IRE Convention Plans

UNDER the chairmanship of F. E. Terman, the San Francisco section of the Institute of Radio Engineers made preparations for the national IRE convention to be held at the Mark Hopkins, San Francisco, June 27-30. Visits to the Golden Gate Exposition and combined sessions with the American Institute of Electrical Engineers, making there at the same time, are planned. Technical sessions will cover such recent ultra-high frequency developments as Leland Stanford's rhombohedron and klystron, velocity modulation and television.

ROBERT DONNY, of the technical staff of KOK, Alhambra, and senior at the University of New Mexico, has been awarded a fellowship for graduate study next year in the electrical engineering department of the Rensselaer Polytechnic Institute. The award, amounting to $850, covers full tuition and $400 in research.
THE Business of BROADCASTING

STATION ACCOUNTS
—studio programs
—transcriptions
—spot announcements

WOB, Newark
Chicago National League Ball Club, Chicago, weekly by sp thru Neisser-Meyerhoff, Chicago.

Refrigeration & Air Conditioning Training Corp., Townson, weekly, thru sp, thru National Classified Adv., Chicago.

New York Post, New York (newspaper), weekly by sp thru Amos Parrish & Co., N. Y.

Refrigeration & Air Conditioning Institute, weekly by sp thru James R. Lunke & Associates, Chicago.

Hummelman Co., Newark, (sharing cream), 3 sp weekly by H. M. Kiesewetter Adv. Agency, N. Y.

Television Traders Corp., New York, weekly by sp thru Huber Hope & Sons, Philadelphia.

Greenwich Savings Bank, New York, 6 sp weekly by Metropolitan Adv. Co., N. Y.

KSFQ, San Francisco

Dr. Ross Dog & Cat Food, Los Angeles, 3 sp weekly, thru Howard Ray, Los Angeles.


Chrysler Motor Corp., Detroit (Chrysler cars) 7 sp weekly, thru J. Sterling Getchell, Detroit.

Frida Coffee Co., San Francisco (coffee), 14 sp weekly, thru McCann-Erickson, San Francisco.

WMCA, New York
Heasnof Corp., New York, by sp, thru American Tobacco Co., New York (Cheenists), 5 sp weekly, thru Dillon & Demaret, N. Y.

Executive Life Insurance, New York (tax reduction), 10 sp weekly, thru Warren & Legier, 30 sp weekly.

Poly Hedder Air and Adjustment Bureau, New York, 18 sp weekly, 52 weeks direct.

Air Conditioning Training Corp., Townson, by sp thru Belk-Stewardson Co., Savannah.

Weill & Wilkins, N. Y.

Vita Cake, Youngstown, New York, daily, 5 sp weekly thru Moser & Cotins, N. Y.

KHJ, Los Angeles
McClelland-Stern Co., Los Angeles (bird seed), 30 sp thru Emil Braishcer & Staff, Los Angeles.


WTMJ, Milwaukee
National Dairy Products, New York (Seelakett), 5 sp weekly, thru McKee & Albright, N. Y.


KBS, San Francisco
Cambio Pines, Los Angeles (real estate), 5 sp weekly, direct.


"Big game is old stuff with me—I’m on WRC in Washington."

WBT, Charlotte, N. C.

American Snuff Co., Kansas City, 3 sp weekly, thru Simon & Gwynn, Memphis.

Lily Mills Co., Shelby, N. C., 2 sp weekly, thru Bennett Adv., High Point, N. C.

Perfection Stove Co., Cleveland, 7 sp weekly thru McCann-Erickson, Cleveland.

Bona Allen Inc., Buford, Ga. (shoes), 3 sp weekly, thru Groves, Keen, Atlanta.

WLS, Chicago
Hepburn Diesel Schools, Chicago, 5 sp weekly thru Critchfield & Co., Chicago.


Scribner’s Photo Service, Chicago, daily thru Newboy, Perkin & Flutter, Chicago.

Cleveland Cleaner & Plate Co., Cleveland, 6 sp weekly, thru Campbell-Sanford Adv. Co., Cleveland.

KFDM, Beaumont, Tex.

Humble Oil & Refining Co., Houston, 120 sp thru Frank-Wilkinson-Schneider, Chicago, N. Y.

Bewley Mills, Fort Worth, 100 sp thru Cy Leland Inc., Fort Worth.

WOAI, San Antonio
CSO Labs, Dallas, 3 sp weekly thru Ratcliffe Adv., Dallas.

Webster-Elsohn, New York (Tom Moore cigars), 2 sp weekly thru N. W. Ayer & Son, Philadelphia.

Staeco Inc., New York (Flit), 13 sp, thru McCann-Erickson, N. Y.

American Tobacco Co., New York (Rothsens), 10 sp weekly, thru Lord & Thomas, N. Y.

KTSN, San Antonio

Park & Tilford, New York (Tintex dyes), 13 sp weekly thru Chas. M. Storm Co., N. Y.

Bewley Mills, Fort Worth, 100 sp thru Cy Leland Inc., Fort Worth.

KYA, San Francisco

WTAM, Cleveland
Duquesne Brewing Co., Pittsburgh, 6 sp weekly thru Walker & Dowling, Pittsburgh.

KPO, San Francisco
Lyons Van & Storage Co., Los Angeles (moving and storage) 4 sp weekly thru Chas. H. Magee Co., Los Angeles.

Zontite Products Co., New York (Fortnum’s toothpaste), 2 sp weekly thru Owen & Dinger, N. Y.


Procter & Gamble, Cincinnati (Dreft), 5 sp weekly thru Blackett-Sample-Hummert, Chicago.

Procter & Gamble, Cincinnati (Oxylod), 5 sp weekly thru Blackett-Sample-Hummert, Chicago.


WGR, Cleveland

Land O’Lakes Creameries, Minneapolis (butter), 4 sp weekly thru Campbell-Mithun, Minneapolis.

Radio Electric Television School, Detroit, weekly sp thru Rickard, Mulherler & Hicks, Detroit.

Practical Diesel Training Co., Detroit, weekly sp thru Rickard, Mulherler & Hicks, Detroit.

WHO, Des Moines

Park & Tilford, New York (Tintex dyes), 13 sp, thru Chas. M. Storm Co., N. Y.

Protter & Gamble Co., Cincinnati (Dreft), 5 sp weekly thru Blackett-Sample-Hummert, Chicago.

Protter & Gamble Co., Cincinnati (Oxylod), 5 sp weekly thru Blackett-Sample-Hummert, Chicago.


KWOS, Jefferson City, Mo.
Hyde Park Bakeries, St. Louis (beer), 22 sp weekly thru Ruthraft & Ryan, N. Y.

B. F. Goodrich Co., Akron (tires), 7 sp weekly thru Ruthraft & Ryan, N. Y.


Beatrice Creamery Co., Des Moines thru Lord & Thomas, Los Angeles.

KGO, San Francisco

KCFP, Montreal
Kilk Co. of Canada, Montreal (soft drink), daily & thru General Broadcasting Co., Montreal.

Tawannes Watch Co., Montreal, daily sp, direct.


Onyx Oil & Chemical Co., Montreal, 13 sp, direct.


C. E. Fulford Co., Toronto (medicinal), 260 sa thru Metropolitan Broadcasting Service, Toronto.

Ostex Co., New York, daily sa thru Steuerman Adv., N. Y.

WGN, Chicago
Luhn & Fink Products Corp., New York (Hinds Honey & Almond Cream), daily sa, 8 weeks thru Wm. Esty & Co., N. Y.


Television Training Corp., New York, 5 sp weekly thru Huber Hope & Son, N. Y.

Dodge Brothers, division Chrysler Corp., daily sa, 2 weeks thru Ruthraft & Ryan, N. Y.

KNX, Hollywood


Ford, Park & Tilford Co., New York (Tintex dyes), 13 sa thru Chas. M. Storm Co., N. Y.

Protter & Gamble Co., Cincinnati (Dreft), 5 sp weekly thru Blackett-Sample-Hummert, Chicago.

Protter & Gamble Co., Cincinnati (Oxylod), 5 sp weekly thru Blackett-Sample-Hummert, Chicago.


WDAY, Fargo, N. D.
Hall Hardware Co., Minneapolis, sa series, thru Campbell-Mithun, Minneapolis.

Tegge-Jackman Cigar Co., Detroit (Fortran’s cigar), series thru MacManus, John & Adams, Detroit.


Nash Co. of Minneapolis, sa series, thru Erwin Wasey & Co., Minneapolis.

KSDK, Des Moines
Continental Baking Co., New York, 52 sp thru Benton & Bowles, N. Y.

Iowa Chiropractors Assn., Des Moines, 6 sp weekly.

Des Moines Packing Co., 6 sp weekly, thru R. J. Potts & Co., Kansas City.

WNAX, Yankton, S. D.

Casting & Pierce, N. Y.


BROADCASTING • Broadcast Advertising
MENNEN Co., New York, on May 8 started sponsorship of Mark Hawley's 8-8:15 a.m. Transradio news reports, Mondays, Wednesdays and Fridays, on WOR, Newark; and through the account, has sponsored the program on these days for the last three years. H. M. Kiesewetter Adv. Agency, N. Y., handles both accounts.

BOWLES LUNCH LTD., Toronto (chain) is sponsoring all games of the Toronto Maple Leaf Baseball Club, International League at CRLK, Toronto, with Al Lear, CKLJ manager, as sportscaster.

NATIONAL DRUG & CHEMICAL Co., of Canada, Toronto, has taken the third-quarter-hour of CKL, Toronto, daily morning radio newspaper, through A. McKim Ltd., Toronto.

MRS. BAIRD'S BREAD Co., Dallas, on May 1 started 26-week sponsorship of five quarter-hour Listener's Club transcriptions weekly on WFAA, Dallas, thru Tracy-Conn, Dallas, account.

Coca-Cola Bottlers of North Texas recently renewed for one year Bing's Sam transcriptions on WFAA, Dallas, thru WFAA, Dallas, account.

THE "Awful Fresh" MacFarlane Candy Stores, opening new stores in the San Francisco bay area recently launched a six-week radio campaign on six stations in San Francisco and Berkeley. Bottorf, Constanine & Gardner, is handling the account.

STUDEBAKER Sales Co., of Chicago has started six-week quarter-hour newscasts featuring Vinny Dundy on WCFL, Chicago, 6-6:15 p.m. Schwimmer & Scott, Chicago, is agency.

AIR CONDITIONING & Training Corp., Youngstown, O., has added CKLW, Windsor-Detroit, to the 12 stations (Broadcasting, May 1), carrying its new program on the CKLW series featuring Val Clare will be heard daily 5:45-6 p.m. Weil & Wilkins, New York, handles the account.

CLUEET, PEABODY Co., New York, has added No. 16 of nine 20-city network's feeding Grimm and Fitch's 16 talks six times weekly on WCAC, Philadelphia, WGN, Chicago, and KNX, Los Angeles, on May 1 started a similar program for Sanforized-Strunk shirts on WXYZ, Detroit, 9-9:15 a.m., Young & Rubicam, New York.

STANBACK Co., Salisbury, N. C., is sponsoring a half-hour music-quiz program six times weekly on WMPS, Memphis; the half-hour musical Jamboree for Rupprecht six-weekly on WCPO, Cincinnati, and 12 spot announcements weekly on WNOX, Knoxville. J. Car- son Branly Adv. Agency, Salisbury, handles the account.

C. C. AGATE, former assistant advertising manager of Jacob Ruppert Brewery, New York, on May 1 started advertising manager of Piel Bros. Brewery, Brooklyn.
**Farm Program, broadcast**

*Fifty-three to six.*

**Forty-five each week-day morning;**

**Far and away, Kansas City's finest daytime radio show!**

**Free & Peters can show you acts in a new mail map**

**Full of Fresh Figures—fairly bursting with fertile Sales Possibilities for Alert Advertisers!**

**Fr gosh, sakes, Fone them today!**

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**SEAL-ZITE PRODUCTS Co., Los Angeles (paint cleanser), which recently appointed Calliebuck Sudler Co., that city, to direct its advertising, on May 8 started a 12-week southern California campaign, using participation six times weekly in the combined Sunset-Sunrise and Housewife Detective League programs on KKNX, Hollywood. Other Pacific Coast radio is also being planned.**

**LOOK Inc., Des Moines, Ia. (magazine); on May 9 started Your Morning Recording, opening the WYMT, Chicago, Tuesday, Thursday, Saturday, 8-8:15 a.m., Full & Co., Des Moines, handles the account.**

**ROSCO Co., New York (mill amplifiers); on May 13 was to start Your Morning Recording on WGN, Chicago, Monday, Wednesday, Friday, 8-8:15 a.m., Kenyon & Eckhardt Inc., New York, handles the account.**

**GALVESTON-HOUSTON Breweries, which last year sponsored homeball were announcements on KYRO, Longview, Texas, has resumed the broadcasts for the 1939 season.**

**LOOSE-WILES BISCUIT Co., Long Island City, N. Y., is sponsoring Gospel Singers, 12:30-12:45 p.m. Mon., through Sat., on KTW, Philadelphia. Agency is New-Ennmett Co., N. Y.**

**HOBEN Co., New York (mill products); on May 8 started Painted Dreams, five-week morning quarter-hour serial, over WGN, Chicago, for 52 weeks. The serial program is its eighth year on WGN, but this is the first time for Borden, Young & Rubicam, New York, handles the account.**

**BROWN & WILLIAMSON Co., Louisville (Bugler smoking tobacco), has started twice-weekly quarter-hour transcriptions titled Night Parade on WWL, New Orleans, and WGY, Schenectady, Russell M. Sears, Chicago, handles the account.**

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**TRANSCRIPTIONS**

**HAVING foreclosed on a chattel mortgage, retaining all shows of the defunct Atlas Radio Corp., Lou B. Winston has re-entered the transcribed radio production business under firm name of his former company, Radio Producers of Hollywood, with offices and studios at 850 No. Western Ave., Hollywood. Shows were produced by Winston and sold to Atlanta. Firm has started production of 21 new serials.**

**IRVING FOGEL, head of Irving Fogel & Associates Inc., Hollywood production unit, is to go to Washington, D. C., in mid-May for conferences with government officials on the transcription service, The United States Government Reports.**

**STANDARD RADIO Inc. announces the following new subscribers to its library service: YAOI, San Antonio; KSAL, Salina, Kan.; WOCS, Peoria, Ill.; WJEJ, Hagerstown, Md.; WHTT, Hartford, Conn.; Teleprox Inc., Washington, D. C.**

**RADIO CENTRE Ltd., based in New York, has succeeded Groves & Federico Broadcasting Agencies, with offices in California and Toronto, headed by D. S. Groves. The new organization has purchased the Canadian transcription library of the old company and is acquiring the facilities of True Tone Recording Co., Toronto. Added to the staff at Toronto are George Wright, formerly manager of CRCV, Vancouver, who becomes a director of Radio Centre; Austin Kraloff, formerly with the Bell Telephone Potts, formerly in newspaper advertising; and Jack Hall of Associated Broadcasting Co., Toronto.**

**RADIO ATTACHMENTS Inc., New York, in its first quarterly business report, indicated more than 75 stations will be carrying its Shadow of a Fallen Icehouse transcribed series by early fall. smash the national, regional and local advertisers sponsoring the series are the Des Moines Register & Tribune, Des Moines; L. S. Grae, Minneapolis; The Wisconsin State Journal, Madison; L. D. Miller, Chicago; The Chicago American, Chicago; the Chicago Daily News, Chicago; and the Personnel and Executive Service of the Hearst-Republic System, New York.**

**STANDARD RADIO on May 1 moved its Chicago studios and offices to 300 N. Michigan Ave, Milton M. Blitk is the Chicago executive.**

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**Millerfilm Obtains Grombach Plants**

**THE ENTIRE plant and equipment of Jean V. Grombach Inc. and the recording facilities of its associated Motion Productions Recording Service Inc. have been purchased by Miller Broadcasting System Inc., formed last year to exploit film recording according to an announcement May 9 by David D. Chrisman, commercial manager of the Miller firm.**

**Miller Broadcasting System has already occupied the studios and offices of the Grombach plants in Steinhart Hall, 113 W. 57th St., New York, and has absorbed some of the personnel and executive staff of the former companies. It was announced that Advertisers Recording Service will continue to function as a separate unit for recording programs on wax or acetate.**

**James A. Miller, the developer of the Millerfilm system of open recording, has been elected president of Advertisers Recording Service; E. E. McCutcheon, treasurer, and D. L. Provost, commercial manager. Mr. Miller continues as president of Miller Broadcasting Systems.**

**Bill to Ban Recordings On Radio Draws Protest A BRIEF assailing the bill proposed by Senator Perry to prevent unauthorized recording of radio broadcasts, which recently passed in the New York Senate, was filed May 8 with the rules committee of the State Assembly by Henry Pottab, counsel for Audio-Scriptions, New York, recording firm offering a transcription library service. Audio-Scriptions recently sent out a letter of protest to all members of the legislature, claiming that the bill "is an attempt to restrict the freedom of the air.""**

**Antrol Eyes East**

**ANTROL LABORATORIES, Inc., Los Angeles (insecticides) seasonal users of radio, in a brief campaign which started May 2 is using six 30-minute dramatized transcripts announced on KPO, San Francisco and KGB, San Diego, and three a week on KFI, Los Angeles. It is planning an extensive campaign in selected eastern centers, during June, July and August, using participation programs. List of stations is now being made up. Agency is J. Walter Thompson Co., Hollywood.**
The FTC officers could be of great help in health matters. The 24th Annual Conference of the Association of State and Territorial Health Officials was held in Memphis, and state and territorial health officials cooperated in helping curb false and misleading advertising of proprietary and other products in speeches delivered recently at health conferences in Washington and Memphis.

Speaking at the FTC, Dr. K. E. Miller, medical adviser of the FTC, said that control of advertising, as it pertains to products for home use, constitutes a serious public health problem. Dr. Miller told his audience that local officials could do great service to the FTC in speeding up the exercise of its increased powers under the Wheeler-Lea amendment through their local efforts.

Most advertising media—especially radio and magazines—go beyond the bounds of any one state health officer's jurisdiction, he commented, but these officials may play an increasingly important part in the regulation of advertising with the development of state legislation paralleling the controls granted in the Federal Trade Act. Summing up his recommendations, Dr. Miller suggested that state legislatures enact proper accessory laws to control the interstate traffic outside federal jurisdiction; establish and maintain food and drug laboratories for analyses of sample products; develop fuller cooperation of local officers in recommending and securing local assistance and expert testimony in hearings called by the FTC, and carry out publicity measures to educate the consuming public.

WMCA Named in Suit

SUIT charging libel and asking for $500,000 damages was filed in Supreme Court at New York by the Metropolitan Life Insurance Co., New York, against the Knickerbocker Broadcasting Co., which operates WMCA, New York. The suit charges that defamatory statements about the insurance company were made by Donald Besdine broadcasting commercially for the Policy Holders' Aid and Adjustment Bureau, New York, on 22 separate programs on WMCA.

Local Bodies Are Urged To Aid Fair Trade Work Of Federal Government

STATING that control of advertising, as it pertains to products for home use, constitutes a serious public health problem, Dr. K. E. Miller, medical adviser of the FTC, called upon state and local health officers to cooperate in helping curb false and misleading advertising of proprietary and other products in speeches delivered recently at health conferences in Washington and Memphis.

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Pacific Ad Session

PACIFIC Advertising Clubs Assn. will hold its 36th annual meeting in Oakland, Cal., June 25-29, with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, as chairman of the radio departmental. More than 1,000 guests and delegates are expected at the convention, including many radio representatives. Entertainment plans include visits to the Golden Gate Exposition.

DANIEL S. TUTHILL, assistant managing director of NBC Artists’ Service, has been named chairman of the entertainment committee for the 35th annual convention of the Advertising Federation of America, to be held June 18-22 at the Waldorf-Astoria Hotel, New York.

GILBERT WELLINGTON, with offices in the American Bank Bldg., Seattle, has been appointed special representative of the new KFAB, Fairbanks, Alaska, 1,000 watts on 610 kc., construction of which starts about June 1. Capt. A. E. Lathrop, Alaskan industrialist, and his secretary, Miriam Dickey, sail for Alaska May 17 after spending several months in Western cities making arrangements.

PONIO & CO., New York, station representatives, has moved to larger offices in the same building, 10 W. 44th St. New telephone number is Vanderbilt 6-3816.

ALL-CANADA Radio Facilities, Toronto, has announced its appointment as representatives of VONE, St. John’s, Newfoundland, which recently installed a 12,000 watt transmitter under the Broadcasting Corp. of Newfoundland.

WGMT, Wilson, N. C., has appointed Cox & Tanz to represent the station nationally.

GEORGE P. HOLLINGER & Co. has moved its Chicago office to new and larger quarters at 307 N. Michigan Ave., phone. State 3059.

J. FRANK JOHNS, of the Chicago office of Howard H. Wilson Co., national representatives, married Miss Lena Reed May 6.

WYTHE WALKER & Co., Chicago representative firm, has moved to 300 N. Michigan Ave.; phone, State 6057.

CFS, under construction at Owen Sound, Ont., will be on the air late this summer, according to owner Howard Fleming.

WHAT a client sees from the audition room of N. W. Ayer & Son’s new radio station in New York includes this eight position mixer, two twin turntables and both types of standard microphones, which equipment enables the Ayer staff to simulate every kind of pickup condition, including those of all three national networks. A portion of the main studio is glimpsed through the monitor’s window, beyond all the dials and gadgets.

KEN SOBLE, president of Metropolian Broadcasting Service Ltd., Toronto and general manager of CHML, Hamilton, Ont., is to marry Frances Leibl, University of Toronto co-ed, Sept. 5.

HARRY ACKERMAN, after a two-month illness, has returned to the Hollywood production staff of Young & Rubicam.

GEORGE P. MACGREGOR, formerly an executive with Young & Rubicam, New York, on May 1 joined the executive staff of Ruthrauff & Ryan, New York.

E. H. GIRARDIN has been appointed production manager of Martin Allen Adv., Los Angeles.

DON HENSHAW, radio executive of the Toronto office of A. McKim Ltd., has been added to the staff of “Radio in Canada” in Ottawa, Kitchener, Montreal, Hamilton and London, Ont.

HUBBELL ROBINSON, Young & Rubicam, New York, supervisor of radio production, is in Hollywood to confer with agency executives.


DEVEREUX & Co., Utica, N. Y., has moved its office to 226 Genesee St.

NEW KERNER, formerly of Gene Mann Agency, Los Angeles talent service, has joined Mitchell Gerta Inc., Hollywood, as head of its radio division.

TOM FIZDALE, Inc., publicity and public relations counsel with offices in New York, Chicago, Hollywood and London, has opened a branch office in the Munsey Building, Washington, D. C.

EDWIN M. PHILLIPS, president of Edwin M. Phillips & Co., New York, is leaving the advertising field to deal in sales promotion and marketing at his present address, 420 Lexington Ave. The entire Phillips staff and all accounts are being absorbed by Vance, Lynch & Fishel, New York.

STERLING ADV. AGENCY, New York, this month is celebrating its 25th anniversary with the founders still in charge: Stul M. Brumman, chairman; Joseph S. Edelman, president; Herbert D. Melbourne, treasurer, and William Forney, secretary.

LEO TURTLEDOVE, recently resigned from Columbia Management Inc., Hollywood subsidiary of CBS, has established his own talent agency at 1008 S. Vine St., that city.

HOWARD J. PERKINS, formerly a director of John B. Rogers Producing Co. of Ohio, has joined H. Charles Siegel Adv., Los Angeles, as radio account executive.

CENTURY ADV. AGENCY, Detroit, is the new name of the former S. M. Epstein Co. The agency’s offices are in the Industrial Bank Bldg., Detroit.

Page 54 • May 15, 1939

To the Ladies

KGW sells smart apparel for Charles F. Berg, Inc.

As the seasons come and go, Charles F. Berg, Inc., popular women’s store in Portland uses KGW to build sales volume. Speaking of results, Forrest Berg, President, says:

“KGW in the Portland market has been a decided factor in helping me merchandise my women’s apparel departments, as well as sell Charles F. Berg, Inc., to the style-conscious women of Portland.

“The Chumley instrumental and vocal trio, plus transcribed customer interviews taken directly in the various departments, has proved a success from my first broadcast.”

FORREST BERG, President
Charles F. Berg, Inc.

KGW RADIO STATIONS OF THE OREGONIAN
PORTLAND • OREGON

REPRESENTATIVES
EDWARD PETRY & CO., INC., New York, Chicago, Detroit, San Francisco, Los Angeles

BROADCASTING • Broadcast Advertising

Minneapolis
Saint Paul

Rex

Northwest's Leading Radio Station

50,000 Watts Soon

Lowest Cost Per Listener in Twin Cities Area

WWW.AMERICANRADIOHISTORY.COM
**SPRINGFIELD, WARNER & CO., Chicago (partnered with the Chicago Sun-Times), Chicago, has announced a series of spot announcements.**

**GERBER & CO., New York (cheese), to Charles Hort Co., N. Y.**

**ALLEN & DU MONT Labs., Pasac. Ave. (television sets), to Lassen & Mitchell, N. Y.**

**SEECHAM LABORATORY, Osawamuckon, Hudson, N. Y. (Doxorubicin), to Morgan-Reichner & Co., N. Y.**

**MILWAUKEE COCA-COLA Bottling Co., to Vanderbie & Redmond, Chicago.**

**STEPHANIE LAANG Co., New York (cosmetics), to Raymond Levy Org., New York.**

**AGENCY Appointments**

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<th>Agency</th>
<th>New Name</th>
<th>City</th>
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<th>Services</th>
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<td>North American</td>
<td>Chicago</td>
<td>Robert B. Frame</td>
<td>Field operations</td>
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<td>Field operations</td>
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<td>John C. Cornelius</td>
<td>Field operations</td>
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**PRUDENTIAL INSURANCE Co. of America, New York, to Benton & Bowles, New York, to Publicis-Grey Adv. Agency, San Francisco.**

**VADS CO., San Francisco, to Deutch & How Adv, New York.**

**SHASTA WATER Co., San Francisco (mineral water), to Gerth-Kodlin Adv. Agency, San Francisco.**

**COMMERCIAL ADVANCEMENT, Inc., to American Radio History, New York.**

**YES TV, Los Angeles, to ABC.**

**FREE-THE-DOG, Inc., to CBS.**

**THE CHRISTIAN SCIENCE MONITOR, to CBS.**

**THE BOSTON HERALD, to ABC.**

**THE BOSTON GLOBE, to ABC.**

**WORLD OF DANCE, to ABC.**

**NOVEMBER, to ABC.**

**ARMS AND INSURANCE, to CBS.**

**THE NEW YORK TIMES, to ABC.**

**THE NEW YORKER, to ABC.**

**THE NEW YORKER, to ABC.**

**THE NEW YORKER, to ABC.**

**THE NEW YORKER, to ABC.**

**THE NEW YORKER, to ABC.**

**THE NEW YORKER, to ABC.**

**THE NEW YORKER, to ABC.**

**STIMULATING as a cup of Coffee**

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<td>AM</td>
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** Every commercial is delivered by an announcer whose voice is best suited to the product.**

**Let the Regional Station with the Clearest Channel Coverage “SELL YOUR STORY”**

550 Kilocycles

**MeYER BROADCASTING Co.**

Bismarck, North Dakota

Gene Furgason & Co.—National Representatives
HOW'S SALES IN DOG SCRATCH?

Get out a little way from Louisville, and you'll quickly see why there's not much use in going outside the Louisville Trading Area for your Kentucky business. ... That observation promptly brings you to WAVE—the one radio station that gives you what you want in Kentucky—and nothing else! May we show you how much we can do—for how little cost?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

RADIO

ADVERTISERS

CANNOT AFFORD TO LOOK OVER THE POSSIBILITIES OFFERED BY THE CANADIAN MARITIME PROVINCES AND BY NOVA SCOTIA IN PARTICULAR.

This area is served by:

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

STUDIO NOTES

WFBL, Syracuse, for the third time is sponsoring the WFBL Radio Shoot during the annual New York State Skeet Shooting Championship at the Onondaga Skeet & Trap Club, Syracuse, May 27-29. WFBL also will cover the championship shoot, with Leo Boley at the microphone.

NBC-Chicago announces an all-time high in network productions originating in Chicago. Evening commercials are scheduled for three weeks total 5/4 hours, while quarter-hour daytime commercials total 115 periods weekly. One half-hour weekly commercial and an hour weekly commercial are also aired. Sustainers include three-quarters weekly, plus 10 half-hours daily, four half-hours nightly, nine full hours daily, and six three-quarter hour periods. Total commercial and sustaining is 70 hours of Chicago network production weekly exclusive of dance orchestras.

ROBERT SELITTZ has been transferred from the New York radio desk of United Press to the UP radio bureau in Chicago, which on May 1 was moved from Cleveland to Columbus, State capital. William Engele, a former UP employee, has been hired as another addition to the Ohio radio staff. The new service's headquarters also reports that its service has recently been expanded by stations WITI, Williamson, W. Va.; WORL, Boston; WBBZ, Ponce City, Ga.; KOC, Oklahoma City; KFBB, Great Falls, Mont.; WPO, Bristol, Tenn.; WTCM, Ocala, Fla.; and KDHO, Sedalia, Mo. A new long-term contract with UP for its radio news service has also been signed by WLAP, Lexington, Ky.

OVERFLOW audience of nearly 1,000 persons attended the annual spring party of the WPEN-Daily News Women's Service Club May 5 in WIP's large auditorium. A four-hour program was presented. Joe Dillon, announcer, was master of ceremonies, and guests were greeted by Manager Arthur Simon.

WERC, Cincinnati, presents transcribed music with baseball scores and retransmits quarter-hour intervals on the 3:15-3 p.m. six-weekly Baseball Musical Scoreboard. Ross Mulholland, WERC announcer, superintends as master of ceremonies, and Allen Stout, sports commentator, supplies the scores and surveys. WERC also carries regular sports programs at 1:30, 5, and 10:25 p.m. NBC's House of the Radio Shoot.

WKY, Oklahoma City, has transcribed a series of the experiences of Major Gordon W. Lillie, the famous "Pawnee Bill" of frontier days, and after broadcasting the series will present the records to the Oklahoma State Historical Society. The series was planned and executed by Daryl Mecallister and John Shafer.

KGNV, Amarillo, Texas, recently promoted the Good Will Tour of the Wichita Chamber of Commerce with a special quarter-hour program preceding arrival of the special train at Amarillo that rounded up about 5,000 Amarillo citizens to greet the special as it rolled into the station. Upon arrival, the personal of Herb Hollister, of KANS, Wichita, several speakers and entertainers were driven to KGNV studios with a police escort, which they participated in another 10-minute program. The features were arranged by KGNV Manager O. L. (Ted) Taylor, through consultation with Manager Hollister.

KFRU, Columbia, Mo., has added a regular scholastic department to its nightly sportscast, America's Finest Broadcast. The Department, which will feature student reports on the Columbia Missourians, published by students and personnel of the University of Missouri school of journalism, presents an account of the activities of the state's high schools, universities and colleges in a five-minute spot each night. The remainder of the quarter-hour broadcast, devoted to national sports, is handled by George Guyan, KFRU sportscaster.

The "Theatre Specialist Since 1928"

SCIENTIFIC

LOW TEMPERATURE COEFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolodite Air-Gap Holders in the 600-1,500 kc. band. Frequency drift guaranteed to be "less than three cycles per minute, plus 7,000 cycles per degree centigrade change in temperature, accuracy plus or minus .01%.

ORDER DIRECT FROM

radio service

124 J ACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

BROADCASTING • Broadcast Advertising

Page 56 • May 15, 1939

www.americanradiohistory.com
Collects Premiums

THE hobby of Faylon Giest, musical director of KMA, Shenandoah, Ia., is collection of premiums offered on radio programs. He has a premium from every offer on KMA last year, and watches offers on other stations as well as networks.

WGN, Chicago, transmitted Women in the News recently on its regular experimental MBS facsimile program. Featured were the Crown Princess Martha of Norway and Beatrice Von, movie and radio star. WLW, Cincinnati, devoted its portion of the network facsimile to weather reports, a weather map and sports returns. WOB, Newark, is sending out its first comic strip of the air, while WJK, Cleveland, devotes its facsimile broadcasts to feature material.

WMEX, Boston, KOB, Albuquerque, and WHOM, Jersey City, recently signed with INS for full coverage.

WESTERN CANADA Floor Mills, Toronto, for Holvis Bread, is running a morning exercise program for women on CKCL, Toronto, direct from the gymnasium of the League for Health and Beauty, with which the Holvis Co. in England also is working. Women wanting to take the exercises write in for an exercise chart, which outlines exercises given at the gym. The program is a test, and may be extended in the autumn. A. McKim Ltd., Toronto, placed the account.

KMOX, St. Louis, was host recently to 800 members of the advertising clubs sponsored by the Women’s Advertising Club of St. Louis. Speakers included Mrs. Erna Perham Proetz, executive vice-president of Gardner Adv. Co., Mrs. Herbert Cost, the Harry Lee Taylor of the Pet Milly Way Kitchen, and Merle S. Jones, KMOX general manager.

WCSC, Charleston, S. C., recently carried a series of special programs designed to quell a near-panic in the city resulting from a sudden outbreak of infantile paralysis, contacting the local health authorities and presenting Dr. Leon Banor, city health officer, in a quarter-hour address.

NEW HOME for CKGB, Timmins, Ont., is being built in the combined new CKGB and Timmins Daily Press plant, to replace the structure gutted by fire early in April. The new plant is being built at a cost of $150,000, and will contain, in addition to studios, an auditorium seating 250.

CANADIAN Association of Broadcasters has issued a list to Canadian advertising agencies showing the summer time on which each of the 61 member stations and the 10 CBC stations operate.

KGER, Long Beach, Cal., has taken a ten-year lease on the entire sixth floor of the Knickerbocker Bldg., 445 S. Olive St., Los Angeles, for a total consideration of $60,000. It is being remodeled for Los Angeles executive offices and remote studios. Present Los Angeles offices and studios are in the Clark Hotel Bldg.

ENDORSEMENT of Gov. Saltonstall has been received by WEEL, Boston, for its Massachusetts There She Stands, a series of interviews with prominent industrialists, experts and artisans in various branches of industry, is a simulated atmosphere reproducing actual working conditions. It takes “pulling power” to make radio programs pay out. It takes “low cost pet inquiry” to produce profits. Will WHK-WCLE deliver these?

<table>
<thead>
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<th>W</th>
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<tbody>
<tr>
<td>TC</td>
<td>1,000 Watts DAY &amp; NIGHT</td>
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<td>TC</td>
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<td>TC</td>
<td>1230 KC</td>
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BROADCASTING • Broadcast Advertising

May 15, 1939 • Page 57
WLW-WSAI Contract

CONTRACT covering the 70 staff actors, singers, announcers and writers employed at WLW and WSAI, Cincinnati, was signed May 4 by Emily Holt, executive secretary of the American Federation of Radio Artists, and James D. House, vice-president of the Crosley Corp. in charge of broadcasting. Contract became effective May 14 and runs until Oct. 31, 1940. AFRA has also negotiated a contract with WRJN, Racine, Wis., resolving a strike situation which had arisen there. Mrs. Holt is still in St. Louis, negotiating with station managers for contracts for staff artists in that city.

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Radio
ALLIED RADIO Corp., Chicago, has placed on the market a new professional type Knight high-fidelity transcription and record player embodying remote control operation through a compact hand-size control unit which operates as far as 50 feet from the player itself. In addition to the remote control, which will stop or start the turntable and control volume, it includes built-in high-fidelity amplifier with 4 watts output, new Minnetonka 10-inch F. M. dynamic microphone; transcription type pickup; heavy duty piano motor for 150 volts A.C. or D.C.; and built-in tone control.

KSD, St. Louis, is sending a truck through Missouri and Illinois to stimulate public interest in facsimile by exhibiting the equipment used in transmitting and receiving the daily radio editions of the St. Louis Post-Dispatch. The display includes a receiver, copies of the paper and facsimile operation.

WHN, New York, has purchased recording equipment from Fairchild Aircraft Camera Corp. and started a new department which will record programs over the air for the station and its clients. George DePue, assistant manager of the station, has been made manager of the transcription department.

FIRST sea-going vessel to carry electrical transcription mechanism for reproducing "vertical cut" recordings is the 88-foot "Pamun" which was recently equipped with such apparatus by Lansing Corp., New York dealers in Western Electric sound reproducing equipment. Disturbance of the mechanism's delicate adjustment by the motion of the ship, which has halted previous attempts to use this type of equipment on shipboard, was overcome by a special device in which forces oppose this disturbing motion and cause the reproducer to function as it would solidly mounted. Special recordings made by WBS will be played for the entertainment of passengers at sea. In the grand salon, sun deck, swimming pool, deck cafe and bar of the ship.

WBOY, Knoxville, has completed installation of a 120-foot vertical radiator and new transmitting plant at the Fireproof Storage Bldg. in the northeast section of Knoxville's business district. Glenn D. Gillett, consulting engineer, is to complete a field survey of the new transmitter in May.

THE four microphones dipped in gold being used to flash the voice of Britain's King on the arrival of the Royal couple in Canada on May 15 is Western Electric instruments, which were finished in the gold plating laboratories of the Northern Electric Co. of Canada. Ninety more of a different type, each surrounded by a gleaming crown of sterling silver, will be placed at the King's disposal.

GROUND was broken May 9 for the new Western Electric transmitter of WIBW, Glendale Pk., to be housed in a one-story building to be erected on Cheltenham Ave. at Lindell Plz. just over the city line from Philadelphia. A 250-foot self-supporting light weight vertical radiator, with a new type ground system consisting of 120 radials, also will be installed. Studios are to be completely re-equipped.

BROADCASTING • Broadcast Advertising

ONE-MINUTE ANNOUNCEMENTS

By NORMAN MacKAY

AGENCIES seem to have gone haywire in the matter of one-minute dramatized announcements. More of them are making transcribed one-minute announcements every day. They evidently believe that they are necessary to do a good selling job . . . but they defeat their own purpose.

Where can you schedule a one-minute spot that will be attractive to the agency, that will do a selling job for the advertiser, and be pleasing to the radio audience? Just think it over.

They must be next to a good network feature or feature of established local interest . . . to please the agency and advertiser. They cannot go between network commercial programs, they cannot go between local commercial programs, they cannot run into any network sustaining program that is talk or news or drama . . . nor can a network station cut a short chain program that is talk or drama or news in order to get a minute spot in before the next commercial program.

Obviously then, they must either follow a local news broadcast or local or network program that is followed by sustaining music. If they follow news, usually sponsored . . . we have a minute of advertising following a plug just completed for the news sponsor. Sustaining music following network shows is very scarce; stations usually have announcement periods in such spots, if not local programs. But the one-minute announcement must be well separated from other spots, because it pays a higher rate.

It's a problem, I tell you . . . wish we had more of them.

Knox Sports on WOR

CHAS. B. KNOX GELATIN Co., Johnstown, N. Y., on May 9 started News & Views of Baseball with Pat Barnes and Ralph Dunke on WOR, Newark, heard preceding Red Barber's baseball broadcast Tuesdays through Sundays from 3 to 3:10 p.m. The programs, devoted to highlights of the day's games, will be heard for the remaining 20 weeks of the baseball season, Kenyon & Eckhardt, New York, places the account.

BUILT BY 1,787,540 UNSEEN HANDS

Hands of farmers, stock raisers, truckers and filling station attendants. Hands of railroad men, lawyers, clerks and store-keepers. Masculine hands that earn the living in 893,770 Kansas homes. Feminine hands that control the family purse strings. Hands that for years have consistently turned their radio dials to "580". Hands that have voluntarily written us hundreds of thousands of grateful letters.

These are the host of friendly, unseen hands that . . . by their ever-increasing purchases of WIBW-advertised products . . . have built for us this new, ultra-modern transmitter. For you they have built a broader, richer, Kansas-plus market. Let us tell you about it!

*WIBW's productive, uncrowded frequency.

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

Ben Ludy, Manager

Represented by CAPPER PUBLICATIONS, INC.

New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

May 15, 1939 • Page 59
FCC Seeking Test Of Appeals Court
Asks Supreme Court to State Limits of Lower Tribunal

A LAST-DITCH effort to have the U. S. Supreme Court define the limits to which the lower court can go in overriding decisions of the FCC involving new station grants will be undertaken by the FCC in its drive to check the series of adverse decisions meted out by the U. S. Court of Appeals for the District of Columbia.

The so-called Pottsville case, involving the FCC's denial of the application of Pottsville Broadcasting Co. for a new local in the Pennsylvania city, will be used as the vehicle for the Supreme Court test. William J. Dempsey, FCC general counsel, following a new decree by the lower court May 5 denying his petition for rehearing, immediately began conferences with Solicitor General Robert H. Jackson looking toward a petition for a writ of certiorari seeking Supreme Court review.

The commission had contended, in seeking the rehearing, that the court had overstepped its authority in denying the commission's denial of the Pottsville application, and in instructing it to reinstate the case on the original record, without the fact that the FCC's staff argued that the court was not a supervisory administrative body but a judicial tribunal, and therefore could not decide whether a particular applicant should or should not be allowed to go on.

The court was notified that if it denied the rehearing, the Commission desired to seek Supreme Court review, and it asked that the writ of mandamus, requested by counsel for Pottsville, be issued to permit the case to proceed to the Supreme Court.

WWNC
ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

“The Quality Market of The Southeast”

Waldorf's Television

The Waldorf-Astoria Hotel, New York, has purchased two RCA television sets for the presentation of television programs to guests in its public rooms. One of the sets has been installed in the lounge restaurant and on May 125 watched the NBC program televising the Broadway review Mezicano. When the hotel was built in 1931, its rooms were wired for television, and a coaxial cable was installed for short wave broadcasts. This cable will be used for television, according to the Waldorf-Astoria.

One of four or five months that telecasts will be available to guests in their rooms.

Movie Producers Claim Film Television Rights

The Copyright Protection Bureau, maintained by a group of major movie producers for the sole purpose of preventing unauthorized performances of their pictures, has added television to its list of possible violators. With some 50,000 complete pictures in circulation among the theatre's daily, completely out of the control of their owners, the position is taken that some theatre owner may offer to rent "his" films for telecasting.

Although television is just making its debut, the producers claimed that a telecast of a film is definitely an infringement of the producer's rights, in already established, Broadcasting was told by Edward A. Sargoy, legal associate of Gabriel L. Hess, general attorney for the Motion Picture Producers & Distributors of America and since 1927 counsel for the major studios. It added, "under the Copyright law, the film is a "work made for hire," and all claim arising from unauthorized showings of copyrighted pictures. Mr. Sargoy, who is also chairman of the Copyright Committee of the American Bar Assn., said that a clear precedent was established in the case of Patterson v. Century Productions in 1937.

Video Lighting System Is Developed by NBC

A NEW system of television studio lighting, said to be probably the first ever devised for either motion pictures or television, was announced by O. B. Hanson, vice-president and chief engineer NBC. The system has already been installed in the NBC television studios in Radio City. After successful tests, Mr. Hanson said that he believed the new lighting system might become a standard for television studios. He indicated that it would probably find many other applications. Patent rights to the system, developed by William C. Eddy, NBC television engineer, have been assigned to RCA.

Orchestra Layoffs

KFI-KECA, Los Angeles, which has maintained a staff orchestra for the last six months, will discontinue its 14-piece group headed by Claude Sweeten, for six weeks effective May 20. The two Anthony stations are required by Los Angeles Musicians Union agreement to spend about $37,000 this year on musicians, and to date have used approximately a third of that sum. Following the summer layoff, the orchestra will be augmented by several additional musicians and the number of sustaining programs also will be increased. KFAC. Los Angeles, which has maintained a staff orchestra since 1931, recently dropped its six-piece group headed by Gino Severi.
HAVING virtually completed its preliminary conferences on television plans of manufacturing companies, the FCC-ARRC Committee is about to undertake drafting of its factual report to the full Commission on future regulatory policies.

Only one manufacturer—Zenith—remains to confer with the committee and that session is scheduled for May 15. During the last fortnight the committee has conferred with four manufacturers, gathering data to supplement its sessions with executives of eastern companies consulted in April in New York and Philadelphia. Officials of Crosley, Don Lee, Zenith and Wald Radio & Television Co. visited the committee in Washington during the two weeks of May, Commissioners Craven, chairman, Case and Brown participated in the earlier conferences with Craven and engineers conferring with the Don Lee group May 9.

Proposed Standards

While the committee has made an exhaustive study, seeking to gather all possible information, it has made the proper compromise of conflicting recommendations, the report of the subcommittee that operated before the committee and the Commission is the proposal of Radio Manufacturers Assn. for standardization of transmission and reception at 441 lines.

Because of possible limitations of the law, as well as other factors, it is believed the commission will refrain from making any recommendations as to standards. If the present state of the television experimentation is such as to warrant general authorization of the 441-line method, as is being done by RCA and others and certain experiments, the Committee probably will be inclined to recognize that type of operation. Should important refinements be made at a subsequent time by manufacturers which might have the effect of rendering obsolete transmitters and receivers then in use, it might be well for the committee to make a showing as to how such practical experimentation should be authorized, with each case considered on its own merits.

Furthermore, there does not appear to be any demand for a general hearing on television, which had been mentioned as a possibility during the earlier phases of the commission's deliberations. Apparently the intention is to hold hearings on individual applications having to do with the licensing of stations for experimental telecasting.

Reports on the sale of visual receivers in New York are very meager. The April premium of RCA television in connection with the World's Fair have been meager. Roughly, it is estimated that perhaps 1,000 units have been sold. Estimates of prospective set sales during the first year in the New York area vary between 25,000 and 100,000 units, with the more conservative manufacturers concluding that the optimistic estimates are not as the market. Moreover, reports from England, where telecasting has been in progress for three years, have been far from optimistic.

Will Make Report

Following its conferences during the first week in May, Commissioner Craven announced the committee was discussing frankly with the industry the problems inherent in visual transmission. "By proceeding deliberately," he said, "we hope to make a logical and comprehensive report to the Commission concerning the various complicated aspects of television as a service to the public. The television committee will make its report to the Commission as soon as practicable after the conclusions of the series of conferences".

At the conference May 9, Lewis Allen Weiss, vice-president and general manager of Don Lee, and Harry Lubcke, chief television engineer, outlined to Chairman Craven and Engineer Commissioners the progress made on the Pacific Coast in Don Lee experimental television. It was pointed out that the Don Lee organization is to have the maximum of both basic patents in the field and while it is not yet using 441-line transmission, Mr. Lubcke informed the Commission.

(Continued on page 67)

FCC Television Group Plans To Issue Report on Findings

Additional Data Are Gathered at Conferences; Rigid Standards at Present Are Doubtful

Television is Premature, McDonald Informs NAB, Seeking Aid of Industry

CARRYING his campaign against "premature introduction, ballyhooing and exploitation" of television to the broadcasting industry, General Counsel Donald E. McDonald, president of Zenith Radio Corp., has asked the NAB to help undo the "injury that has already been done."

In a letter last month to Neville Miller, NAB president, Mr. McDonald said, "Zenith, with experimental visual television, has spent several hundred thousand dollars on the development of receiving sets that have been killed since this "premature publicity appeared." Because the public has been led to believe that television for general use "is here". Every last tale affects the NAB, he said, adding that independent broadcasters, manufacturers and dealers "have a common cause in telling the public the facts and the truth about television."

Supplementing this, S. Thompson, Zenith executive, on Monday addressed independent broadcasters, calling attention to Mr. McDonald's letter to Mr. Miller. He pointed out that the "major injury" to the public affects station operations in that it tends to stop the normal increase of station circulation which results from the purchase of new receivers. Stations were asked, he agreed with Comdr. McDonald, to write Mr. Miller in order that he may be fully acquainted with the opinions of broadcasters in areas where television coverage because of technical, developmental and economic obstacles, will not be available for years.

Mr. Miller advised Comdr. McDonald that the television subject had not been discussed by the NAB board during his tenure and that it could be taken up at the next meeting of the board of directors or executive committee, perhaps within the next month.

ASCAP Requests NBC To Sign Television Pact

ALTHOUGH NBC has just started public telecasting and although its sustaining, commercial and personal engagements are considered by NBC to be anything but commercial, ASCAP has already notified the network that it has assumed the right of licensing the catalogues of its members for television use and that it would like a formal contract from the network.

John G. Paine, general manager of ASCAP, who discussed the matter with Mark Woods, NBC vice-president, and with R. P. Myers of the network's legal staff, said that ASCAP is interested in television on a regular schedule and with RCA using the telecasting for demonstration purposes in connection with the efforts of RCA dealers to sell television receivers, "the ASCAP position should be considered as having already embarked on its commercial career.

No specific fee for the use of ASCAP music was suggested, but Mr. Paine voiced the feeling of his organization that it should not be without compensation. ASCAP music, he said, should no longer suffer and that the matter of relationship between telecaster and rights holder should be put into a legal document.

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Roosevelt Praises Radio, Raps Press

(Continued from page 9)

great institution for the general diffusion of knowledge—the radio. In its infancy it already ranks in importance the schools and the press. The Government, as the people's agent, has had and has now a different relation to radio from that toward the schools and the press. It has encouraged and aided its development on the one hand, and on the other it has set up and controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio as free as the press.

Pointing out that the Government throughout the years has made it a part of the press information that is essential to the people, the President said there has been and there now is a limit to the amount of such information that newspapers can print.

An Additional Means

"Particularly is this true of newspapers published in cities of less than metropolitan size," the Chief Executive continued. "Newspapers are business institutions, living on advertising revenue, and they are apt to be as large or as small as the advertising volume requires or permits. This is true and must be recognized regardless of how seriously or how lightly an individual publisher may take his responsibility to keep the public fairly informed.

"So, the Government, in our time is turning toward radio as an additional means of meeting its obligations to the people. I have watched with interest and appreciation the manner in which the National Emergency Council during recent months has undertaken through the radio the diffusion of factual knowledge concerning Government operations."

Mr. Mellett interpolated that all of the NEC broadcasts have been on local stations as distinguished from network and for the most part they have been discussions between State directors and field representatives of various Government agencies, with the effort that of answering any question that may be in the mind of any citizen concerning any phase of the Government's work. He said that stations in 42 States now are cooperating with NEC and that 40 Government agencies already have made "reports to the people" by this means.

"It is hard for me," the President stated, "to conceive of any method of diffusing knowledge which would more exactly meet the purpose our first President had in mind, even though radio had not been dreamed of in his time. I am sure the heads of the Government departments will not fail to make good use of it. I like the idea of having the broadcasts entirely factual in character and the effort to answer the questions in the minds of the American people.

Entirely Factual

After Mr. Mellett brought out that hundreds of thousands of questions are put to various Governmental agencies annually on their functions, the President closed:

"May the interest of the people in the Government never grow less. I am sure it will not, for the people know the Government is their Government. This is good work the National Emergency Council is doing, Mr. Director. Keep it up."

The second 15-minute NEC interview, between Secretary of State Cordell Hull and Mr. Mellett dealing with the activities of the State Department, will be released May 16. Other Cabinet members in order of seniority will be presented, to be followed by the heads of the various independent agencies.

WBNY, Buffalo local on 1370 kc., has applied to the FCC for fulltime, asking for the specified hours now assigned to WSVS, Seneca Vocational School station, operating part time on that frequency.
Educational Series on Major Networks Revealed Marked Increase During Year

Sterling Fisher, CBS director of education, said today hours devoted to educational programs in 1938 were 977, as compared to 1,253 hours in 1938, in reporting to the Adult Education Board. Further increases were recorded for the first quarter of 1939 as compared with the same period for 1938. Under the general heading of education, CBS broadcast 328 hours during January, February and March, 1939, compared with 286 hours in the first quarter of 1938. Religious broadcasts for the same periods rose from 24% hours in 1938 to 40 hours in 1939; news and public events increased from 36% hours to over 63 hours; and agricultural broadcasts rose from one hour in 1938 to 29 hours in 1939.

Some of the principal classifications and hours devoted to them in the CBS report for 1937 and 1938 follow:

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<th>Classification</th>
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<td>Science</td>
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<td>Drama</td>
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<td>History and travel</td>
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<td>Religion</td>
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<td>Public Affairs (home)</td>
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<td>Labor and Industry</td>
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<td>Commercial</td>
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<td>157</td>
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<tr>
<td>General</td>
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A New local station on 1200 kc, in Hot Springs, Ark., is sought in an application filed with the FCC by Howard A. Shuman, of WHER, Selma, Ala., in association with Clyde E. Wilson, Hot Springs furniture dealer.

For a Simple reason: Briefly . . .

Some 40-odd per cent of WSYR's listeners are farmers, and these folks rise and shine with the sun. So we're up too, broadcasting both local programs and new, lively program material. And we stay up . . . for 18 hours with wide-awake programs of both NBC Red and Blue Networks and the best of the local crop. That's why WSYR harvests more sales for you . . . it has more listeners! Cultivate this rich market with your sales story on WSYR and get a pleasant surprise.
Commissioner Thompson Shows Interest in Monopoly by Newspaper Ownership

The concentration of newspaper and broadcasting facilities in an identical group in a community will draw the opposition of Frederick I. Thompson, new member of the FCC, if the nature of his questions at FCC proceedings are indicative of his views.

During oral arguments May 11 on the application of the Decatur (Ill.) Herald and Review, which own 49% of WJBL, Decatur, and which seek to acquire the remaining 51% from Charles R. Cook, Commissioner Thompson, himself an Alabama newspaper publisher, raised the question of whether newspapers owned by the same interests in a community have required advertisers to use space in both morning and afternoon editions, he inquired whether it would be possible in the Decatur situation for the owners of the newspapers and the station to force the use of time on the station in addition to newspaper space. He directed his questions toward the competitive situation as between newspapers and stations generally.

George O. Sutton, WJBL counsel, brought out that the newspaper owner had testified before the FCC that combination rates for the newspapers and the radio station would not be invoked. Thus, the Commission would have a basis on which to take punitive action in the event of rate violations, Mr. Sutton contended. The newspapers would pay $7,600 for the remaining Cook interest.

Former Examiner P. W. Seward had recommended denial of the transfer, holding that the newspapers would have control of all media in Decatur for the dissemination of news and advertising. Mr. Sutton argued, however, that the FCC has no jurisdiction since the question of monopoly is reserved by statute to the courts. The Commission, he declared, has no jurisdiction whatsoever over newspapers and must base its decisions on the public interest showing. Until then there is legislation, he contended, which specifically relates to the Commission jurisdiction over matters of that nature, the Commission is constrained to take into account only those factors brought out in the record.

Observing that only five of the seven members of the Commission were present, Mr. Sutton was introduced to the participation of the absent members (McNinch and Brown) in the decision.

NAB Convention (Continued from page 18) will probably be held over to the floor discussion, since it is recognized that voluntary enforcement of a self-imposed code is difficult. What punitive provisions might be involved likewise presents a real problem. Expulsion from NAB membership is expected to be one of the prime considerations for gross transgressions.

Program Standards

The new program standards will be discussed by President Miller in conjunction with the annual convention of the Advertising Federation of America in New York June 20. Under the plan, Mr. Miller will present the code at the meeting of the NAB Sales Managers Division to be held coincident with the convention, and presided over by Craig Lawrence, sales manager of Iowa Broadcasting System, chairman of the division. Reaction of advertisers themselves to the proposals regarding children’s programs, limitations of commercials and types of acceptable accounts will be brought into the discussion.

Following presentation of the proposed program standards, it is planned to adjourn the main convention for group discussions. In that manner it is felt a complete industry cross-section will be polled and there can be no complaint of “railroading.”

The final day, July 13, will be given over to various-hour matters. Key reports, such as those on the musicians situation, labor generally, and television probably will be taken up from the floor.

The first day—July 10—will be turned over to group meetings, such as the National Association of Regional Broadcast Stations, National Independent Broadcasters, Clear Channel Group and Independent Radio Network Affiliates. Various committees will also be in session, along with the district directors who will bring in nominations for the six directorships at large, two each to represent local, regional and clear channel stations.

At a luncheon July 10, the Sales Managers Division will discuss the Bureau of Radio Advertising, presented as a service group within the NAB to accelerate radio advertising. The discussion will be in the nature of a sales clinic, with the afternoon devoted to general sales matters.

Advance registrations, according to Edwin M. Spence, NAB secretary-treasurer, indicate a record attendance. Headquarters will be at the Ambassador Hotel.
Television Impresses the Public
(Continued from page 16)

on the half-dozen receivers in the broadcasts is a constant line of about 200 people waiting to get into the room at all times, GE reports, even when the sets are merely picking up the moving broadcasts by NBC during the day, and whenever one of the tele-interviews is being staged the place is mobbed. Each of the interview programs takes about 15 minutes and they are scheduled at the rate of two an hour, but so great has been the interest that at times they are run continuously for several hours in order to satisfy the throngs of visitors.

There is a similar setup at the Westinghouse Bldg., which is also equipped with a studio and about six receiving sets. Here, however, the interviews are kept to two minutes each, enabling members of a party to watch one another on the receivers without holding up traffic too long. On Friday, May 6, Westinghouse officials estimated that 60,000 people witnessed the television demonstrations.

Crosley sets are on display in the building housing this company's exhibits and are attracting a great deal of attention, according to Joseph Reis, educational director of WLB, in charge of that station's shows from the Fair. With the laboratory in the Crosley Bldg. is completed, probably about the end of May, he said, they will also put on television programs, but at the present they are merely demonstrating the sets by picking up the NBC teletests. Mr. Reis also reports a great interest among visitors in the facsimile display, with many visitors comparing the two types of visual broadcasting.

Few Sets Sold

Although a tremendous amount of public interest has been shown in television sets now on sale in many of New York's department stores, few sales figures are available for actual sets sold, according to telephone inquiries made by Broadcasting. Large crowds have been gathered daily about the television displays, averaging from 150 to 1,200 per hour according to the size of the store and estimated on a typical business day. Sets offered include RCA, Westinghouse, DuMont, Andrea, American Television Corp., and R. H. Macy's own receiving equipment.

Dealer criticism of the current entertainment as well as complaints of the inconvenience of NBC's schedule from 11 a.m. to 4 p.m. were reported by George Jelenik Jr., promotion manager for Bloomfield's department store. Great interest has been shown in the store's television exhibits shown every half-hour, but so few have been sold, according to Mr. Jelenik, who added that customers who could only be assured a few hours of entertainment a week were not favorably inclined towards buying television sets, especially while the cost was still high.

Bruno-New York, distributors for RCA sets, reported that more of the higher priced sets had been sold than any others. Several stores, including Abraham & Straus, Wanamaker's and Sachs, reported that they have had a large number of inquiries about the sets but have made no sales.

Sales of Du Mont tele-receivers have been "extremely satisfactory" according to M. W. Leewi, vice-president.

RMA Convention Plans

COMMISSIONER T. A. M. Craven of the FCC and President Neville Miller of the NAB will be the principal speakers at the annual convention of the Radio Manufacturers Association in Chicago June 13-17. They will address a luncheon on the opening day.

Some Gang!

WWVA listeners, filled to the brim with white-heart enthusiasm, packed seven auditoriums in as many towns within a 100-mile radius of Wheeling and in as many consecutive nights, to applaud our SIXTH ANNIVERSARY GOOD-WILL TOUR. Such was a tribute to radio station popularity that has come so few engaged in a business that produces thrills on end for the successful.

Such Popularity Cannot
Be Rightfully Denied!

5,000 WATTS

COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO. — National Representatives

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Weeks for a total of but 30 weeks, the 25% rate on the 4½-charge weeks ($13,800) will be rebated only if, as, and when the program continues regular weekly broadcasting to 52 weeks including the Interval, or 45 weeks of regular broadcasting.

Comparison with CBS

While much more complicated than the CBS plan, NBC sales executives express the belief that their arrangement is fairer in some respects. For instance, they point out that the CBS Hi-Frequency procedure curtails the maximum discount for larger advertisers (CBS sets $1,500,000 as the dividing line) from 25% to 20% for programs for which vacations are taken. This, says NBC, has the effect of cost-ing an advertiser more for a short vacation than for a long one, as the advertiser who takes only four weeks off loses his 5% discount on a 48-week period, while the adver-tiser who takes eight weeks off loses his 5% on only 44 weeks.

Since the CBS "earned hiatus" depends on the size of the network and the CBS weekly discounts on the number of station-hours used each week, while NBC's intervals and discounts are both figured on a dollar basis, it is not possible to compare the two systems ab-solutely. However, by assuming that an advertiser spending $10,000 weekly for a 10-minute program series uses enough stations to en-title him to the maximum (8 weeks) hiatus on CBS and to the same interval on NBC, it is pos-sible to compare the net results on the two networks as follows:

If this total network advertising enti-tles him to the maximum (25%) discount, then if he keeps this program on the air the year round without interruption, its cost on either NBC or CBS would be $520,000 less $130,000 or $390,000. If he takes a 4-week vacation on CBS, the cost of his 48 weeks of air time would be $384,000 ($480,000 less 20% maximum discount of $96,000). The same period on NBC would cost him $371,200, ($480,000 less 25% or $120,000 equals $360,000, plus 28% of $40,000 or $11,200). Therefore, for this particular program, an NBC split of the air and four weeks off would cost its sponsor less on NBC than on CBS.

Eight-Week Vacation

If an 8-week layoff is taken, how-ever, the case is reversed. For a 6-week series on CBS would cost $352,000 ($440,000 less $88,000). On NBC the 44 weeks would total $524,000 ($440,000 less $110,000 plus $22,400), or slightly more than on CBS. In general, the two systems balance out, while the ad-ver-tiser paying just about as much to either network for the privilege of laying off without forfeiting his period.

A minor difference between the NBC and CBS plans is that NBC asks for 40 days notice of a vaca-tion, while CBS demands 45 days. In both cases the advertiser being required to submit with his notice an order for at least 12 weeks fol-low-ing his lay-off period. Like CBS, NBC permits advertisers to take more than the "earned" vacations on payment of full time charges for the resumption network, al-though NBC limits total time off to 13 weeks, while CBS does not set any limit. Neither network permits billings for Canadian Broad-casting Corp. stations to be in-cluded in figuring gross billings.

Sweetheart's News

MANHATTAN SOAP Co., New York (Sweetheart Soap), on May 1 started three-weekly pro-gams entitled Bob Garrett's Streamlined Headlines on KSFO, San Francisco, and a local news commentator on KMOX, St. Louis. On May 15, the company starts similar news programs three times weekly on WCAE, Pittsburgh, WHO, Des Moines, and KHJ, Los Angeles. Franklin Bruck Adv. Corp., New York, placed the account.

Shoe Soap Test

ALLEN BURNS Co., Buffalo (Relevite shoe soap) on June 5 will begin a test campaign with a 15-minute program titled Scrump-tiled Proverbs on WKBW, Buffalo, placed for 13 weeks through Ellis Adv. Co., Buffalo and Toronto agency.

UNIONS CONTESTING TELEVISION RIGHTS

QUESTION of which talent union will have decision on their branch groups and re-ports back to the AAAA board for final action on May 15, but it is also a resol-olution prohibiting any statements regarding the debate or the action until this fall. The page that this ban has blocked any official expression on the subject, general feeling is that Actor's Equity As-sociation, oldest of these talent unions, was awarded control of the television field.

Blow to AFRA

If the consensus that television was awarded Equity is correct, the decision will come as a blow to many members of AFRA who have felt that the close association of television and radio broadcast-ing gave this union an inherent right in the field. Equity, how-ever, has always maintained that, when television came of age Equity would control it, and has insisted that in waiving its rights to radio and assisting in the formation of AFRA it was in no way dropping its claim to this new type of entertainment. The interest of the motion picture industry in television and the possibility that films may form an important part of the program picture have also led some observers to believe that the Screen Actors Guild will try to have television placed under its control.

With these conflicting claims it had been expected that the AAAA might debate the question for an extended period before reaching a decision. And if the verdict has gone to Equity at this time, there is always the possibility that as television develops it may recruit its own personnel to the extent that eventually a separate branch of the AAAA may be organized ex-clusively for television talent.
Theater Television Plans

NEW YORK offices of Gaumont British Films are being remodeled to permit the installation of apparatus for the projection of television pictures on a screen 12x15 feet. Equipment, manufactured by Baird Television Ltd., subsidiary of Gaumont British, is similar to that which has already been installed in a number of English picture theaters and plans are progressing for installation in other Broadways. Ian C. Javal, commercial director of Baird, who recently arrived in the States to supervise the installation in the G-B headquarters, which is expected to be ready for demonstrating about the end of May early in June. He is already showing reception on the Baird home receiver, which may soon be placed on the market in America this year.

Earle C. Anthony Gets Site for Video Station

EARLE C. ANTHONY Inc., operator of KPI-KECA, Los Angeles, has leased the 14th floor of the Big Brand building, Wunder Monicaba Blvd., and Highland Ave., for an experimental visual broadcasting station. Lease includes two 125-foot towers already atop the structure, one of which will be used for visual and the other for sound transmission. 

Entry of Earle C. Anthony Inc. into the television field follows announcement recently by Don Lee, president of the company, of plans for expansion of its visual broadcasting operations by moving W6XAO from downtown Los Angeles to a 26-acre Hollywood mountain site.

Don Lee network at present is transmitting a five-day weekly schedule of programs over W6XAO and recently made FCC application to convert the San Francisco experimental television station.

May Co., Los Angeles department store, is the first West Coast non-radio concern to apply for an FCC television construction permit and is seeking a 1000 watt outlet to operate on the 99,000-94,000 kc. band. The firm states it plans to erect the experimental station on top of its new $2,000,000 building now under construction at Fiatcax Ave. and Wilshire Blvd.

FCC Television Report

(Continued from page 61)

solution that its system was adaptable for that type of transmission.

On May 2, W. B. E. Norris, president of Majestic Radio & Television Co., Chicago, conferred with the committee and it is understood, advocated a slowing down of the sale of television receivers to the public. This view is consistent with the position taken by Zenith's president, Comdr. E. F. McDonald Jr., who has contended that great injury has resulted from the "premature" ballyhooing given visual radio.

Pewel Crosley Jr., president of Crosley Corp., James D. Shouse, vice-president in charge of broadcasting, R. J. Rockwell, technical supervisor of Crosley, and J. R. Duncan, television engineer, on May 3 conferred with the committee in connection with Crosley experimentation in television. The company has pending an application for a new televising station in Cincinnati but is at present experimenting in the laboratory and in television programming technique.

Robert Robbins, vice-president and secretary of Wald Radio & Television Co., New York, also conferred with the committee May 3. He claimed that his company has a narrow band device of a revolutionary nature. Mr. Robbins formerly was representative of independent motion picture producers in fighting sound film patents several years ago.

GE Names Brandt

ARTHUR A. BRANDT, formerly radio advertising manager of General Electric Co., has been appointed manager of merchandising services for the company's radio and television division. Frank A. Bay has been appointed manager of radio sales in the same division, after working as Cleveland radio sales manager for G-E. Henry A. Crossland, formerly manager of technical sales and service for the company, becomes the company's first manager of television sales, and is succeeded by Philip R. Butler, former supervisor of field technical service and quality control.

Charles R. Barhydt, of the G-E engineering staff, was named the company's first manager of television sales, and is succeeded by Philip R. Butler, former supervisor of field technical service and quality control. Charles R. Barhydt, of the G-E engineering staff, was named the company's first manager of television sales, and is succeeded by Philip R. Butler, former supervisor of field technical service and quality control.
Liebmann Using 8 LIEBMANN BREWERIES, Brooklyn, on May 16 starts a 28-week campaign for Rheingold beer using the half-hour transcriptions Calling All Cars, produced by Test- ed Radio Productions, New York, weekly on WTOR WSVA WTOP WSAL WFMD WSCS WIOD and WMBG, Lord & Thomas, New York, places the account.

FOR SALE
1-6B Western Electric 1000-watt Broadcasting Transmitter complete with motor generator sets, added high voltage rectifier and tubes. Complete inventory may be had on request.
Address all inquiries to Box A373, BROADCASTING

PALEN CLEANED
ON HIS WAY TO WIL to conduct a program promoting the cleanup and paint-up campaign of the St. Louis Chamber of Commerce, Gil Palen, WIL announcer, recently parked his car near the station. As he was leaving the auto, two thugs stuck revolvers in his ribs and ordered him back in the car, forcing him to drive to the South end of the city, where they relieved him of both his wallet and vehicle. They warned him to tie the Up when he explained that a cast of 35 people were waiting for him at the WIL studios. After a brief conference, the bandits decided not to trust him up. Free once more, Palen found a cab, and finally made the station with five minutes to spare. Later police found the auto but not the wallet.

A LOG of international shortwave broadcasting stations of the world, showing frequencies, powers, call letters and locations of more than 700 stations operating in bands from 1,000 to 27,000 kc., was released by the FCC recently.

Elliott Roosevelt Urges Strict Self-Censorship By Broadcast Industry

STRICT self-censorship of radio, to perpetuate it as a private enterprise, was advocated by Elliott Roosevelt, second son of the President and head of the Texas State Network, in an address May 11 before the Rotary Club of New York.

"There has been a lot of talk about censorship of radio," he said. "But whenever the Government takes a hand in censorship under any Administration, then you can expect to see the death of our democratic form of Government. On that day the radio will be used as a means of propaganda; it will then become the same weapon it is in such totalitarian states as Germany and Italy and we will have the same kind of Government that they do.

"We cannot hope to succeed in the rendition of this service to the people of the United States unless we impose self-censorship. If we overstep the bounds of fairness to both or all sides of a question, we will find ourselves playing a part in helping to break down our Government and, as well as it steps in international broadcasting, newspapers can expect the same thing." Television, Mr. Roosevelt said, "is also an accomplished and new industry that can stand on its own feet."

He added that the economic visual radio have not been worked out and advised his listeners not to throw away their radios and buy new ones yet "although the unions are fighting about how they are going to unionize it."

MEMBERS of Congress and their wives and children numbering 350, were guests of NBC May 11 at a demonstration of broadcasting and motion picture, or radio-telephone, the latter included a preview of "Lonesome," the new feature production scheduled to be broadcast during the season. This motion picture, or radio-telephone, was made at the International Radio City, and was shown to the members of Congress, the wives and children of the members of Congress, and the members of Congress themselves. The picture was shown in the presence of the President of the United States, who was present to give the President of the United States, who was present to give the picture its first showing in this country. The picture was shown in the presence of the President of the United States, who was present to give the picture its first showing in this country.

KMMJ has moved to a most strategic and desirable market center—Grand Island, Neb. This live-stick auction center of the Mule Clipper, with its millions in dollar railroad payroll, is the home of many prominent jobbers, wholesalers and manufacturers.

Thousands of old and new friends have heard our stronger signal from our new 330 foot Troscon vertical antenna and more efficient ground system. They are crowding in to see our new auditorium and meet their favorite radio entertainers.

We're now ready to give you "on the spot" help in adding new jobbers and dealers...pepping up established outlets...building additional consumer demand for your product. Let us tell you how it can be done.

BROADCASTING • Broadcast Advertising

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Radio at Music Camp

TWELFTH Annual National Music Camp at Interlochen, Mich., will again feature a Radio Workshop in its summer curriculum, June 25-Aug. 20. Along with a migration of radio and television exhibits, among the radio personalities participating in radio instruction and production at the camp will be Bob Burns, creator of the NBC Great Plays series, who will head a new drama department, with Stewart Balely and Douglas Ferguson, both graduates of the Yale drama workshop as assistant; William D. Bowland and Rudolf Schramm, director and music director respectively of the Radio Division of the U. S. Office of Education, will be in charge of radio at the camp, assisted by Jerry Wiens, of Michigan U.

New Pacific Parade

AFTER 10 successful years on the air, running five afternoons a week on KFRC, San Francisco, the half-hour Pacific Parade, with its large subscription, Don Lee network's oldest program, on May 15 changes its title to Pacific Parade.

The new name was chosen from among 10,000 submitted in a recent contest, with Oscar Turner, of Long Beach, winning $25 for the winning title. Among sponsors who have successfully participated in the program, now heard on 31 Don Lee stations, are Sperry flour, Hartz bird-food, Prudence Penny h a h, Sherwin - Williams paint, Lipton's tea, Shasta water, Gold Medal dairy products and General Mills.

PEOPLE OF ST. LOUIS, TO THE RADIO EXHIBIT—COME SEE THE WORLD'S TOP AMATEUR BANDS IN OUR NEW STUDIO—BE THERE SATURDAY AFTERNOON.

NEBRASKA'S MARKETING CENTER

KMMJ
Active Calendar of Congress Keeps FCC Bills on the Shelf

Rail Measures and Reorganization Get Priority; Stalemate on Copyright Front; Moser Puts in Bill

By WALTER BROWN

AS CONGRESS rolls toward the 105 days of summer, which usually brings adjournment unless there is some national catastrophe, the FCC reorganization bills continue to gather dust in committee rooms on Capitol Hill.

Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, has just completed a railroad bill to the Senate but two more are to come, and for this reason he will not hazard a guess when he will order hearings on his bill or that of Senator White (R-Me.), to reorganize the FCC.

Chairman Lea (D-Cal.), of the House Interstate Foreign Commerce Committee, is burdened with the same railroad problem and is still waiting for his counterpart to act on FCC legislation before his committee makes a move.

Wheeler Now Cool

Senator Wheeler, asked May 10 if he thought his committee would hold hearings on the FCC reorganization bills sometime in May, replied, "I just can't tell you."

He continues to display a cooled attitude toward the FCC legislation that bears his name. If Administration succeeds in securing an early summer adjournment this year, the committee will merely direct, a subcommittee to make a broad investigation and study of the problem of communication legislation and report back at the next session.

The Government reorganization orders are calculated to keep Congress in session until dog days, the Administration would have to apply heat to work through Congress an FCC reorganization bill unless an agreement could be reached between Democrats and Republicans.

This is unlikely. With the President going for an early adjournment, the Administration may agree to let the whole FCC subject go over until next session, with an investigation during the summer.

FCC Without Funds

One thing certain is that Congress must give some consideration to the FCC before the session is over or there will be no money. The FCC appropriation was eliminated in the House supply bill because of FCC reorganization talk. With no action yet taken on the proposal, it is expected the House appropriations will reverse the item in the deficiency bill. Hearings on this bill have not begun.

Copyright Stalemate

The international copyright convention has again been jerked out of the Foreign Relations Committee "calendar" and there appears little chance of its ratification at this session. A number of Senators oppose ratification and, if the bill is copyright legislation to accompany it such as proposed in the Duffy Bill during the last Congress.

One Senator who considered introducing such a bill early in the session has not done so because he thought the Duffy Bill because it amounted to the $250 mandatory fine provision of the present law, when there was no chance of its being enacted.

For this same reason he asked that his name not be mentioned when talking with Broadcasting.

With one group in Congress opposed to the passage of copyright legislation and another opposed to ratification of the international treaty unless such legislation is enacted, the two measures appear to be definitely stalemate, at least so far as this session is concerned.

Moser Raps ASCAP

Meanwhile ASCAP was the subject of a statement by Rep. Moser (D-Pa.) which accompanied the introduction of his bill (HR-6245) May 9 regulating the use of copyrighted works for use, sale, or lease.

Rep. McGovern (D-Pa.) also introduced a copyright measure (HR-6160) which among other things would withdraw the copyright from phonograph records, extend the life of a copyright to 56 years instead of 28 and provide for a one-year period of renewal for 28 years. Similar to other measures introduced in previous sessions the measure unques-
tionably will draw the fire of copyright users, including broadcasters, since it retains the $250 statutory minimum statutory infringement, and will move the industry adherence to the International Copyright Convention.

FCC as Arbitrator

Rep. Moser said his bill was designed to set up the FCC as the arbitrator of copyright invasion, and that under it, people would apply for permission to use copyrighted works where agreements between individuals cannot be reached and to remove such powers from ASCAP which he characterized as "a bunch of racketeers."

Mr. Moser said the bill was similar to a measure he introduced last year, which failed to get out of the House of Representatives, and which he said had introduced the bill because many entertainment interests in his home district of Reading in the Poconos area, have complained to him of ASCAP policies. He said the bill was drafted by the legislative counsel of the House to order to carry out the reform ideas covered in the complaints he had received.

The failure of copyright legislation to obtain Congressional approval in previous sessions is the factor that makes such legislation necessary in Mr. Moser's opinion. He said ASCAP, having failed in an effort to force musicians to pay tribute for copyrighted works, had "arrogated to itself without any right whatever" the power to control the use of music and lyrics by other entertainment agencies. "They've got everybody from the man who has a phonograph in his beer tavern to the big phonograph companies by the neck," he said.

Must Prove Damages

He pointed out that under his bill if ASCAP wanted to obtain damages in excess of those awarded by the FCC for unauthorized use of copyrighted material it would have to take its case into the courts and prove the damages.

Whether he will personally press for the bill, Mr. Moser said, hinges on whether the broadcasting and other industries in the entertainment field will get behind the measure. "These people are going on complaining, but awfully short on action," he said. He pointed out that when the bill was before the

Evans Fur Starts MBS Cooperative

EVANS Fur Co., Chicago, about July 15 will start a syndicated cooperative furrier program on the Mutual Network, keyed from WGN, Chicago. To run for 30 weeks, the half-hour program will feature the music of Harold Stokes, Don Pedro and Tom, Dick & Harry. As Broadcast Committee, the program has been sold in five MBS markets to local furriers and will be sponsored by at least 12 furriers by the July 15 opening. According to A. L. Meltzer, president of Evans.

One of the country's largest users of local spot advertising for his Fur Co. since its start in radio in March, 1930, has sponsored a total of 2,600 hours of Chicago station WCFL, WGN WMAG WWJD WBBM WIND WGES WAAF. In July of 1930 he inducted his first series on WCFL and until 1934 spent 90% of its advertising budget on radio. In 1933 its radio spot spending totaled $40,000; in 1938 the sum will be approximately $100,000, with 75% of its advertising appropriation spent for radio programs.

The company has experimented with the local spot program except dramatic serials and sports programs, and has used five weekly half-hour series and 28 one-half-hour shows on Sundays. Romantic music forms the best radio program to aim at women a high-unit-per-sale item, according to Evans officials.

The firm has never used "hot" or "swing" music and has emphasized light classical music and jazz. Particular emphasis has been placed on shows such as Frank Wotton's "Eye on the Stars," Evans League, sponsored by ABC; Don Pedro, of WGN, and History in the Making, half-hour Sunday show on WBBM.

Formed in 1932, the Evans Fur Coat Club now totals 15,000 Midwestern women listeners. The club is a plan for buying fur coats whereby a coat is selected and stored for the buyer until the following winter. By that time it has been paid in full. During its nine years of radio, the company has sold 35,000 furs or premiums and has aired no contests.

Evans opened in 1930 on the 12th floor of the Streeterville building. Using radio advertising almost exclusively, by 1933 the firm occupied the 12th floor of a centrally located State Street building, and in June of 1937 it moved into a 100,000 square foot space area in Chicago's North American Bldg.

Patents Committee last year it had the active opposition of Chairman Brown of the Senate Commerce Committee, and it was necessary for passage.

"I have not had the opportunity of discussing this measure with Chairman McNinch of the FCC, since he was not in office when I introduced my bill last session," Rep. Moser said. "I am, therefore, unable to say whether he is for or against this move."

M. J. EDWARD BOWES, impresario of the CBS Original Amateur Hour, will receive an honorary degree of Doctor of Letters from the University of Illinois at commencement exercises June 5 for "humanitarian and service during broadcast programs in radio." Maj. Bowes will also address the 150 graduating students.

May 15, 1939 • Page 69
CHARLES J. CUTAJAR, head of the advertising agency of the same name and for 11 years previously head of Cutajar & Provost Agency, New York, has joined Cowan & Denger, New York, in an executive capacity, bringing all his accounts with him to the Cowan agency and discontinuing the Cutajar agency.

ARTHUR W. STOWE, veteran radio writer-producer, has been appointed CBS San Francisco production manager by Donald W. Thornburgh, Pacific Coast vice-president of the network. Stowe has taken over the post formerly held by Van Fleming who resigned some months ago to free-lance. Stowe has been in radio since 1924 and handled several network shows for Hays MacFarland & Co., Chicago. He came to the West Coast in 1937 to handle production of Hollywood in Person for General Mills.

WILLIAM L. SHIRER, CBS European representative, will sail from Liverpool June 13 aboard the new Mauretania for a vacation in the United States. Arriving in New York June 23, he will broadcast twice while en route.

GILBERT SELDES, CBS director of television programs, and Donald Hunter Munro, BBC television production manager, arrived May 12 in New York from London on the S.S. Georgian. Munro will spend a month at CBS in an advisory capacity before returning to England.

MEFFORD RUNYON and Herbert V. Akerberg, CBS vice-president, and Stephen Fuld, station relations executive of the network, all of New York, were in Hollywood in early May for conferences with Donald V. Thornburgh, Pacific Coast vice-president. James Seward, assistant treasurer of the network, preceded the other executives to the West Coast.

ALTON COOK, radio editor of the New York World-Telegram, is continuing as valuing from an appendix operation performed May 4 at the Lenox Hill Hospital, New York. Maxine Cook, his wife, said the newspaper's staff is handling the radio column in Mr. Cook's absence.

The NBC Fibber McGee & Molly program, is recovering from a broken leg, according to Francie when he fell while playing football.

CLASSIFIED ADVERTISEMENTS

Help Wanted


Situations Wanted

Radio Engineers

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

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

PAUL F. GODLEY Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

J. A. CANNON Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

HARRY MARBLE, formerly of the announcing staff of WCAU, Philadelphia, has been transferred to the program department, succeeding Norris Priest, who resigned recently to become assistant manager of the Philadelphia Symphony Orchestra. Fred Marshall, formerly of WPRO, Providence, R. I., has also joined the WCAU announcing staff.

WALTER GIEFF has been named a vice-president of Allis-Chalmers Mfg. Co., Milwaukee, in charge of sales and advertising. He succeeded Mr. Egan according to an announcement of Max Babb, president of the company.

R. A. (Dick) RUPPERT, director of advertising of WKRK, Cincinnati, was signally honored May 8 when he was elected to the Order of Cincinnatus, honorary society of the Cincinnati YACCA Night Law College where he has been studying law. Membership requires high grades, leadership, and initiative. Paul Brinkley, Oliver New York.

BROADCASTING • Broadcast Advertising
Defamation Ruling
Appealed by NBC

Asks State Supreme Court to Reverse $15,000 Verdict

TO HOLD a broadcasting station liable for defamation in the utterance of any fault or neglect on its part is repugnant to justice and an unconstitutional deprivation of property," NBC stated in an appeal to the Pennsylvania Supreme Court May 15. In a previous decision, the Supreme Court of the United States awarded NBC $15,000 to the Summit Hotel Co., in the so-called "Jolson case," retired last fall by the Pennsylvania Supreme Court. Questions and opportunity during the broadcasts, and not included in the record, was the legal issue in the appeal. NBC in addition will use three weekly spot announcements or participation spots in home economic programs on KFI, KJK, KSFO, KGB, KOIN, KIRO, KHQ, KSL, during the campaign. For details, Los Angeles, has the account.

More Pectin Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Calif. (pectin), thru Charles H. Mayne Co., Los Angeles, in a nine-week campaign on May 8 started using three-weekly 100-word announcements on KNX, Hollywood and will increase coverage to include KPO KSL, KIDO and KHQ as the fruit and berry season progresses. Firm has also contracted for time on KORE KGL, KGIN KOMO KIT, KRBM KGIR KFBB KPFA KGEZ and KGVO, using five-minute transcribed programs during the season.

Suit Dropped

SUIT of the Edward B. Marks Music Corp., against CBS, Colgate-Palmolive-Peet, and Benton & Bowles over the unauthorized broadcast of an opera, A Waltz Dream, in 1936, was discontinued in the New York Federal Court on May 8 after the case was settled for $500. Benton & Bowles had obtained a grand right license for the opera, which was later discovered not to cover the score that was broadcast.

NBC's claims that the network should not be held liable. Pointing out that in such programs as the one in question the broadcaster merely rents his facilities to the sponsor and his agency, Gen. Schnader said that "if the advertiser is of good reputation and employs talent also of good reputation the broadcaster should not be answerable for the conduct of the talent any more than the owner of a large auditorium who permits a meeting to be held in his building.

INSPIRED BY WRVA
Listener Sees Tower Lights,
Gets Religion

WHEN WRVA, Richmond, Va., constructed its new 50,000-watt transmitter on the James River, observers waited with bated breath for reports of phenomena such as the workman who kept hearing the programs of WOR, Newark, through his carborundum-coated teeth. Although a singing pipe in the basement of the WRVA transmitter house itself is the only starting item of this type to date, the powerful signal-sender has not been without its effect on the community.

A resident of the district, it has been reported, shunned going to church, refusing to have anything to do with religion. One night he phoned his wife, saying that after a beer or two with the boys he would be right home. After a long time had passed and he had not appeared, the wife went out to investigate.

She found her husband kneeling in prayer beside his car on a road near the broadcasting towers. "The end of the world is coming," he cried, pointing to the sky. "Look at those awful red things up there and pray before it's too late." She looked up and saw the red airplane warning lights shining on the two transmitter towers. The story goes that he went down to the pastor the next day, was baptized, and hasn't missed Sunday school or church meeting since!
A NEW type of flag-raising ceremony marked the ground-breaking ceremonies of WJYS-Washington, as it started work May 11 on the new 50-kw transmitter at nearby Wheaton, Md. The house flag was raised by electric impulses created as passers-by crossed an electrically charged beam placed outside the Earle Bldg., where WJSW's studios are located. Each pedestrian creates an impulse that raises the flag an inch. Speakers, including Harry C. Butcher, CBS Washington vice-president, and local officials, were introduced by A. D. Hallard Jr., WJSY general manager.

The American flag, mounted atop the house flag, previously had been flown over the U.S. Capitol and was presented to WJSY by Rep. Sol Bloom, New York. In the photo Chairman Melvin C. Hazen, chairman of the D.C. Board of Commissioners, is raising the American flag, with Mr. Butcher at his right and Mr. Willard at his left.

**Applications**

**APRIL 29 TO MAY 12, INCLUSIVE**

**NEW**

<table>
<thead>
<tr>
<th>Decision</th>
<th>Action</th>
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<tbody>
<tr>
<td>MAY 9</td>
<td>MISCELLANEOUS—KARK, Little Rock; granted license for new antenna.</td>
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<tr>
<td>MAY 9</td>
<td>MISCELLANEOUS—WHIP, Hammond, Ind., granted renewal license; KVGB, Hammond, Ind., granted license to Helen Toysters; WBBC, Brooklyn, N. Y., granted license to Peter Tenter; WEND, Elmira, N. Y., granted license to KRKO, Baker, Ore. Granted, mod. CP, trans. studio: WCYT, Brooklyn, granted license for CP change, transmitter change.</td>
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<td>MAY 11</td>
<td>MISCELLANEOUS—WWRL, Woodside, N.Y., granted reconsideration hearing.</td>
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<td>MAY 12</td>
<td>MISCELLANEOUS—WJDD, Chicago, granted extension temp. auth. to June 1, 1939.</td>
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<tr>
<td>MAY 4</td>
<td>WFPF, Ponce, P.R.—CP new trans., antenna change 1492 to 1500 kw, of May 5.</td>
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<td>MAY 8</td>
<td>WLBH, Lawrence, Mass.—Extension exp. authority.</td>
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<tr>
<td>MAY 9</td>
<td>WKAQ, San Juan, P.R.—CP new trans., antenna change 1240 to 620 kw.</td>
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**UNITED PARENTS Associations**

The United Parents Associations of New York City, which sends out a monthly list of approved children's programs, has added on the May 1 list the following programs: For children 5 to 9 years, *Story Hour*; for the 9 to 12 group, *Adventures in Science*. Gertrude Mittelman: for the high school group, *Hobby Lobby*; Gertrude Mittelman, and *Music Hall of the Air*.

**ACRA Charges Refusal Of Bargaining by KYW**

Charges of refusal to bargain in accordance with the National Labor Relations Act and refusal to enter into a written contract have been filed with the NLRB against the newspaper, owner of KYW, Philadelphia, by the American Communications Assn., Broadcast Musical Bldg., 28, which represents the collective bargaining agreement covering technicians employed at every other Philadelphia station.

According to Saul C. Waldbasm, attorney for the union, which is affiliated with the CIO, the charges were filed "on behalf of the engineers at KYW who are members of this union and who, since Sept. 1938, have been endeavoring to obtain a written contract covering wages, hours and general working conditions at the station."

In its contracts with WIP and WPEN the local reports that it is incorporating a clause that empowers the union members to enter the master agreements of the forces of the United States in time of war shall be reinstated to their own positions at the conclusion of military duty.

**St. Louis 630 Hearing Postponed by the FCC**

The St. Louis, the 630 kw. regional assignment in that city, was ordered May 15 by the FCC Commission, G. M. Craven, presiding at the motions docket. Applications for the same 630 kw. facility, filed by KSD and KWK, other St. Louis regions, are pending and awaiting designation for hearing, with the possibility they will be joined with the KXOK and related applications.

KXOK first argued a motion for amendment of its application to change the proposed location of its transmitter, which Commissioner C. Ray Huggins, Netherlands, A. A. McGowan, Deputy to the June 20 hearing date be retained, however, was denied, and indefinite postponement ordered until such time as the Engineering department passes on the proposed new site. KSD originally had asked the FCC on its own motion to order a reallocation under which it would be given the 630 kw. assignment, but when this was denied, it filed a regular application for the same facility as KWK previously had done.

CBS on May 14 started for the fourth season the Sunday afternoon summer concerts by the Columbia Broadcasting System, conducted by Victor Borge. The series will continue until the fall television season of the Symphony concerts, directed by John Barbirolli, begin the tenth CBS season this fall.

**CHARLES BOYER, star of the Woodbury Hollywood Playhouse program, was given the 1939 Screen Actors and Actresses Award.**

**United Artists**

Awards for the year were presented at the United Artists studios, following the Academy Awards, for the year. Morris W. Berman, president, announced that the awards will be given to the films of the year. The awards will be announced in a special broadcast on July 4.

**Broadcasting**

**Broadcast Advertising**
Network Accounts
All time EDT unless otherwise indicated.

New Business
WILLIAM R. WARNER Co., New York (Vince), 20th Century-Fox, 6:00 p.m. Agency: FDC, New York.

LOOK MAGAZINE, Des Moines, on May 9 started four weekly participations in Yankee Service, starting Oct. 5, on 18 Yankee stations. Agency: Fairall & Co., Des Moines.

PRUDENTIAL INSURANCE, New York, on May 29 starts 5 a.m. a.m. stations. Agency: Fairall & Co., Des Moines.

BROADCASTING
PHILIP KFBK for WLW N.W., Wash., D.C.

CBS BROADCASTING
13
repent for Life Can Change, Los Angeles CALIFORNIA KNYTON-SPIERRO, (Vince), "Swansdown-Vince," 3:01 a.m.

 CBS BROADCASTING
13
repent for Life Can Change, Los Angeles CALIFORNIA KNYTON-SPIERRO, (Vince), "Swansdown-Vince," 3:01 a.m.

American Cigarette

Network Changes

FORD MOTOR CO., Dearborn, Mich., June 11 releases through the summer Ford Sunday & Monday

SUNDA and FRIDAY

7:30-8:00 p.m. on 86 CBS stations, San., 9-10 p.m., Agency: N. W. Ayer & Son, N. Y.

MCKENZIE & ROBBINS, Bridgeport (Calm, Abner), May 20 only sponsors Young Mr. Lincoln on 70 MBS stations, 10-10:30 p.m. Agency: Raytown-Spiezio, N.Y.

PROCTER & GAMBLE Co., Cincinnati (Ivy Soap), on July 3 starts a year's run of Life Be Beautiful on 28 NBC-Red stations, Mon.-Fri., 8-9:30 p.m.; program heard on 32 CBS stations, Mon.-Fri., 11-11:30 p.m.

Renewal Accounts

FORD MOTOR CO., Dearborn, Mich., on June 11 releases through the summer Ford Sunday & Monday

7:30-8:00 p.m. on 86 CBS stations, San., 9-10 p.m., Agency: N. W. Ayer & Son, N. Y.

SUNDA and FRIDAY

American Cigarette & Cigar Co., New York (Fall Mail), on June 1 replaces Eddie Duchin with Matty Matlock's Band and shifts from NBC to 22 CBS stations, Thurs., 7-7:30 p.m. (reb. on 28 CBS stations, 11:15-11:30 p.m.), Agency: Young & Rubicam, N.Y.

SWEETS Co. of America, New York (Tostie Rolls), on May 1 added WLM to Sticht's Jack, on MBS.

BAYUK CIGARS, Philadelphia, on May 1 and 2 added 6 MBS stations to Inside of Sports.

LIGGETT & MYERS Tobacco Co., New York, adds Fred Warin for 9 western stations, 7:30-7:50 p.m. (PST), on Wed., KERN, 8:30-9:00 p.m., KFXK, 9:15-9:45 p.m., KWPR, 9:45-10:15 p.m., KFBU take early program, KFI, KPO, KGW, KOMO and KHK record the broadcast for airing at 6 p.m. (PST).

PHILIP MORRIS & Co., New York, replaces Oates With Where With Breeding Along on MBS.

NBC's Cigarette Billings

Up 85% in Five Years

WHEN Liggett & Myers Tobacco Co. starts Fred Warin on NBC June 19 for Chesterfields, NBC's weekly revenue from cigarette advertising will have increased 85% in five years. In 1934 the average weekly income from cigarette advertising was $11,539. After June 19, it will total $96,000. Breakdown of cigarette advertising currently on NBC shows: American Tobacco Co., $1,060,000; Brown & Williamson Tobacco Corp., $1,020,000; Brown & Williamson Tobacco Corp., Atlanta, $9,668, Raleigh and Kool, $9,609, Bugle, $7,111; P Lorillard Co., Old Gold, $9,609, Sensation, $8,830; Philip Morris & Co., Philip Morris, $10,220, totaling $74,780.

When Liggett & Myers Tobacco Co., with $35,166 for Chesterfield, is added next month, the total becomes $199,936.

Dairy, Cotton Salutes

RADIO will be used among other media by milk producers throughout the country in cooperation with the Institute of Distribution to promote Dairy Month. Starting June 1, every Sunday, starting May 27, mention of milk and other dairy products will be made on the Hour of Champions on WHN, New York, sponsored by Adam Hat.” The Institute is also planning to aid cotton distributors during National Cotton Week, May 22 to 27, using spot announcements on 45 stations throughout the South. A salute to this coordinated movement of the cotton dealers will be made May 29 on the Lever Bros. Big Town program on CBS.

School Using 26

INDUSTRIAL TRAINING CORP., Chicago (air conditioning instruction), has started a weekly quarter-hour disc series titled Eight Merrie Men on approximately 26 stations. The series replaces the Changing World series and the new discs were cut by World Broadcasting System, James E. Lunskey & Associates, Chicago, handles the account.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on July 4 will start Alec Templeton on 75 NBC-Red stations, Tues., 9:30-10 p.m., replacing Fisher Directives for the summer. Agency: Needham, Louis & Brophy, Chicago.

Agency Wins Reversal

VERDICT of the jury in the case of Sollwus vs. McCann-Erickson, New York, which was rendered April 28 in favor of the plaintiff for the amount of $642,888, was set aside May 9 by Judge Mortimer W. Byers of the U. S. District Court, Southern District of New York, acting on a motion made by attorneys for McCann-Erickson. The plaintiff alleged that in May 1935 her idea for procuring the Axton-Fisher Tobacco Co. account for Twenty Grand ads was stolen by the defendant and claimed breach of contract whereby she was to receive 5% of the total business thereby received by the agency. Justice Byers, in his decision, ruled that the plaintiff had not proved that her idea was used and so set aside the jury verdict.

Wilson Using 6

WILSON PACKING Co., Chicago (lard), has started a varying schedule of one or two spot announcements daily for 12 weeks on the following stations: WLIS, Chicago; WOCO, Minneapolis; KSTP, St. Paul; KMBC, Kansas City; KFNS, Omaha; WMT, Cedar Rapids, U. S. Adv. Corp., Chicago, handles the account.

CBS board of directors on May 3 declared a cash dividend of 35 cents per share on Class A and Class B stock of $2.50 per value, payable June 9 to stockholder of record May 26.

STEPHENSOL SALES Co., New York (Fagot foot preparation), is testing radio with daily spot announcements on WHN, New York, placed direct.

Billey High Frequency Quarts Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged M02 type MO2 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. and V.H.F. work. Catalog 10 contains complete information on these and other Billey Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

BLILY ELECTRIC COMPANY

BRODACASTING • BROADCAST Advertising

BLILY ELECTRIC COMPANY

BRODACASTING • BROADCAST Advertising

JUST around the corner from the new N.A.B. Headquarters on K Street, in the center of busy Washington.

Air Conditioned
BEDROOMS • RESTAURANTS • LOBIES

During the Summer Months

The

MAYFLOWER

Connecticut Avenue at I Street

WASHINGTON, D. C.

R. L. POLLO, Manager

Specially Designed

FOR HIGH FREQUENCY CRYSTAL CONTROL

Billey High Frequency Quarts Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged M02 type MO2 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. and V.H.F. work. Catalog 10 contains complete information on these and other Billey Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

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BRODACASTING • BROADCAST Advertising
Add for Tintex Dyes
PARK & TILFORD Co., New York, has added KNX, KPO, KOIN, KDKA and KJF to the list of 31 stations carrying campaign and three spot announcements for Tintex dyes. In conjunction with the Tintex campaign, the company is conducting a prize letter contest using the spot radio radio campaign and dying contests submit the best endings, in 35 words or less, to the sentence, "I use Tintex tints and dyes because...". Mr. Parkinson and KJF offers free all-expense trips to the Fair plus six days of New York sight seeing, or the cash equivalent of $150, the total being $3,150. Two Tintex boxes tops must be sent in with every entry. Charles M. torm Co., New York, handles the account.

 vacancies in NAB Director Filled

 At Meetings Held by District Groups

ELECTION of Paul W. Morency, general manager of WTCI, Hart- ford, and J. Harold Fehlmann, president of WSPD, Toledo, as new directors of the NAB, and the re-election of Raymond H. Green, president of KXAM-Koins, Portland, Ore., and E. H. Gammons, general manager of WCON, wheel- ing, was effect at district meetings of the trade association during the last fortnight.

Mr. Morency, an executive of the NAB headquarters staff in its earlier days and a former vice-president of country music, was elected to succeed John Shepard 3d, president of the Yankee Network, at a meeting in Boston May 11. He will serve a two-year term dating from the next NAB con- vention in Atlantic City July 10-13, representing the First District, comprising Connecticut, Maine, Massachusetts, New Hampshire and Rhode Island. Shepard de- clined to stand for re-election be- cause of his other industry activi- ties, including ENA and NARS and various NAB committee mem- berships.

Ryan succeeds Ethridge

Mr. Ryan, vice-president of Fort Industry Co., which in addition to WSPD, controls WWVA, Wheel- ing, WMMN, Paimont, and WLOK, Lima, O., was elected at a meeting of the Seventh District in Cincinnati May 4 to succeed Mark Ethridge, vice-president and general manager of the Evening Courier-Journal & Times, and WHAS, for a two-year term. For- merly its reporter, the Cincinnati meeting adopted a resolution commending Mr. Ethridge for "his outstanding service" to the NAB and the industry. Neville Miller, NAB president, and Ed Kirby, public re- lations director, addressed the meeting which also covered legis- lative, copyright and other prob- lems.

Copyright and legislation high- lighted the discussion at the First District meeting, at which Mr. Shepard presided. Speakers in- cluded NAB President Miller and Labor Relations Director Joseph Miller. Mr. Ethridge, Labor Relations Director of research of Lever Bros., and Kenneth E. Backman, manager of the Better Business Bu- reau.

Among those present, besides the

sell interest in WTBQ

SALE of his half interest in WTBQ, Cumberland, Md., to L. E. Greblot, and W. Nygren, engineering supervisors of WFL, Philadelphia, was announced May 12 by Mr. Clapp, WFL station manager. The consideration was $14,250, sold in two equal blocks. Half interest in WTBQ is owned by Mr. Becker, WFL chief engineer. Mr. Clapp did not disclose his interest because WFL required his entire time and he found it impossible to devote proper attention to the Maryland station.

Coughlin adds WINS

THE SUNDAY radio address of Fr. Chas. E. Coughlin will con- tinue throughout the summer of a group of about 47 stations, with WINS, New York, added. WHBI, Newark, station manager of the talks for the New York area, WCW, Brooklyn, has announced it will continue the program. Dr. Harry F. tiled Forum, Answering Father Coughlin, as long as the priest delivers his talks. Coughlin, which last fall, has acquired for its file a group of 44 recordings taken at the Nazi Bund rally at Madison Square Garden last Feb. 22.

FCC Will Tackle Newspaper Issue

Problem Is Raised Directly in Allentown Hearing Notice

THAT the FCC intends to meet squarely the newspaper-ownership issue in the Allentown Case, involving reconsideration of WBA and WSAN, time-sharing stations in that city, and procurement of con- tacts by the Commission, was made clear May 1 when the Com- mission issued the notice of hearing in connection with the pro- jected transaction.

In the formal notice the FCC set forth three issues, all dealing with public interest aspects. They specified determination of any benefit to the public by virtue of the consolidation of the stations, the second whether any adverse affect upon the public would result from the consolidation, and the third: "To determine whether the assign- ment of the licenses for the stations of WBA and WSAN (WSAN and WCB) to Lehigh Valley Broadcasting Co. would serve the public interest in view of the fact that Lehigh Valley Broadcasting Co. is controlled by the Allentown Call Publishing Co., which publishes the Allentown Call and which owns all of the stock of the Chronicle & News Publishing Co., which publishes the Allentown Chronicle & News."

The FCC action last March in designating for sale applica- tions for hearing provoked a con- troversy reviving the strife over newspaper-ownership of stations, particularly in places where a "local monopoly in public opinion" might result. The matter was des- ignated for a public hearing in Allentown, but no date has been set. Whether the hearing will be held in Allen- town, will depend upon the case funds, in view of the FCC’s finan- cial plight. It is possible that the hearing will not be held until fall, since no new funds will be available to the FCC for the current fiscal year which concludes June 30 and the future of the station licenses for the new fiscal year has not yet been taken up in Congress. The FCC designated the Allentown applications for hearing, Commissioner T. A. M. Connors issuing a minority opinion in which he advocated a general hearing on newspaper- ownership rather than a test case involving a relatively small city. He held this did not provide a safe factor for a decision on the broad question which di- rectly affects some 240 licensees of existing stations throughout the country affiliated with newspapers.

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ON AN IDENTICAL COST PER LISTENER BASIS...

...in the 13 markets surveyed by the Ross Federal Research Corporation, and Alberta Burke Marketing and Research Company, the rate on WLW would be $3,876 to provide the same cost per listener as the leading local stations in these markets.

During the week of March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls, of which 78,793 calls were completed in the following twelve cities: Charleston, West Virginia; Columbus, Ohio; Dayton, Ohio; Ft. Wayne, Indiana; Indianapolis, Indiana; Lexington, Kentucky; Lima, Ohio; Louisville, Kentucky; Muncie, Indiana; Kokomo, Indiana; Newark, Ohio, and Springfield, Ohio. In the 13th market, Cincinnati, out of 21,883 calls made by Alberta Burke Marketing and Research, 14,947 calls were completed.

Results show that the average audience tuned to WLW from 8:30 A.M. to 10:30 P.M. Monday through Friday is 111.8% greater than, or 2.1 times that of the 10 dominant local stations serving these markets. The combined costs of these 10 dominant local stations is $1,830 per hour, while that of WLW is $1,080. Therefore, the cost of the local stations is 69.4% greater than that of WLW.

Since the dominant local stations collectively have an average of 22.8% of the audience listening to the radios in their respective markets and their combined costs amount to $1,830 per hour, then on an identical cost per listener basis WLW's rate should be $3,876 per hour, inasmuch as WLW's average audience is 48.3% of the sets in use in these same markets. (And this disparity is based on the unfactual assumption that WLW's coverage is to the city limits of these 13 cities!) 

If you would know the whole story, write to WLW or Transamerican Broadcasting & Television Corp. and ask for

MORE FACTS AND FIGURES ON WHY I SHOULD BUY...

THE NATION'S STATION

See the Crosley Building at the New York World's Fair
Not since the development of the electronic tube itself, has there been an event of such tremendous significance to the fields of entertainment, communications and education as the introduction of the RCA Iconoscope. A tribute to modern engineering genius, the Iconoscope is literally the "heart" of Television in its most practical, most modern form. It is the Iconoscope which made possible the public advent of High-Definition Television in New York City over both the CBS and NBC Broadcasting Systems. The Iconoscope is truly the Aladdin's lamp of the most amazing system of communication ever devised by man!

By providing a means of electronic scanning at the transmitter, the Iconoscope affords a practical solution to such all-important problems as those of flexibility and definition. Its construction permits the storing up of effects from a light image between successive scannings. The resulting high sensitivity permits its use under a wide range of lighting conditions.

Two Iconoscope types, RCA 1849, designed for pick-up from movie film, and RCA 1850, for direct pick-up of scenes, are now ready for delivery. These are described in detail in an RCA Technical Bulletin now available from RCA Commercial Engineering Section, Harrison, New Jersey.

Visit the RCA Television Exhibits at the Golden Gate International Exposition and the New York World's Fair.