DEAR ART:

A month ago you said:
"Drop me a line whenever you knock off a particularly good sales job. Drop me a line even if you don't."

Well, here's the line. And the story, we think, is one of the greatest things to come out of this old machine.

It began with a vegetable. Just think—a vegetable! But it was a good vegetable.

It was the first time the company had used radio. And WOR was the only advertising used.

The product cost 20% more than any product like it—at a time when competitors were shaving prices closer than Delilah shaved Samson's locks. But, Art, this vegetable was branded. And they plugged the pants off that brand.

Well, sir—two weeks after the first WOR broadcast this company's daily carloads hopped from three to ten. One chain was forced to pack the product into 550 stores. Dealers in Albany, Lancaster, Westchester, Delaware bellowed "Give!"

Now, one-third of all New York unloadings of this vegetable is our sponsor's vegetable—the largest haul ever placed by one man in New York.

Imagine!
7,812 listeners wrote to WLS in one week when asked if they listened regularly to the 8:15 A.M. WLS news. There was no giveaway or other inducement to write. 38% of the mail came from Metropolitan Chicago. This area contains only 26% of the radio homes of the WLS Major Coverage Area. Thus 26% of the homes brought 38% of the mail! WLS not only can be heard, but is listened to in Chicago.

A Chicago independent grocery chain (five stores) stocked five new products advertised on a WLS program. These new outlets were broadcast on the program in connection with a special three-day promotion. In the three-day period, sales of the newly stocked items advertised over WLS were 341 packages, 210 packages, 200 packages, 73 packages and 69 packages; 622 packages of another item already stocked, and advertised on WLS at the same time, were sold—all at regular prices. WLS sells goods at retail in Chicago.
NEW ENGLAND is the great summer playground for the eastern half of the United States. During the season approximately three million people come into this vacationland, penetrating all parts of it from the Connecticut shore to the mountain and lake regions of northern New England.

These people at play are spenders. They make up a rich plus audience for the radio advertiser who knows how to reach them. Spread out as they are, they can be reached most surely through the seventeen stations of The Yankee Network.

Yankee stations directly penetrate every large market, — cover thoroughly the large suburban areas from which they pull trade.

The Yankee Network is the only station group which closely parallels the distribution of population — the only media for reaching the entire New England audience, plus the three million extra vacation listeners.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

WNAC Boston
W Tic Hartford
WEN Providence
WTAG Worcester
WICC New Haven
WNLC New London
WCSH Portland
WLBS Bangor
WFEA Manchester
WSAR Fall River
WNBH New Bedford
WHAI Greenfield
WBRK Pittsfield
WLLH Lowell
WLH Lawrence
WLNH Laconia
WRDO Augusta
WCOU Lewiston

THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.
The exaggerated coverage-claims of 50,000 watt stations apparently know no bounds. No section of the country is immune!! In central New England (Worcester to be exact) where WTAG gives honest-to-goodness coverage with 1,000 watts—the nearest 50,000 watter claims primary coverage—yet its strongest signal in Worcester is less than 2 millivolts.

The promotional material for that station by illustration and ‘inference claims that Worcester County is primary coverage—in fact—claims it exclusively. It qualifies that statement by saying that—“no other Boston station claims it.”

Now move over Mr. First 50,000 watter because another 50,000 watter—located in Northeastern New York State, also claims Worcester County. (Evidently they both know a good market when they see one.) The signal of this second 50,000 watter is so weak, it can hardly be measured.

Now what are the facts? A recent Ross-Federal coincidental survey made in Worcester shows the first 50 KW station has 14.03 per cent of the total audience. The second and other 50 KW stations are buried somewhere in the “all others” classification of 1.96 per cent.

The truth is that 58.88 per cent of all Worcester listeners are WTAG listeners. In other words—WTAG leads by a wide margin every hour in every day. Remember—no 50,000 watt station has or can legitimately claim to have primary coverage in Worcester County.

In Worcester County—WTAG is first in signal—first in listener preference and first in results.

WTAG
WORCESTER, MASSACHUSETTS
NBC—Red and Yankee Networks
Test the water with your toe,
Find it fine—and in you go!

Biow Company tried Mutual for one account in 1937; placed two accounts over Mutual in 1938; three in the first five months of 1939.

Erwin Wasey invested $99,055 in 1936 for one client; placed $224,611 in 1937 for six clients; increased to $397,393 in 1938 for six clients.

Ruthrauff and Ryan have almost doubled the dollar investment of their clients in Mutual network facilities each year since 1936.

**Mutual Billings Record**

<table>
<thead>
<tr>
<th>Biow Company</th>
<th>Erwin Wasey</th>
<th>Ruthrauff &amp; Ryan</th>
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<tr>
<td>1937-$7,858</td>
<td>1936-$99,055</td>
<td>1936-$72,252</td>
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<tr>
<td>1938-$91,071</td>
<td>1937-$224,611</td>
<td>1937-$125,573</td>
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<tr>
<td>1939-$57,115*</td>
<td>1938-$397,393</td>
<td>1938-$244,411</td>
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</tbody>
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*5 months

P. S. If yours is an agency which has never placed a program over Mutual—don’t you believe you owe it to your clients to hear the results behind these increases? Call Superior 0100 in Chicago; PEmnsylvania 6-9000 in New York.

The agencies that now place the most advertising over Mutual all began by this cautious toe-testing method—tried us out for one client before using our facilities for many.
CBS is the choice of more of the country’s largest advertisers in 1939 than any other network ... as it was in 1938, 1937, 1936, 1935, 1934!

May we tell you why?
in 1939!

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK
Whether It Is Base Ball or Foot Ball, the Detroit Sports Audience Listens to WWJ

and E. L. "Ty" Tyson, WWJ's own nationally known sports announcer and commentator. The 1939 season will be the 13th that WWJ has broadcast the Tigers' base ball games; the 15th that it has broadcast the U. of M. football games.

Foot Ball Survey:
On November 12, 1938, the Ross Federal Research Corporation conducted a survey during the University of Michigan - Northwestern football game. The findings were:

57% Listening to WWJ
26% Listening to WJR
12% All Other Stations
5% No information

Such great preference leaves no doubt about WWJ's coverage of the sports audience in Detroit.

Here's startling information for radio advertisers interested in sports broadcasts: Exhaustive studies of listening habits of the Detroit radio audience, conducted by the Wayne University Broadcasting Guild show that WWJ's play-by-play base ball broadcast has a rating of 61%! The same studies show that WWJ's Sport Review, broadcast nightly at 6 P.M. commands 53% of the listening audience! Another survey conducted during the foot ball season of 1938 showed that 57% of all the listeners were tuned to WWJ!

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta
MR. JONES: Now look here, Mr. Emcee, you've had all the best of this quiz business. Suppose you answer a few questions for a change.

EMCEE: Well—this—ah—this is sort of reversing things, isn't it? But go ahead, I've heard a lot of answers.

MR. JONES: All right. Can you cite a list, showing the wide range of products advertised on the Blue Network in 1939?

EMCEE: Certainly. Men's hats, tobacco, ginger ale, breakfast food, kitchen cleanser, shaving cream, petroleum products, magazines, radios and radio tubes, paints, iron and sheet metal.

MR. JONES: Do you know how many advertisers have taken advantage of the Blue Network's new plan, which enables them to "go national" on a modest budget?

EMCEE: Yes sir! No less than 34 advertisers have taken advantage of it, and are now cashing in, with wider Blue Network coverage!

MR. JONES: Correct again, Mr. Emcee. 100% for you, too. You've been right all the way.

EMCEE: You bet I'm right—and so are the advertisers who have taken advantage of the substantial savings of the new "Blue" discount plan!*

BLUE IS THE BUY-WORD IN 1939

*Get the whole story from any NBC office
No "smoke dream" is the fact that twelve billion cigarettes are consumed every year within the "Golden Horseshoe," that fertile market of the Midwest blanketed by WJR in Detroit and WGAR in Cleveland. That's half again as many as sold in the city of New York... more than the combined sales of Chicago, Philadelphia, Los Angeles and Boston!

Here too is the territory in which drug store sales exceed one hundred million dollars a year, where the total food bill runs close to three quarters of a billion annually, where seven out of ten families own automobiles. Here eight million people can be reached with your sales message through WGAR and WJR... through the "Great Stations of the Great Lakes!"
FCC Warning Affects Sponsorship Credits

By SOL TAISHOFF

Spots and Station Breaks Mainly Affected by Revival Of Old Provision Requiring Commercial Identity

RESURRECTION by the FCC of a provision in the radio law requiring specific announcement of sponsorship of all commercials is bringing about closer scrutiny of commercial credits by stations and networks, and is destined to have an effect on future styling of commercials—notably spot and station-break announcements.

Enacted long before there were spot announcements—in 1927—the provision (Section 317 of the Communications Act) specifically states that all programs directly or indirectly paid for shall be announced "as paid for or furnished, as the case may be, by such person". Reports of violations, growing out of purported concealment of the sponsor in religious and "talk" programs, brought forth the formal FCC pronouncement on May 16. The FCC, through its Law Department, has already made it clear that there is no disposition to force literal adherence to the provisions by use of the present phrase "paid for" or "furnished by". Whereas in its notice the FCC said it "insists upon and expects full compliance at all times" with the law, it nevertheless informally states that as long as the announcement clearly indicates sponsorship and that the program is paid for, in such fashion as not to mislead the public, there will be no complications.

Change in the Law?

In the case of spot announcements or station breaks, it is thought that a change in the technique of phrasing credits may be necessary in many instances. The FCC is not disposed to pass in advance on this point. It agrees, however, that the law did not contemplate this development, but suggests that to avert difficulties a change in the statute may be desirable.

In the vast majority of cases there will be no trouble at all. While many network and local programs, simply identified by the sponsor's name, may have to be broadened to include a phrase denoting sponsorship, this can be done in most cases with no hardship at all. A statement that a particular program is "under the direction" of a particular individual, for example, would probably not meet the technical requirements of the law.

The issue first arose last March, it was learned, when a listener wrote WLW, Chicago, regarding the Old Fashioned Revival carried on MBS, but which the station transcribes from the line and broadcasts at another time. The listener referred to use of the term "network" in a transcribed program. Glenn Snyder, vice-president and general manager of the station, suggested the matter be taken up with the FCC.

Interpretations Requested

It was out of this original action that an FCC inspector concluded there was no proper mention of sponsorship by Charles E. Fuller, who conducts the Revival, and that the public might believe it a sustaining program. The FCC concluded there was a failure of compliance with Section 317, and as a consequence issued the press release serving notice on all broadcasters.

Immediately following issuance of the release, the FCC was besieged with inquiries from broadcasters. In response to one telegraphic inquiry, it stated that its interpretation of the law did not require literal use of the phrases "furnished by" or "paid for". If the announcement is such as to convey the impression to the public that the program is sponsored, and if the sponsor is identified in such fashion as to clearly indicate that he is paying for the time, the terms of the law presumably will be considered as having been complied with, the Commission said.

The fact that the law was enacted before spot announcements, station-breaks or participation programs were developed, cast some doubt as to whether the current usage is permissible within limitations of the statute. The Commission is not disposed to state in advance whether particular types of announcements will conform with the law, its attorneys feeling that as long as the sponsor and the station permit the public to know they are hearing a paid program, there will be no conflicts. For example, an announcement of a time signal or weather report, simply giving the trade name of the product sponsoring the spot, probably would have to be broadened to make it clear that the spot was paid for. The Commission is disposed to leave the wording and direction of the stations, which as licensees are responsible to it.

Don't Fool the Public!

Because of station-break announcements running 30 words or even less, it is thought that some network technique may be involved in participation programs, it will unreasonably be desirable to announce in advance that the program is sponsored, or paid for or furnished by the list of commercial participants.

It also was pointed out that since enactment of the law in 1927 there has been no general complaint about the manner in which commercials have been announced with regard to identity of sponsorship either from Congress, the public or the FCC. Thus no upheaval of any character is contemplated.

On May 23—a week after the Commission's announcement—Andrew W. Bennett, NAB counsel, addressed a letter to the Commission asking for an interpretation of the section. He pointed out that heretofore the industry has interpreted the section as follows:

"The station is required to announce the sponsor of the program in such language as will acquaint the listener with the fact that the program is being broadcast as an advertisement if such is the case. The Federal Radio Commission ruled that advertising must be presented as such and not disguised, applying the same principle which has been applied to newspapers to prevent an advertisement from appearing on the surface to be a news item (see Third Annual Report, Federal Radio Commission, page 35). The plain intent of the section is to prevent a fraud being perpetrated on the listening public. Therefore, reference to the sponsor in such manner as to indicate to the listener that the program is paid for by the sponsor should be sufficient without the necessity of specifically using the words "paid for.""

An announcement of the fact that the program is presented by the 'X' company or that it is sponsored by the 'X' company, would be sufficient announcement as the statute, since these terms have been publicized to such an extent by radio that the public understands such programs are paid for and are for the purpose of advertising the product of the sponsor. In the other hand, where the sponsor is mentioned in such manner that it might be construed as an editorial comment on the piece of the story or as an item of news, it would be contrary to the provisions of the Section.

A Plain Warning

Because of the number of requests received for clarification, Mr. Bennett asked the Commission to advise as to whether this interpretation was in accord with that of the Commission. While no formal announcement has come from the FCC as Broadcast went to press, it was understood the Commission's views did not generally conflict with Mr. Bennett's letter. It was felt, however, that the FCC probably would amplify certain references.

In its press release, the Commission quoted the language of Section 317, which reads as follows:

"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to be paid, or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcasted or announced as paid for or furnished, as the case may be, by such person."

It then pointed out that the notice follows reports of violations of the rule and warned the licensees that the Commission insists upon and expects, full compliance at all times
with the above quoted provision of the law.

It was apparent the Commission's action will bring an end to the few programs still sponsored anonymously. In several cities Sunday sponsorship of musical programs still prevails, donated by some leading citizen or organization which does not want its identity disclosed. It was stated flatly that such programs could not be broadcast under anonymous sponsorship.

A search of Congressional files discloses that on Feb. 27, 1926, the then chairman of the House Committee on Merchant Marine & Fishery, Frank Scott, introduced a bill to revise the first radio law to the House. Mr. Scott, now a Washington attorney specializing in radio, at that time stated, apropos Section 317, that it simply required that all matter broadcast for which money or valuable consideration is paid shall be announced as paid for or furnished by the person who furnishes or pays for the program. "Its purpose is to make it clear that what shall not be hidden from the listener," the formal legislative report stated.

The provision requiring identification is regarded as a desirable one even today if its enforcement is not carried to extremes. For example, at one time it was obviated that it propagates broadcast on a commercial basis without disclosure of the organization paying for them. It is regarded as a safeguard against monopolization of a station's time by a single sponsor or group of sponsors without disclosure of their identity.

U. S. Program Control Opposed, Fortune Finds

A SURVEY in the June Fortune reports that only 20% of the persons interviewed, representing a cross-section of the nation, were familiar with the Government "establish a bureau to supervise what shall be propagated over the air." An overwhelming majority, 60.3%, voted that it should not while 12.5% said that if you "know" or qualified their answers.

A slightly higher percentage, 31.8%, favored Federal supervision of what should be produced in the movies, and only 15.3% favored supervision of what said in the movies. "Except for Negroes," Fortune comments, "the reports, for many of whom there are no opinions about radio and the movies, the majorities opposed to any kind of censorship are so substantial among all sorts and conditions of people that the breakdown have little importance."

Milk Fud Votes

EXPENDITURE of $300,000 by the Bureau of Irrigation during the coming year is authorized by a bill passed by the New York State Assembly. Plans for 1939-1940 advertising have been announced, although it is expected the account will again be directed by J. M. Mathes Inc., New York, which has handled it for several years.

Public Utility Sells WFBM to Bitner; Price Is $450,000

Jesse Kaufman President of Firm Acquiring Station

THE LAST of the public utility operated stations—WFBM, Indianapolis—has been sold by the Indianapal Indianapolis and Power & Light Co., subject to FCC approval, to a new corporation headed by Harry M. Bitner, former general manager of WCAE, Pittsburgh, and now the New-Phoenix, a resident operator. Mr. Kaufman, an experienced station executive, previously owned and will actively supervise operations.

WFBM is one of the oldest stations on the air, having its first license in 1926, with 5,000 watts until local sunset and 1,000 watts at night. Roy E. Blossom has been its manager virtuously since its beginning.

The senior Bitner is now a regional director for the Hearst Newspaper. He is the former manager and head of the Pittsburgh Sun-Telegraph and as such was president of the Board of Directors of WCAE, Hearst-owned outlet. Mr. Kaufman during that time was general manager of WCAE and afterward became an executive of Hearst Radio Inc. in New York. Mr. Bitner has been a close student of broadcasting since his association with WCAE.

The only other utility-owned station in the country, according to official records, is WEEI, Boston, owned by Commonwealth Edison Co. under a limited term contract. WTAM, Cleveland; WENR, Chicago, and WSBAL, Baltimore, are formerly licensed to public utilities but sold out to active radio organizations.

Philip J. Hennessey Jr., counsel for the new corporation, planned to file applications for the transfer promptly. He attended a conference in Indianapolis May 27 to perfect the papers. The $450,000 sales price is understood to include all physical property and equipment.

The transmitter is located eight miles from Indianapolis and the studios are in the Power & Light Co. Bldg.

AP Board Lifts Sponsor Ban, Fixes Scale of Assessments

ACTING in accordance with the resolution passed by the members of the Associated Press at their annual convention last month (Broadcasting, May 1), the executive directors on May 26 lifted the previous ban on the use of AP news on sponsored broadcasts and authorized the broadcasting of AP news by any member newspaper, as either commercial or sustaining material, under a series of regulations.

The committee's action provides for an additional assessment of 5% of the paper's basic assessment if AP news is used on sustaining programs and for a 25% increase if the news is sponsored. If the news is broadcast without sponsorship, AP must be credited, but "sponsored programs shall be broadcast by the member in the name of his newspaper and the AP shall not be identified therewith."

Network broadcasting of AP news is prohibited by a clause in the committee's resolution limiting the broadcasting to the "member's city of publication". In cities where one paper has a daily AP wire and another paper a wire broadcast, such paper must be credited to its hours of publication unless the papers themselves work out some other arrangement.

Three-Month Clause

All commitments for broadcasting AP news are subject to the rules and regulations of AP and for the present all commitments shall be terminable on three months' notice, so that members can conform to any changes found necessary in these AP regulations. Resolution also specifically charges members with the responsibility for continuing to "guard the integrity of filtering news and for the first time in history, the AP board of directors is set to meet on May 26 at the Associated Press building in New York to consider the matter.

All members for the Associated Press who are reported the first radio station to use the information service are in agreement with the Associated Press on the matter of broadcasting of Associated Press news, except for the conditions governing the broadcasting of such news, which are now to be lifted.

In June 1935, the Associated Press resolved:

That the resolutions adopted on Oct. 5, 1935 and Oct. 4, 1936; and the resolutions of the AP board of directors of May 26, 1939; respecting the broadcasting of news of the Associated Press be amended to read as follows:

Resolved: That the general news of the Associated Press shall be broadcast on a free basis by a member with or without commercial sponsorship until further notice, under the following rules and regulations:

That such news shall be broadcast only from the member's city of publication and in accordance with the regulations as to hours of publication, except as otherwise adjusted by concurrent members in a city.

That if the broadcasting of such news is not commercially sponsored the members shall pay a special additional assessment therefor amounting to 25% of the regular wire and general charge elements of the member's weekly assessment, and news of the Associated Press shall in all cases be credited to it; that if the broadcasting of such news is part of a commercially sponsored program, a special additional assessment shall be levied which shall be not less than 25% of the first wire and general charge elements of the member's assessment in the field in which the member broadcasts, plus any extra wire expense or other supplemental costs; such assessments are to be subject to revision by the board of directors if two or more members occupying the same field broadcast Associated Press news in sponsored programs, the special additional assessment is to be shared.

That sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith. All payments shall be made to the Associated Press for the services rendered, in accordance with the prevailing rates as may be determined by the board of directors for the period of such broadcasting, and the amounts shall be paid in advance by the member to the Associated Press before the broadcasting is started.

That commitments for broadcasting of Associated Press news shall not be made in any case without the consent of the Associated Press, and that the Associated Press shall not be liable for any expenses incurred by the member in the course of broadcasting without the consent of the Associated Press.

That the Associated Press shall have the right to cancel any commitment for broadcasting of Associated Press news at any time and for any cause.

That the Associated Press shall have the right to change any of the above rules and regulations without prior notice.

That the Associated Press shall have the right to change any of the above rules and regulations at any time and for any cause.

That the Associated Press shall have the right to change any of the above rules and regulations at any time and for any cause.
Censorship Seen in International Ruling

Sponsor Ban Off; Fear Program Clause

A NEW specter of program censorship pervaded the Washington atmosphere after the formal release by the FCC May 23 of its new rules governing operation of international stations, which lift the commercial ban.

Phraseology used by the FCC in its rule limiting the type of commercial programs that can broadcast to name-mention, and specifically restricting the international frequencies to service “which will reflect the culture of this country,” immediately drew the fire of the industry. There was no quarrel with the attempts to limit the international channels, designed to serve foreign listeners, but the alarm grew out of the precedent even more than the restrictions on types of programs.

There was prompt reaction that the Commission had overstepped the authority of the Communications Act, which prohibits censorship. Nevertheless, FCC attorneys and the Commission itself appeared to find in the new rules, which become immediately effective, a legal basis.

The first tentative move for relief will come through the NAB, as industry spokesman, in a letter taking sharp issue with the rules and demanding a hearing. The industry’s position is that the FCC, on a matter of such importance, should not attempt to write regulations without the advice of the industry.

Neville Miller, NAB president, after conferences with international station operators, decided formally to petition the FCC to reopen the case, immediately recall the rules and postpone indefinitely the related matters until a hearing, and afford the industry a hearing.

Don’t Want to Reconsider

There is no disposition on the part of the FCC, on its own motion, to reverse the action. Nevertheless, individual members are understood to feel that, if there should be need for clarification, the question will be reopened, though they do not see the basis for the “horrorous” editorial interpretations as to censorship. The language used can be found in the Inter-American Radio Treaty. The State Department was fully conversant with the rules and assisted in their drafting.

Commissioner T. A. M. Craven, who first used the phraseology as dangerously approaching censorship, finally yielded to the interpretations of the FCC attorneys who said they did not understand Commissioner George H. Payne, onetime newspaper and publicity man, is understood to have been it. The strongest opposition to the FCC minutes shows that on April 24, when the matter was first considered, Comdr. Craven alone voted against the language.

Reaction reached the point where it was deemed likely that extreme steps would be taken by certain of the international stations, which was looked upon as an attempt to “grab” program control. It was thought that in the light of the pending Commission action, an attempt might be made to petition Congress to undertake its long-delayed investigation of the FCC and set the censorship issue once and for all. That view is taken particularly in the light of implied criticism in the announcement of the International Network—Monopoly Committee which augur for drastic recommendations to Congress in connection with any such restrictions dealing with licensing of networks, multiple ownership, leases and similar aspects of the law which have been under scrutiny and criticized from time to time.

Sponsor Prospects Uncertain

Totally aside from the policy and censorship implications of the new rules, there was a strong indication that licensees of international stations found themselves in something of a quandary. Because there was the hearing in advance of the rules, station operators were in no position to canvass the field of potential sponsors or to get the word out on which sales structures could be built and rates fixed. At present the field is looked upon as a very small, new program, and rates vary, though there are possibilities of its eventual development under proper conditions.

There are no accurate figures on the number of shortwave sets in South America, looked upon as the most likely market for sponsored products or services. Rough estimates place the figure around 40,000 to 50,000. Most American firms place their advertising in that market through local distributors or agencies, and radio is often used on a spot basis over domestic stations.

However, there was concern that domestic network advertisers would want to use the same programs for international broadcasts rather than tailor new productions at additional expense, aside from rate. Great difficulty would be encountered in rules, it was felt, in making such rebroadcasts of regular network programs fit the requirements.

Could Be Extended

The FCC minutes for its May 23 meeting show that the five members present voted unanimously for the rules (McNinch and Thompson absent).

As exclusively predicted in the May 15 issue of BROADCASTING, the FCC transformed the international broadcast field from an exempt to a non-commercial service by lifting the non-commercial ban. It also restricted products to be advertised to those advertisers on the open air bands in the foreign countries to which the program is directed. But the descriptive language was designed to cause the immediate controversy.

In informed quarters it was pointed out that if the Commission can restrict the type of advertising on commercial international stations, it is but a short step to similar restrictions on standard broadcast service. The contention is that the Commission, once it removes a station from an exempt non-commercial classification, can do no more than set up technical standards of operation and leave program content to the judgment of the operators. The only safeguard for whatever specific provisions are contained in the act itself, it is felt, is that any attempt to point out, to revocation or license renewal proceedings against the stations under the public interest clause in the event of a transgression.

Despite this argument, the FCC contends it has full authority under the Communications Act (Section 303) authorizes (Continued on page 61)

NEWSPAPERS SEE CENSORSHIP DANGERS IN NEW INTERNATIONAL RULING OF FCC

STRONG editorial criticism was directed at the FCC’s new rule requiring international stations to limit their programs to “such operations as will reflect the culture of this country and which will promote international good-will, understanding and cooperation.”

The action was viewed by at least one writer not only as a direct threat of censorship against all radio but also against the press. Mr. Lawrence, noted columnist, wrote, "The FCC’s recent statement that ‘the public interest, convenience and necessity’ of the American people is served by preserving the American public from direct access to radio as one way of getting the issue decided. He described as "one of the most important things that has happened since radio began. Pointing out it is hardly an accidental move "because for the last three years various members of the Commission here have in some speeches stated an opinion that the Commission has a right to censor programs or that Congress can order censorship just as it feels is necessary by the Federal Government.”

Times Sees Censorship

The New York Times in an editorial May 15 said "the new rules might easily lend itself to an interpretation that might bring about a real censorship. It forecasts "definite dangers" in the rule as now written. The FCC minutes of May 15 show that some members wanted to have all radio stations subject to the same restrictions, as to “such operations as are necessary to prevent competing on the radio.” And that “in all other respects the radio is as free as the press.”

If a Governmental agency may say what is or is not international good-will, "censorship in fact exists," according to Mr. Lawrence. He pointed out that it was a step further for the Federal Government to control the air, that at present the radio is tied to "regular second-class mail, they can be regulated as to their content. The Post Office Department, he added, might as well regulate the format of editorials or articles which do not tend to promote good-will, which is a step far removed from promoting international good-will. If there are regulations on foreign broadcast stations, that, he added, "will be on all fours with the FCC action."
Pro Grid Signed By General Mills

Acquires National League for Season, Except Green Bay

GENERAL MILLS has purchased the exclusive television rights for all games played by the National Football League, professional football association coming season, with the exception of the home games of the Green Bay (Wis.) Packers. Although some years have been broadcast by W. H. M. O. Oil Co., Milwaukee, games will be sponsored solely by General Mills, with Wheaties as the advertised product.

This will be General Mills' initial venture into the national scale, although for several years the company has been one of the largest sponsors of baseball, both alone and in cooperation with other advertisers. Last year marked its first football schedule, when it sponsored play-by-play accounts of the games of the Chicago Cardinals and Bears.

Mr. Robinson definitely denied reports, published elsewhere, that General Mills has been engaged in a competitive bidding against rights of the Philadelphia National League baseball team for the next five years, which he characterized as a "lot of newspaper talk." While he declined to discuss the matter or to give any explanation of the origin of such a report, he did state that to his definite knowledge General Mills has not signed a five-year contract with any team.

List About Ready

Details of the broadcasting schedule have not yet been worked out, but the company hopes to announce stations and times of broadcasts next week, according to George Robinson, advertising manager of the Eastern office of the New York office of the advertising agency in charge of all of General Mills' sports broadcasting.

Train Player Sues

SUIT filed seeking $150,000 in damages for alleged slander in a baseball broadcast, has been in the Massachusetts courts by Paul Waner, outfielder of the Pittsburgh Pirates, according to a dispatch published May 29 in the Post-Gazette. The suit, the newspaper reported, had been filed by Bill Dyer, Pittsburgh's signal Network announcer, and the Yankee Network, and allege that a broadcast on May 1 had derogated Waner's name in a list about Waner. Two of the suit, the report added, were filed in Suffolk Superior Courts against the Yankee Network and the third in the Norfolk Superior Court against Stevens Broadcasting Co., which has been heard at Yankee Network headquarters.

Night Games to WPEN

NIGHT games of the Philadelphia Eagles, broadcast under sponsorship of General Mills and Socony-Vacuum Co., have been shifted from WPEN to WCAU, as of Oct. 29, according to David Robinson, agency manager.

Ethyl's New Spot

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NEW ASCAP contracts covering radio performing rights will carry a requirement for payment at the source for both network and transcription clearing. According to E. Claude Mills, chairman of the Administrative Committee of the Society and director of all past negotiations with the broadcasting industry.

Addressing the NAB district meeting in Ponte Vedra, Fla., May 15, attended by broadcasters from Florida, Georgia and Alabama, Mr. Mills said he would "never consent to be again criticized by anyone in the industry as to what type of contract arrangement it wants when present financial conditions make it impossible to accomplish.

Mr. Mills said that ASCAP was awaiting word from the industry as to what type of contract arrangement it wants when present financial conditions make it impossible to accomplish.

At the Source
Aproxim aclearance at the source, a moot question in the industry, Mr. Mills said that while his statements would not be personally involved in payment at the source, "In a network broadcast, he declared, "the entire fee will be paid at the source. The network people understand that my opinion.

The newspaper form of contract, under which the exclusive ownership stations have paid only on programs using ASCAP music, with a guaranteed minimum, will be discontinued, he said, because of discrimination. He denied there had been discrimination in the past. Mr. Mills was the only newspaper publisher who has ever written since the close of 1935 and we will never write another.

"We will never expose ourselves to be again criticized by anyone in the industry as we have by you. We know from now on there will be only one formula. We prefer that to be a formula of your choice. When we say 'your choice' we do not mean either the choice of the networks, the choice of the independents but the choice of the industry and I think we will express our choice through the official central spokesman and the only spokesman is your trade association.

After his talk broadcasters questioned him particularly in connection with clearance at the source. Fred W. Burton, president of WQAM, Miami, asked if the statement meant the cost would be shifted from the network to the station. After explaining the manner in which networks pay ASCAP, Mr. Mills said that "wherever the source of the broadcast is, the fee shall be paid for the whole network."

His subscriptions also will be cleared in that fashion, which Mr. Mills defined as "perfectly just." Station contracts with transcription clearing stations should be enforced on them that is provisional, he advised. "If you have an ASCAP license, you will not infringe," he declared.

When E. K. Cargill, manager of WMAZ, Macon, asked if there was possibility the license being extended for ten years, Mr. Mills observed: "We would like more anything else to have the broadcasting industry present to us a detailed plan of what it would have to. If you would like to have 10 years, state that; 50 years—state that, or a shorter term will be subject to some sort of arbitration—that state that.

If you are going to pay royalties, state why, where and when and under what conditions.

In opening his address, Mr. Mills called for peace and tranquility, declaring that ASCAP is composed of reasonable people and desires to live peacefully and in a friendly and neighborly understanding "instead of with weapons."

He recounted the history of original ASCAP negotiations, dating back to 1932 and explained that ASCAP has a problem in its own house since present agreements with composer members expire in 1940, coincident with the broadcast contracts.

"Per-piece" and the newspaper form of contracts were disparaged as expensive, unwieldy and out of the question from the broadcasters' standpoint, although he insisted ASCAP was simply awaiting word from the industry to its desire.

The average broadcast station, excluding the larger stations and networks, could not afford the kind of system renewal on a per-piece tab, he urged.

As for the newspaper formula, he said it would mean that stations would have to keep on completely, accurately and authentic logs of all music used, requiring in any station a minimum of two or three clerks.

Some Favor Currying
Going back to the origin of the newspapers' form, Mr. Mills said ASCAP does not deny it shares the common instinct to curry newspapers' favor. The propositions of the newspaper contract advanced the argument that newspapers contributed to development of music consciousness and encouragement of production of music in the country, he explained.

Declaring that ASCAP's overtures have not made an impact, he said their expenditures were slightly over 18% but now ran between 20% and 21%. Mr. Mills warned that "we hope to get it all out of the way by asking that the expenditures of ASCAP to defend itself from anti-ASCAP legislation supported by broadcasters would be sought in any new contract.

Regarding State legislation, Mr. Mills said that ASCAP may decide not to oppose one of these bills and then the broadcasters must find out how to get licenses to use copyrighted music. He said that if broadcasters "sophisticated" they would not leave it to ASCAP to oppose the bills but would oppose them on their own volition.

"We are going to have to bear us out of existence," he said. "We are going to be here until the Government dissolves us or until we decide to do something about it."

Mr. Mills disclosed that in any new Federal copyright legislation ASCAP will not oppose reduction of the statutory minimum damages from $250 per infringement to probably minimum damages of $50 for a network broadcast, and further deprecated the concept of a base rate on the originating stations, which would be $150.

ASCAP Payments at Source In New Contracts, Says Mills

Awaits Industry's Desires as to Type of Pact; Special Newspaper Fees to Be Eliminated

As INDUSTRY sentiment crystallizes in favor of royalty payments to ASCAP on a "per program" basis, with responsibility at the network level, the NAB today set a firm date, July 10-13, for consideration of a survey aimed at establishing a uniform policy of royalty payments.

Mr. Mills, who has been ASCAP's chief negotiator with broadcasters, historically as well as current and promised "reasonable" action by his group.

Mr. Mills said that "ASCAP was awaiting word from the industry as to what type of contract arrangement it wants when present financial conditions make it impossible to accomplish.

But his comments were not an ASCAP pledge, he added, as they have personally insisted on payment at the source. "In a network broadcast, he declared, "the entire fee will be paid at the source. The network people understand that my opinion.

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NAB Making Study of Copyright Fees Preparatory to Atlantic City Meeting

THRILLED and wide-eyed was Ruth Sheehan, who as Ruth Bar-towsky and Morris, 200,000, industry estimates have been around the figure. Based on such a figure, NAB President E. L. Mansfield, who is spending through his office that since a year contract would involve nearly $20,000,000, the problem is of technical nature.

In discussing the questionnaire, he emphasized that the responses will be kept strictly confidential. Along with the questionnaire, stations were supplied with forms on which they were asked to keep a record of all musical numbers played during seven consecutive days. With this data, a study can be made of the music actually used by stations in an effort to ascertain which of the various plans for voluntary royalty payments would be most advantageous.

The three plans which have been projected include one for payment in a per piece or per use basis: for payment on a per program basis, and finally on the basis similar to the system now in force, payment of a percentage of station income plus an arbitrary sustaining fee. Information also is being elicited on whether broadcasters would favor a five-year or a ten-year contract.

John Elmer, president of WCBM, Baltimore, and former NAB president, a member of the Copyright Committee, recently sent a questionnaire to some 380 independent stations seeking their views on copyright. Responses, he declared, have been gratifying up to this point. Members of the Copyright Committee, of which President Miller is chairman, are Edwin W. Lohr, NBC; Lenox H. Sheehan, City; John Elmer, WCBM; I. R. Lounsberry, WGR; Gregory Gant ing, KROC; Edward Klauer, KDKA; John Shepard, 3d, Yankee Network; T. C. Strei ed, MBS; Harold Whealian, WSBM.

BROADCASTING • Broadcast Advertising

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AFRA Asking $1 For Commercials

Demand for Extra Fee Brings Stalemate in Negotiations

DEMANDS by the American Federation of Radio Artists that announcers receive extra pay for commercials, ranging from $1 up for a spot announcement, have resulted in a stalemate during current negotiations of the union with a number of stations.

An agreement has not been reached with WCKY, Cincinnati, and three CBS owned 50,000-watt stations—Chicago, Chicago, and KNX, Los Angeles. The extra pay proposal, in which it is asking roughly 20% of the major network commercials, and some outlying stations, has become a vexatious problem, according to negotiating stations.

Waiver Clause

Emily Holt, executive secretary of AFRA, is handling the negotiations involving KMOX. In Cincinnati, Maj. James P. Holmes, of Chicago, has held a meeting with the station, said to be the first of its kind, to discuss the extra pay proposition regarding commercials. Joseph L. Garner, National labor relations director, is handling the negotiations on behalf of WCKY, at the instance of T. W. Bins, station owner.

It also was learned that AFRA is beginning to tighten up on the waiver clause proposal, contracts, dealing with sustaining program and amateur talent. The headquarters organization claims it has lessened the pressure. Station and network officials harbor the view that its moves in this direction may border on program censorship, if it deals with non-members of the union.

Buying Out Va. Local

HOLDINGS of the 10 other stockholders in Piedmont Broadcasting Company, which operates radio stations in Virginia, will be acquired by L. N. Dibrell, president and 43% stockholder. An agreement for transfer of control made public May 28, Mr. Dibrell, local builder and lumber dealer, seeks to purchase the 20% stock owned by C. S. Ondarche, station manager, the 10% by W. F. Hefner, program director, and the smaller holdings of other local business men. The purchase price was not disclosed.

To Promote Travel

ONTARIO Department of Highways on June 14 starts a 13-week sponsored campaign of dramatized spots, a program which will bring Ontario to visit by motor. The programs will originate at CFRB, Toronto, and be broadcast to CKOC, Hamilton; CKLW, Windsor; CFRC, Kingston; CKCO, Oshawa; CJIC, Sault Ste. Marie; CFGH, North Bay. The account was placed direct.


FTC Finds Advertisers and Agencies Cooperating in Advertising Checkups

VOLUNTARY cooperation of advertisers and advertising agencies with the Federal Trade Commission is leading to "conciliatory results" in curbing false and misleading advertising claims, P. G. Morehouse, director of the FTC Radio & Periodicals division, told the annual meeting of the Proprietary Assn. in New York, May 16. Outlining the progress made by the new FTC division, which scrutinizes newspapers, magazine and radio advertising, in the last year since passage of the Wheeler-Lea amendments to the Federal Trade Act, Mr. Morehouse denied not only allegations of a "wishy-washy attitude" toward the false or misleading advertising, but also refuted claims that it was "picking on a couple of little fellows, but proceeding with qualms against bigger concerns".

The Radio & Periodicals Division annually scrutinizes more than 1,000,000 pages of commercial radio scripts, Mr. Morehouse estimated, along with about 1,000 magazines of interests, distribution and 500 edition of "representative newspapers". From the data accumulated in this study, analyses are made of the source of false and misleading advertising, technique and the cost of the advertising, and the part it plays in circulation and geographical location, he pointed out, adding that one of the major kinds of articles in advertisements marked for investigation during the last year, food, drugs, cosmetics and devices comprised 48.7%.

Agencies Now Cited

"Partially in the hope of prompting more thorough self-censorship by advertising agencies, the Commission now proceeds against them, as well as against vendor advertisers, on the ground that the agency participated in the dissemination of the false or misleading copy," Mr. Morehouse commented. The effort will be taken against any publicity medium found to be actively par- ticipating in the dissemination of false or misleading copy. This action by the Commission in past reports, he said, but it is believed that its effect will soon be felt conspicuously in this field.

"It is not the spirit of the FTC to 'crack down', although that term has often been used by the reporters in reference to its activities. It feels that all honest businesses who really believe in free enterprise with a fair field and an equal chance to all have extended and will continue to extend their heartiest cooperation."

"I hope the day of continual argument between the advertising copywriter who wants to be honest and the sales manager who cares for 'punch' is waning. Some of the public has become 'punch conscious' in its effort to be curbed. Many of the larger advertisers are beginning to see the need for fighting in this content. I believe the public is coming to be much less interested and giving less response to the type of advertising which continually calls for the corrective action of the FTC and that the time is not far distant when the unremittent efforts of the FTC and the voluntary efforts of the various forces cooperating together to this common end, will achieve far-reaching results toward promoting greater consumer satisfaction and general public welfare in this field."

Blue Barrel Soap

HASKINS Bros. & Co. Omaha (Blue Barrel soap), is using six different spots on MA KFAB KMJY KOIL K500 WIBA. It is understood the series will be expanded to quarter-hour programs this fall. Elliott morehouse agency, Omaha, handles the account.

Asks for Complaints

AN APPEAL to women to write their complaints concerning radio to the broadcasting company, so that constant improvement in the American system of broadcasting can be gained, was made by Alma Kitchell, assistant director of women's activities of NRC, at the recent annual congress of the National Society of New England Women.

IRNA PHILLIPS, author of Guiding Light, Road to Life and Woman in White, begins her 10th year of radio writing May 30. Miss Phillips estimates she writes two million words of script each year.

Elliott Roosevelt Series Is Slated to Go National

EMERSON Radio & Phonograph Co., New York, is negotiating with WBS for the announcer rights for the weekly Elliott Roosevelt news broadcasts now on Texas State Network, and will expand to WIDE P.M. network. No contract has yet been signed but the Emerson agency, Lightfoot Associates, Washington, has already said a statement probably would be issued shortly. Mr. Roosevelt started the series on his own network May 1 as a 26-week test, under the title Texas in the World News. Emerson on May 9 extended its series of 34 programs to Kansas City broadcast WMCA, New York, to a five-week basis, also continuing to use three programs on WOL, Washington.

Lever's Fall Plans

LEVER Bros., Cambridge, despite reports to the contrary, will make no changes in the present setup of its CBS Tuesday Night program. Lever's president, Frank Dinsmore, who is now in Hollywood during May, has declared that the program will continue through July 18 when the eight-week summer vacation begins. Mr. Lever was in Hollywood to talk over a new contract with Edward G. Robinson for the fall CBS Big Town series which starts a summer respite July 18. He would not commit himself to future plans, but stated that the series has been renewed on CBS for return of both shows in September.

Films as Sponsors

WITH 20th Century-Fox Films sponsoring the recent Kentucky Derby on CBS in behalf of "Rose of Washington Square" and the same producer on May 20 sponsoring the premiere of Young Mr. Lincoln's "Dingwall" was a first. 

70 MBS stations, the prospects of further paid sponsorship of radio programs, was expected to appear to be heightening. It was reported that Paramount is now considering work for an undisclosed program. Some local sponsorship was secured by the broadcast company in behalf of "Union Pacific", but free time was asked—and secured—for the premiere of the recent showing of Dodge City.

Opposes Program Control

TAKING a strong stand against the adoption by the FCC of rules governing broadcast program services, Commissioner T. A. Craven, speaking May 17 before radio students of Columbia University, asserted he considers the move as "impractical because it has the danger of requiring the Commission to exercise a regimented control of program service which would result in the imposition of its judgment upon the American people."

MILES LABORATORIES, Elkhart, Ind. (Am. Radio News) on May 16 started two programs on WSR, New- ark-Hoosier Network, Mondays, Wednesdays and Fridays 1:35 p.m., and THE VASE Family, Tuesdays and Thursdays at the same time, West Ady. Agency, Chicago, is the agency.
Networks Give Graphic Story Of Naval Submarine Disaster

WLAB, Lawrence, Mass., Is First on the Scene, Tying Up With Prof. Pickard's Station

THOROUGH radio coverage of the sinking of the Navy submarine Squalus the morning of May 23 off Portsmouth, N. H., was reported by many NBC, CBS and MBS, all of which broadcast continuous reports and news during the critical first six hours after the incident. WLAB, Lawrence, Mass., was first to arrive at the scene of disaster, using a special launch and crane, in touch with the station's portable transmitter WIXZR. The boat was 16 hours ahead of any others on the spot.

When first news of the disaster was received on the news tickers of the Lawrence Eagle and Tribune and flashed on their affiliated WLAB, Manager Irving E. Rogers, Program Director Stanley N. Schultz, and John A. O'Hearn, city editor of the Tribune, sent a crew to Seabrook, N. H., and the experimental laboratory of Prof. Greenleaf W. Pickard, noted radio scientist, who heads his experimental station. With his cooperation, they immediately established a land station. Chartering a launch, the trio headed for sea with the portable transmitter.

From the Scene

The station's first on-the-scene broadcast was at 7:30 p.m. May 23, and WLAB began feeding NBC through its portable station at 11:15 p.m. that night. The WLAB crew returned to the scene May 24 at 4 a.m., and from the opening pick-up at 6 a.m. until 9:15 and then three quarter-hour feeds until 10:30, supplementing these on-the-scene pickups with programs of local interest during the rest of the day.

In the WLAB crew were Herbert Brown, engineer; Robert W. Walker, operator, Jack Malloy, chief announcer, along with Louis A. Wefers and Gene Kelly of the Tribune staff, and Alvin G. Harrigan, the New England Telegraph & Telephone Co. the afternoon of May 23 sent a special crew to Seabrook to arrive at the emergency landing of a DC-3 that carried the pickups to WLAB studios and transmitter.

NBC, immediately after receiving news of the accident, sent a crew of 10 from New York to Portsmouth under direction of Adolf J. Neubauer, of the network's newscast department. Among this crew were Engineers Arthur Felman and Bill Eddy. The latter had formerly served under out. The WLAB news team included: commander of the Squalus, while on active duty in the submarine service. Two news pickups from WTIC, Hartford, and WBZ, Boston, and Hal Wilson, station manager of WHEB, Portsmouth, also went aboard the rescue. CB was transmitted aboard by CB (Continued...)

Radio to Continue Extensive Coverage

As Royal Party Visits in This Country

Before Royalty

WHEN President and Mrs. Roosevelt entertain the King and Queen of England at a state dinner at the White House, the musical program will include the popular eight-song musical "Davy's Creek Girls," a hit in Britain and Canada. The arrangement has been made in touch with Mr. Cruikshank, president of CKNX, Wingham, Ont., has been arranged for CKNX to endow two annual scholarships for reserving young farmers at Ontario Agricultural College, Guelph.

Concentrating on the needs and problems of the farm and rural radio home, CKNX has carried a constantly growing number of rural programs, including livestock, market and weather reports, daily bulletins from federal and provincial agricultural offices, interviews with farmers and fall fair broadcasts. Regarded as a champion of rural interests, the station has become closely aligned with the Dominion and provincial offices of Agriculture and the United Farmers of Ontario, whose members are encouraged to use CKNX facilities as a base for their programs.

Ford Summer Program

FORD MOTOR Co., Detroit, which recently signed a contract for the 9-10 Sunday evening period on CBS, has completed the talent line-up for its summer series by arranging the Mixed Chorus of WJR, Detroit. Starting June 11 the program will include, besides the chorus, Dave Driscoll as conductor of the orchestra, and James Melton, tenor. Director of the WJR broadcasts.

By road through Canada, including the unveiling of the National War Memorial at Ottawa by His Majesty, the King, a special program at the cornerstone laying for the new Supreme Court Bldg. in Ottawa, the running of the King's Cup at Woodbine Race Track, Toronto, presentation of the Dionne Quintuplets, and the British Empire broadcasts.

Special events, men, announcers and engineers from the American networks were assigned to cover the tour, while a total of 17 commentators from the CBC, under direction of R. A. Bowman, CBC sports director, handled programs for the Canadian network.

Beginning June 17 through May 30, the networks carried about 30 broadcasts of the royal couple's broadcasts its first news of the disaster about 6:15 p.m. May 23, and had in all 20 special programs. After the last survivors had been brought to the surface at 11:30 p.m. May 24, and it was considered certain they would be picked up, the taped broadcast was stopped. However, when the rescuers had drowned, the networks withdrew.

Among other stations giving special coverage of the disaster, WCO, Boston, arranged with WHEB, Portsmouth, N. H., for remote pickups from the Administration. WHEB covered seven programs during the May 23 broadcast day. WMCA, New York, at the request of Third Special Events, will broadcast repeated announcements to assist locating officers and men on shore leave for immediate mobilization of the Brooklyn.

SCHOLARSHIP FUND IS BEGUN BY CKNX

STARTING a long-range program to share radio profits with Ontario agriculture through gratuitities and endowments, W. T. Cruikshank, president and manager of CKNX, Wingham, Ont., has been arranged for CKNX to endow two annual scholarships for reserving young farmers at Ontario Agricultural College, Guelph.

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McConnell Named To NBC Spot Post
Horn and Merryman Promoted; Frey to Sales Service

James V. McConnell, formerly assistant to Roy Witmer, NBC vice-president and manager of sales, has been appointed to the newly-created position of assistant manager of national and local sales. The appointment, it is understood, is to be made from the sales to the recently acquired Wisconsin station, head ed by Vice-President William Hedges, which comprises the former station relations department, the owned, managed and operated stations, the traffic department, the division of development and research, and the Monal and local sales activities.

In his new position Mr. McConnell will head all sales activities of the NBC network and affiliated and programmed stations, directing and coordinating the work of the divisional spot sales managers.

Station Relations Setup

C. W. Horn, formerly director of development and research, has been appointed assistant vice-president in charge of these functions, and Philip Merryman, formerly facilities engineer in the station relations department, has been made assistant director of development and research. Keith Kiggins continues as manager of station relations, B. F. McLain as traffic manager, and Lee Walker as assistant manager of M & O stations.

When Mr. McConnell joined NBC as a network salesman in 1931 he had previously been sales promotion manager of General Outdoor Adv. Co., Chicago; assistant director of outdoor advertising for Campbell-Swal, Detroit; director of outdoor advertising for George Batten, later BBDO, and national representative for the Hearst Quality Group magazines.

George H. Frey has been appointed sales service manager of NBC's eastern division, assuming the duties formerly handled by the assistant eastern sales manager. E. E. Showemer, who held this position, was recently advanced to the post of eastern sales manager, succeeding George Dye, who was given the newly created post of national sales [Broadcasting, May 15].

Sill, Reynolds Assume New Posts at Radio Sales

With first quarter billings of Radio Sales, CBS spot sales subsidiary, running 35% higher than those for the same period in 1939, the need for expansion of service toaynexact reference, and all stations led to the recent appointment of Jerome Sill to the newly-created position of vice-president.

Mr. Sill's former post of traffic manager advertising has been taken over by Edwin S. Reynolds, who will also continue to direct the publication advertising of the 10 stations represented by Radio Sales.

According to A. E. Joscelyn, Radio Sales eastern sales manager, his organization is not only showing a current gain in volume but in 1938 placed 16% more business on the stations it represents than in 1937. Mr. Reynolds represents in his area the preparation of presentations for individual clients of the CBS managed and operated stations.

CAB Study of Rural Listening Habits Shows McCarthy and Benny as Leaders

The Chase & Sanborn Hour with Edgar Bergen and Charlie McCarthy and the Jello program featuring Jack Benny are the favorite programs of rural listeners to daytime radio, according to the third annual rural survey by the Cooperative Analysis and Research (Crossley Reports).

Study, comprising 10,165 interviews in about 350 communities and towns, was made during the week ending July 10, 1938, to determine the standard CAB interview methods. Average population of towns was between 700 and 800 and 50% of towns ranged from 25 to 110 miles, averaging about 50 miles. Urban figures were divided for comparison were made in 22 basic network cities the weeks of March 15 and April 5.

Other Favorites

In addition to the two leaders, the favorite evening programs with rural listeners included, in order of their preference, Major Bowes, Lowell Thomas, National Barn Dance, Kate Smith Hour, Lux Radio Theatre, Pitch Band, Fibber Mccumber & Co., Burns & Allen. Four of these were not included in the first ten city favor ites: Lowell Thomas, whose rural rating of 12.9; National Barn Dance, whose city rating of 9.4 is doubled in the country, where it is rated 18.4; Pitch Bandwagon and Fibber Mccumber, the last two had higher rating in the cities, with their 11th and 15th, urban ratings averaging somewhat higher than rural thoroughfare.

The 89 evening programs included in the study are classified by type of program, rural preference, city size, age group, sex, and athenaudience participation, comedy, storytellers and talks, drama, musicals, classical music, popular music and semi-classical music. Urban listeners agree on the first, second and ninth rankings, but place in-between items in considerably different order.

Ten daytime programs most liked by rural audiences in contrast with cities of preference are: Ma Perkins, Guiding Light, Bachelor's Children, Woman's Weekly, Sanborn Farm Hour, Family, Stella Dallas, Backstage Wife, David Harum, Mary Marlin and the Pet Wake. The Bachelor of the West and Magic Key of RCA programs, first and fourth choice of city dweller ranking and rank given each entertainment, were ranked 35th and 38th respectively by the farm audience.

Generally, evening programs rate lower and daytime programs higher in their rating in urban communities, which may be due to the fact that generally rural radios are tuned in more in the daytime and less in the evenings than in the cities. On the average weekday, rural listening starts at 7 a.m. and peaks between 9 and 10, after which it drops sharply. The urban level crosses the rural at about 7:30 p.m., reaching its peak between 8 and 9. After which it also drops, but with an average higher level at any evening hour than the rural one.

Full breakdown of comparative ratings for evening and daytime programs of various lengths, showing ratings for each program by both rural and urban listeners, as well as the percent ages of each class of set-owners using the radio during each hour of the day from 7 a.m. to 11:30 p.m., are included in the 30-page book which was sent to all CAB members.

Revival Is Sought Of Research Body

Joint Committee Operating Equitably Urged by NAB

Revival of the Joint Committee on Radio Research, dormant for the last several months, will be sought on an equitable basis by the broadcasting industry, pursuant to an agreement reached by the Joint Committee at a meeting in Washington May 26.

Meeting at the call of NAB President Neville Miller and Arthur B. Church, KMBK, Kansas City, the committee, after considering the group decided to propose to the American Association of Advertisers and the Association of National Advertisers, a new basis under which the joint group could function in the interest of all three industries. While details will be discussed with the heads of the committees, it is understood the proposal covers a tripartite plan wherein each group would have a vote in the Joint Committee's affairs.

President Miller and possibly Chairman Church, are expected to present the proposal to John McConnell, president of AAAA, and Paul E. West, president of ANA, for preliminary discussion.

The NAB Joint Research Committee will meet again July 9 just prior to the Atlantic City Convention to draft a final proposal for industry action.

Special Studies

Discussion has centered around an arrangement whereby a joint committee staff would be maintained mutually by the three trade associations. Under a joint broadcast basis, each industry group could finance particular studies dealing with station coverage, audience surveys, etc.

Whereas membership on the Joint Committee is now divided between the three associations, it is expected that industry groups could be represented on an equitable basis by the Advertisers, broadcasters and newspaper representatives.

An executive committee, comprising the active heads of each association, might then be set up and call meetings of the joint committee.

Attending the committee meeting, in addition to President Miller and John McConnell, were Joseph Maland, WHO; H. K. Carpenter, WHK; George Roeder, WCBM; John W. Karol, CBS, for Paul W. Kesten; Hugh M. Beville, NBC, for Roy Witmer, and Raymond Willmette, for John V. L. Hogan, WQXR.

Illinois Fodder

Worcester.

Since

Network's superheterodyne circuit, strong, evolutionary broadcast radically.

Armstrong Yankee

Shepard

transmitter at

direction

Armstrong

Long

Radio

only cast stations

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TURNSTILE

[BROADCASTING, 50,000

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Paxton,

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Worcester, Fall

River and New

Bedford, which together with the

other

cities and towns in this area

have a population in excess of five

million people."

How It Started

The beginning of this new broadcasting service is the outcome of the meeting of Mr. deMars and Maj. Armstrong in the spring of 1936. Convinced that Armstrong had disclosed an invention applicable to broadcasting in the ultra-high frequencies which would revolutionize the art, Mr. deMars proposed to Mr. Shepard that Yankee Network experiment with the system. Experience with conventional methods of broadcasting in the ultra-high frequency band had convinced Mr. deMars that no improvement could be expected over the regular broadcasting system.

Addressing the FCC at the general hearing of Jan. 15, 1936 on the allocation of ultra-high frequencies, Mr. deMars along with Maj. Armstrong emphasized the possibilities of frequency modulation applied to broadcasting in the high frequencies and urged the Commission not to promulgate an allocation scheme that did not provide ample opportunity to demonstrate the system.

Shepard heard demonstrations of Armstrong's system in the fall of 1936 both in New York and in Bayport and Westhampton on Long Island. He was so impressed by the reception from the 500-watt trans-

(Continued on Page 53)

BROADCASTING • Broadcast Advertising

June 1, 1939 • Page 19

Yankee Frequency Modulation About Ready

Armstrong Method To Go on Air In June

THE FIRST step in providing a radically new and potentially revolutionary broadcast service to New England, using the frequency modulation system invented and developed by Maj. Edwin H. Armstrong, Columbia University professor and pioneer inventor of the superheterodyne circuit, will begin early in June from the Yankee Network's new high-frequency broadcast station W1XOJ.

The station, under construction since last November, is located on the summit of Asnebvik Hill in the Town of Paxton, Mass., near Worcester. The Armstrong system (BROADCASTING, Feb. 1, April 1) is called frequency modulation to distinguish it from the conventional systems under which most broadcast stations now operate, known as amplitude modulation. It not only requires a new type of transmitter, which is manufactured by Radio Engineering Laboratories, Long Island City, N. Y., but also a new type of receiver, now in production at the General Electric and Stromberg-Carlson plants.

Important Changes Seen

It is expected that the single transmitter at Paxton will serve all of Southern New England with "staticless" reception equivalent to that available from any local station. Program material will be supplied by the Yankee, Colonial, NBC and MBS networks, being broadcast simultaneously with that of the Shepard-served stations. John Shepard 3d, president of the Yankee and Colonial networks, has evinced such great faith in the system that the network is expending some $200,000 on the experiments. Having pioneered in directional antennas, halfwave vertical radiator, live and dead end studios etc., he and his technical staff predict that W1XOJ will demonstrate such a superiority over the present method of broadcasting that eventual results will revolutionize the art.

The transmitter site of W1XOJ is about 1,400 feet above sea level. Remote from roads, power and water, it was necessary to build over a mile of road and power line through woods and pasture land and drive a well 575 feet through solid rock. The first units of the transmitter are being tested and will soon go on the air on a regular test schedule with power of about 2,000 watts. By autumn it is expected construction for the authorized power of 50,000 watts will have been completed and put in regular service. The frequency is 49,000 kc.

To assure maximum coverage, the radiating system consists of a four-day tunable array located at the top of a 400-foot guyed mast. To minimize the effects of ice on the radiating system, concentric transmission lines are used in place of the conventional open wire feeder system. Tests of the radiating system prove definitely that the array concentrates the radiation in the vertical plane and directs radiation to the horizon by an amount equivalent to four times the power with a simple antenna. Shunt exciting the 16 individual elements of the array through capacitors reduces standing waves in the transmission line to a few per cent.

Frequency Modulated Relay

Of perhaps as great interest as the inauguration station is another pioneering project connected with it. Asnebvik Hill in Paxton is 42 miles air line from the Yankee Network studios in Boston. Convinced from the demonstrated results of Maj. Armstrong's system that it renders a higher quality service than is available from the regular wire services, the programs are transmitted from the Yankee Network studios to W1XOJ by a frequency modulated relay broadcast station. This station, W1XOK, is located in a penthouse atop the studio building and transmits on 133,000 kc. with 250 watts.

The Relay System

The relay station employs a directive antenna system at the top of an 80-foot mast located on the studio building. This array gives an equivalent measured power gain of about tenfold. The signals from the relay station are received at Paxton with an array of V antennas which give a further equivalent power gain of over fiftyfold. Tests during the winter indicate that this radio link between the studios and broadcast station will transmit without appreciable distortion a frequency range beyond the limit of human hearing without appreciable noise. "When W1XOK goes on the air on regular schedule, listeners will be given the opportunity of hearing programs with the full tonal and freedom of noise that is obtained in the studio monitors," according to Paul A. deMars, Shepard's technical director. "When the transmitter is operated with the full power of 50,000 watts, it is expected that a broadcast service free from interference and of a quality limited only by the art's development of sound reproducing devices will be available to all listeners within about a 10-mile radius. Included in this radius are the metropolitan areas of Boston, Springfield, Providence, Hartford, Worcester, Fall River and New Bedford, which together with the other cities and towns in this area have a population in excess of five million people."

TURNSTILE ARRAY and transmitter of W1XOJ and W1XOK, the units of the Armstrong frequency modulation system which John Shepard 3d is placing in operation at Paxton, Mass, this month. Left photo shows the radiator of W1XOJ, 2,000 watts on 43 mc., to be raised to 50,000 watts this fall, in course of construction before being erected atop a 400-foot mast at Paxton. Center photo shows the modulated relay broadcast transmitter of W1XOK, 250 watts on 133.03 mc., installed in a penthouse atop the Yankee Network studio building in Boston to transmit from an 80-foot mast to Paxton, 42 miles away, for relay via W1XOJ. Right photo shows the concentric transmission line feeders at the base of the turnstile, with Dr. Greenleaf Whittier Pickard, noted radio scientist (left) and Paul A. de Mars, Shepard's technical director.

Stations Using Armstrong Modulation Flow in Operation or Under Construction

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>Power</th>
<th>Frequency</th>
<th>Locality</th>
</tr>
</thead>
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<tr>
<td>W1XOK</td>
<td>Paxton, Mass.</td>
<td>250 w.</td>
<td>133,000 kc.</td>
<td>W1XOK</td>
</tr>
<tr>
<td>W1XOK</td>
<td>Paxton, Mass.</td>
<td>250 w.</td>
<td>133,000 kc.</td>
<td>W1XOK</td>
</tr>
</tbody>
</table>

(Continued on Page 53)
Sells Interest in KGGF

The FCC has tentatively approved, in proposed findings of fact that now require only routine confirmation unless objections are raised, the sale of one-third interest in KGGF, Coffeyville, Kan., by Stanley Platz to Hugh J. Powell. The station will own 100% of KGGF on 10,1 kc. and Mr. Platz is selling one-third for $33,333. He intends to retain the active business and maintain full health. Messrs. Powell and Platz are also partners in the ownership of the Coffeyville Journal.

PUBLISHERS SEEK BEAUMONT STATION

KRIC, Beaumont, Tex., local outlet, in a contest the air last July has been sold to the publishers of the Beaumont Enterprise and Journal subject to FCC approval. Application has also been made by a third person for ownership of the Beaumont Broadcasting Assn., headed by B.A. Bennitt, owner of the Telegraph, Beaumont, who heads the Stein-hagen Rice Milling Co. of that city and who together with the station company with several other local businessmen the purchase price would be approximately $40,000.

The station is managed by Bert Horsemel, former station representative in Chicago, would be acquired 40% by J. Platt, widow of the publisher of the newspapers; 30% by E. C. Davis, vice-president and general manager of the publishing company, and Alfred Jones, editor. The station operates with 100 watts night and 220 day on 1420 kc.

Wisconsin Group Gets Day Station in Marinette

A GROUP of Wisconsin broadcasters, associated with a group owning a chain of department stores in Wisconsin and Michigan, will file an application with the FCC to erect a new 250-watt day-time station in Marinette, Wis., to operate on 1420 kc. In the proposed findings of fact and conclusions made public May 16, which are tantamount to granting, the FCC has approved the application of the M. & M. Broadcasting Co. for these facts.

The broadcasters in the corporate group and their holdings of the 200 shares of authorized capital stock are W. E. Walker, manager of WIBA, Madison, president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, in a trust, 35 shares; Wayne G. O'Connell, owner of WSAU shares; Donald R. Burt, part owner of WSAU, 10 shares. Mr. Chapin will supervise the construction of the new station, and will later manage it.

The downtown store group includes Frank J. Lauerman, Frank J. Lauerman Jr., Charles J. Lauer- man and A. J. DeLeers, all of Marinette, who both hold capital stock. Frank J. Lauerman Jr. is vice-president of the corporation. Marinette's community college is located just across the river from Menominee, Mich., with 10,000 population.

New Ownership Changes Approved

WHAT, WQCO, KRQA, WCVH

Granted Without Hearings

TRANSFERs of ownership of several broadcasting stations are involved in the FCC decisions May 23. All were granted without the usual preliminary hearings, because the FCC is seeking to expedite simple routine cases. On May 8 the Commission also granted without hearings two transfers without hearings [BROAD- CASTING, May 15].

One of the cases in which a newspaper relinquishes its ownership of a station, the FCC authorized Bonwit-Teller & Co., women's apparel firm, to take over WHAT, Philadelphia local, from the Philadelphia Public Ledger. The price was $70,000. The station shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N.J.

WQCO, Montgomery, which began operation last January under ownership of the Montgomery News, was transferred to Capital Broadcasting Co. Inc., a corporation in which G. W. Rice is majority owner, is 52% stockholder, John S. Allen, part owner of WHEB, Selma, Ala., 45%, and E. Brazil, 3%.

KRQA, Santa Fe, 100 watters on 1310 kc., was transferred to New Mexico Broadcasting Co., also the licensees of KGGM, Albuquerque, in which A. B. Heenesten, Albuquerque, former controlling stockholder, now is part owner. The reported sale price was $15,000. J. Laurence Martin re- linquished control of the station, to which he previously had unsuccessfully sought to sell to I. R. Lammert, former vice-president and general counsel of RCA-Victor Co., now a New Mexico resident.

Concessions to WCVH, Chattanooga, were transferred to Mrs. Hugh M. Curler, wife of the station's manager, in the fourth decision. The existing local group of the station is the result of a merger of the stock of the Community Broadcasting Corp., and acquires and the FCC's grant for an air of a closed sum. The other largest stockholder formerly was Prof. W. B. McCallum, of Tennessee Women's College, Hattiesburg.

New Amarillo Station To Take the Air in July

THE NEW KFDA, Amarillo, Tex., fulltime 100-watt station on 1500 kc. authorized last November by the FCC, is scheduled to go on the air July 1. An RCA transmitter and Truson radiator are now being installed at W. Nunn Bluff, a few miles downtown Amarillo. The station will probably join the Texas State Network as soon as it begins operating.

General manager will be Cor- nell E. Chadbourne, former local service man, who owns 51% of the stock of the licensee corporation. Harry Davis, an associate of J. H. Chadbourne, former Amarillo resident and 25% stockholder, will be business manager. Earl Strandburg, former WNUK announcer and Tom Rock will be program director. Mr. Nunn's son, Gilmore N. Nunn, operator of WLP, Lexington, Ky., owns the other 24% of the stock.
The Most Convincing Proof of Point of Purchase Radio Preference You've Ever Read.
ASK FOR IT!

Detroit and Michigan Markets
New Rules Invite Industry Protests

FCC to Hold Hearing June 1
On Proposed Changes

WITH a dozen requests for oral arguments, based on exceptions to the proposed FCC rules, regulations for broadcasting, a judicial free-for-all was expected June 1, before the FCC.

While the superpower-clear channel issue remains dominant in the light of an FCC committee's recommendation for 60,000 watts as peak power and of 25 channels for exclusive clear operation, the protagonists generally planned to attack social and economic phases of the report because of possible fractions.

The NAB, through Philip G. Loucks as special counsel, planned to attack a number of provisions dealing with economic phases of the proposed rules and the report as well as certain provisions in the companion Independent Commissioners' report. Craven, vice-chairman, and Payne.

To Confer June 5

The FCC announced that an informal engineering conference will be held. June 5 at the Commission in connection with its proposed engineering standards. Questions involved in exceptions filed to the proposed rules and regulations will be discussed. Parties not able to attend but desiring to offer suggestions can do so by letter.

Louis G. Caldwell, counsel for the Clear Channel Group, has been allotted 90 minutes for oral arguments on behalf of that group, which has opposed the new rule-making which would limit Class I stations to 50,000 watts and thereby eliminate what is thought to be superpower. The parties are now waiting to learn if the FCC will schedule a decision of the rules to permit authorization for use of 500 kilowatts by such stations. The rules for new stations in the Clear Channel Group.

In addition to exceptions filed in behalf of the NAB, Mr. Loucks and his associate, Arthur W. Scharf, filed exceptions for WNBC, Columbus, which seeks suspension on the 640 kc. channel assigned to KFW, Los Angeles, and WGST, New York, which seeks allocation of the 1550 kc. channel as a duplicative clear channel rather than as a regional channel.

Exceptions were filed by Paul P. Tully, chairman of the National Association of Broadcasters, which favors duplication on clear channels and opposes superpower; George S. Sutton, counsel for National Association of Broadcasters, taking a generally similar position; A. L. Ashby, and Philip Carpenter, WGBI, NBC; Paul A. Porter for CBS; Donald Tully for WOR; Mr. Spearman for WBBO; Frank D. Scott on behalf of WOR, which seeks assignment as a top bracket duplicative Class I Station; Ben S. Fisher for WCAU, seeking a similar designation for WCBS and WMIB, Chicago.

Meanwhile, no further word has been forthcoming from Mexico City as to the Reciprocity Treaty, which is the base of the new rules.

FIRST organization to send a non-commercial station to Washing- to, to take his place in the corps of national capital radio cor- respondents since 1920. Mutual radio commentator, waged his successful fight for a radio press gallery in Congress (Broadcasting, May 1, 19), in the Yankee Network News Service.

John Shepard 5d, president of Yankee Network, announced that Francis W. (Pete) Tully Jr., veteran Yankee reporter, would ar- egi tiate to take a permanent chore of sending reports of New England and its stations. He will represent the Yankee Network exactly as Yiddish newspaper correspondent represents their newspapers, attending sessions of Congress, White House and conferences.

Mr. Shepard hailed the decision of Congress and the Government in recognizing radio reporters as a group, drawing to a permanent chore of sending reports of New England and its stations. The decision will represent the Yankee Network exactly as Yiddish newspaper correspondent represents their newspapers, attending sessions of Congress, White House and conferences.

Radio Galaxy Supt.

APPOINTMENT of Robert Mc- naugh, House chamber doorkeeper, as superintendent of the recently-authorized House Radio-Press Gal- lery, was announced May 23 by Speaker Bankhead. The appoint- ment followed House action in approving compensation of $2,700 per annum for a superintendent, and also for employment of a messen- ger at $1,650 per year. Mr. Me- naugh for several years has been in a grandiose cloakroom of the House Chamber. The Senate has not yet designated its superintendent and messenger.

KBF1 Shift to Abilene

Approved by the FCC

AFTER pending nearly two years, the FCC May 24 authorized KBF, Abilene, Kans., to remove to Wich- ita, utilizing its present assignment on 1050 kc. with 5,000 watts effective radiated power, to the city of Los Angeles. The frequency is assigned to KNX as a clear channel.

The Station was recently fought before the Commission, it is anticipated that ex- isting Wichita stations, KDF and KANS, will seek a rehearing and, if denied, appeal to the courts, probably on economic grounds.

KFI is owned by the Farmers & Merchants Life Insurance Co., of which H. K. Lindsay is president. Lester E. Cox, midwestern broad- caster identified with the owner- ship of KFWT-KGBX, Springfield, Mo., KCMO, Kansas City, and KTV, St. Louis, originally had a contingent arrangement un- der which he would have procured a one-third interest in the station upon its removal. However, he withdrew from the association sev- eral months ago and so notified the FCC.

Unopposed-Cases Clause

In FCC Rules Clarified

CLARIFICATION of procedure dealing with unopposed cases or "non-adversary proceedings" was announced by the FCC. In amending its rules of practice and procedure, a proviso was added to Section 1.214(f), which reads:

"Provided, however, that if the proposed Findings of Fact and Conclusions of Law in the Commission's order present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper disposition of the case and the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its Proposed Findings of Fact and Conclusions in accordance with this paragraph."

KXL Wants 730 Kc.

KXL, Portland, Ore., on May 23 filed with the FCC an application for assignment to 730 kc. with 10,000 watts power, anticipating that the station will be moved to a new broadcasting site under which this frequency would be shifted from a Canadian ex- clusion to a Mexican clear wave. Now operating on 1420 kc., with 100 watts night and 260 watts day, time-sharing, the sta- tion is owned by Van Buren, president of KFPP, Spokane, and Ed Craney, president of KGIR, Butte.
How familiar are such words to present-day sports lovers! What a grand thrill they bring... as you settle back to listen. What a world of progress they represent!

Think back a few years. Remember the pre-radio era when sports were something you viewed occasionally, followed eagerly in your newspaper? It was a rare treat to hear an acquaintance tell of the day some weeks back when he had seen a great fight.

That's all been changed now—thanks to man's progress in radio—and to NBC. Today you can be at the ringside at will. A mere flick of your radio switch and you're there. And it's the same with other sports—football, baseball, tennis—all are now yours to hear and enjoy in the comfort of your own home.

Sportscasting is only one of NBC's great public services. All of them—entertainment, education, news, and many others—bring millions new comfort, new happiness. All are an important part of life as we know it today.

THOSE DAYS ARE GONE FOREVER
...THANKS TO RADIO
FCC Data Reveal 117 Million Net 1938 Time Sales

Report Covers 633 Stations And Major Networks Only

INCOMPLETE figures for 1938, introduced May 19 by the FCC Accounting Department at the closing of its Network Inquiry, disclosed that 633 commercial broadcasting stations and their three network organizations—NBC, CBS and MBS—had aggregate net time sales of $117,780,515, which after the deduction of casts, representative commissions, left them an actual dollar income of $100,355,018.

These figures, based on network and station questionnaires returns to the FCC, cover the sale of time only, and do not include revenues from the sale of talent or other income items. It was stated by the Commission witness, deQuincy S. Sutton, head accountant, that complete tables similar to those received at the superpower hearing of last June 6, 1938, were in process of compilation and would probably be ready in mid-July.

The FCC's figures did not purport to cover the broadcasting income as a whole, but were reports of approximately 40 stations and of the regional networks were not included. The registration was unofficially estimated that their figure would add perhaps $3,500,000 to the aggregate net time sales and $3,650,000 after commissions.

Decline in Actual Income

The $117,780,515 figure of the FCC compared with $115,822,248 for 629 stations in 1937, while the $3,955,018 figure compared with $101,512,860 for 1937. This would indicate that in 1938 there was a decrease in the aggregate dollar income of the stations and networks covered under 1937.

The total time sales shown by the FCC for 1938 included $35,465,810 retained by the networks from network time sales after allowing discounts (but not including $414,105 in commissions paid) and after making payments to stations and other networks. The networks paid out to affiliated stations $18,481,775, which included $5,347,388 to their 25 owned and managed stations.

Thus the actual dollar income of the networks in 1938 as $28,042,422 of their 23 owned and managed stations, $12,118,110; of other independent stations, $60,174,316. For 1937 the figures were: Networks, $26,125,705; 23 owned and managed stations, $12,196,538; 68 independent stations, $61,887,617.

A striking feature of the FCC's figures is that 633 stations and the three major network organizations in 1938 netted, after deduction of other commissions, $117,780,515 less than did 629 stations and the same networks in 1937.

With the regional networks and more stations yet to be tabulated, the total dollar volume for 1938, before payment of commissions, appears likely to run up to $160,680,000. [1939 Broadcasting Yearbook estimated the figure at $122,- 809,000].

Significant points of comparison between 1938 and 1937 are made possible by the FCC table. First, the

FIRE recently completely gutted the plant and equipment of CKGB, Timmins, Ont., and the Timmins Press, both operated by R. H. Thomson, and this photo was taken from a nearby rooftop. Realizing immediately there was no hope of saving the equipment, Manager Bill Wren mobilized his engineers and in a nearby office building set up studios and an improvised transmitter with a Hartley circuit. Only two days of operation were lost, and within a week a new RCA transmitter was installed. CKGB and the newspaper will move into a modern new plant by Oct. 1 when its power will be stepped up to 1,000 watts on 1440 kc.

though total net sales for 1938 exceeded those for 1937 by $1,982,837, the actual dollar income after payment of commissions was less by $774,484. In other words, even though sales increased by nearly $2,000,000, commission payments apparently increased by more than that.

Another significant development disclosed in the FCC analysis is that spot business in 1938 actually was nearly $5,000,000 above that of 1937 while local business was down, by almost the same amount. A breakdown of the comparative sources of revenue from net time sales, after discounts but before commissions, follows:

**Sources of Revenue 1937 1938**

<table>
<thead>
<tr>
<th>Source</th>
<th>1937</th>
<th>1938</th>
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<tr>
<td>National networks</td>
<td>$16,082,248</td>
<td>$18,481,775</td>
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<tr>
<td>Regional networks</td>
<td>$68,642</td>
<td>$2,452,942</td>
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<tr>
<td>Spot business</td>
<td>$11,174,136</td>
<td>$28,326,640</td>
</tr>
<tr>
<td>Local business</td>
<td>$6,391,445</td>
<td>$8,355,136</td>
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</table>

Revenue from Sale of Time: 1937 and 1938

FCC Partial Report Covering Major Networks, Their Managed and Operated Stations and Independent Stations

<table>
<thead>
<tr>
<th>Year</th>
<th>Total 1937</th>
<th>Total 1938</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>85 M &amp; O stations</td>
<td>606 independent stations</td>
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<tr>
<td>1. Network revenue</td>
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<td></td>
</tr>
<tr>
<td>a. Paid by networks to other networks and to foreign and territorial stations</td>
<td>270,049</td>
<td>270,049</td>
</tr>
<tr>
<td>b. Retained by networks from network time sales</td>
<td>33,902,847</td>
<td>33,902,847</td>
</tr>
<tr>
<td>2. Station revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Compensation from national networks</td>
<td>5,651,406</td>
<td>5,651,406</td>
</tr>
<tr>
<td>b. Difference between network and local accounting</td>
<td>3,690,241</td>
<td>2,369,247</td>
</tr>
<tr>
<td>c. Compensation from regional networks</td>
<td>695,642</td>
<td>695,642</td>
</tr>
<tr>
<td>d. Sales of time to national and foreign businesses</td>
<td>3,156,257</td>
<td>3,156,257</td>
</tr>
<tr>
<td>e. Sales of time to local users</td>
<td>8,464,069</td>
<td>8,464,069</td>
</tr>
<tr>
<td>f. Sales of time to others</td>
<td>3,612,545</td>
<td>3,612,545</td>
</tr>
<tr>
<td>3. Total revenue from time</td>
<td>$44,172,580</td>
<td>$44,172,580</td>
</tr>
<tr>
<td>4. Commissions paid on sales of time and revenue</td>
<td>8,048,825</td>
<td>1,067,152</td>
</tr>
<tr>
<td>5. Net revenue from sale of time</td>
<td>$34,123,755</td>
<td>$34,123,755</td>
</tr>
</tbody>
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**Women’s Council Is Told Of NAB Program Code**

RECOUNTING some of the salient features being written into the proposed new code of program standards to be presented by the NAB for consideration at its convention in Atlantic City this year, Ed Kirby, NAB public relations director, told the biennial convention of the National Association of Broadcaster — in a meeting in New York May 24 that the responsibility for building better programs lies "squarely on the shoulders of the broadcasters."

That the broadcasters are willing to assume this responsibility, he said, and will "legally and practically" assure the clubwomen by outlining the code as it is being prepared by the NAB's special committee on program standards.

Mr. Kirby spoke immediately following George Denny, moderator of the NBC Town Meeting of the Air, who discussed "Radio in a Democracy" and pointed out that only in a democracy like ours is free discussion on the air possible, contrasting the system with that of some other countries where people hear only what their governments wish.

During the sessions, Dorothy Gordon, conductor of children's programs, also spoke on "Radio and the Child in a Democracy." She recalled how children's programs abroad are a very important part of the propaganda systems set up by the dictatorships. Germany, Italy and Russia, she said, are all using radio to influence their youth while in America "we have been extremely lax in enlightening our children through our home radio programs towards the realization of what it means to live in a democracy."

CBS Signs KSL Anew

A NEW five-year contract with CBS, running until the summer of 1943, was signed by KSL, Salt Lake City, replacing the former contract which would have expired in May. H. V. Armstrong and M. R. Runyon, CBS vice-presidents, completed negotiations with Earl J. Glade, station manager, in Salt Lake City.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total 1937</th>
<th>Total 1938</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85 M &amp; O stations</td>
<td>606 independent stations</td>
</tr>
<tr>
<td>1. Network revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Paid by networks to other networks and to foreign and territorial stations</td>
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</tr>
</tbody>
</table>

**Figures for regional networks and approximately 40 stations not included. M & O stations are those stations with respect to which net profits from sale of time inore to CBS and NBC.**

Page 24 • June 1, 1939
Thompson Takes Active Part as Sarnoff Gives Views

By LEWIE Y. GILPIN

HIGHLIGHTED by a spirited discussion of the feasibility of Federal licensing of networks and the threat of Government censorship through a Federal regulatory bill, the FCC Network Inquiry adjourned May 19 after a three-day windup session at which David Sarnoff, president of NBC, was the star witness. Thompson, chairman of the board of NBC, first witness when the hearing opened last Nov. 14, was recalled for cross-examination.

The final phase of the hearing was particularly significant because of the frequent interpellations by Frederick I. Thompson, new FCC commissioner recently appointed to succeed Judge E. O. Sykes, re- signed. Commissioner Thompson had sat practically the entire five-month hearing, but his place was vacated last December, when he flanked the two remaining members of the committee—Paul A. Walker and Thad H. Brown. Chairman Frank B. Kellogg, who heads the committee was absent due to prolonged illness.

Although adjournment was announced subject to the call of the committee, it is likely the May 17-19 sessions will conclude the six-month hearing, for there are no plans to call more witnesses.

Says Networks Are Merely Program Builders

An unusually large attendance was noted when Mr. Sarnoff resumed the stand May 17 and cross-examination began with the FCC general counsel, William J. Dempsey. More than ordinary interest was evinced when Commissioner Thompson was called to the witness stand to indicate a conviction that control of radio station time by reason of network affiliation and time-clearance control posed an unfair advantage for the licensed stations in those of a "small group" of non-licensed network operators.

Mr. Thompson repeatedly asked why networks should not be controlled, since, he observed, they thus assumed virtual control over some 50%, and sometimes 100%, of what goes out over the frequencies of their affiliated stations.

Mr. Sarnoff, objecting to licensing of networks as such, maintained that they were simply program builders, and that to license them would mean inevitable control of their programs by the Government and censorship. The FCC's authority, he insisted, extends only to the physical facilities of a radio station, not over the program material itself.

"If a broadcast is to be blamed, I feel it should be blamed on the person, program, station that put it on the air," Mr. Sarnoff said.

He also took exception to the proposed provision that all networks must maintain their own permanent facilities in the city where they maintain an office, and that there cannot be a change of control of these facilities without proper notice to the FCC.

Sarnoff Sees More Facilities Available in the Future Than People to Use Them

"I DO NOT view radio in its present state as the radio of the future," said David Sarnoff, RCA president and NBC board chairman, in the course of his colloquy with Commissioner Thompson and FCC General Counsel Dempsey during the May 17-19 windup of the FCC's investigation. Changes that are coming in the radio art from now on will come faster than they have in the last decade, he predicted.

"I can see the day," he said, "when there will be more networks or radio stations than there are people to use them. There is no reason I can see why there cannot be a half-dozen or a dozen thousand radio stations all affiliated with dozens of national networks. But in order to have them it is necessary to develop waves in the ether which may now be characterized as a wasteland. And by permitting those waves to be used in the art at present, to continue their developmental and research and experimental work you will expand rather than restrict competition in the radio field."

New Channels Foreseen

Future developments that will affect the broadcasting industry depend on laboratory work, financial and economic factors, and the attitude of the government and the FCC. Mr. Sarnoff, in his view that, in its present space, the radio art has reached "technical saturation," emphasizes personal observations of the "technical revolutions" that have occurred at RCA, and concludes that since he entered the communications field in 1905, he recalled the passage from the spark system of wireless transmission through vacuum tubes, wireless telephony, transatlantic communications, television, shortwaves, and, today, broadcasting and television.

"The present size, shape, and the solution must be to expand the use of the radio, to find new means of communication, to make 2 or 100 or 1,000 blades of grass grow where only one grows today," he said. "Based on my experience, observations, or contacts with our scientists or engineers, I have no doubt that in the near future there will be a number of radio frequency channels for radio communication which it is possible to develop, and they may even develop into useful channels many times the number that now exist. In fact, they may be a hundredfold or a thousandfold."

"We now speak not in terms of longwaves or shortwaves. We refer to meters, seconds; to microwaves, micrometer waves, millimeter waves, and we talk of modulation, phase, frequency modulation, phase modulation, or a combination of these elements. I can foresee a network which can carry not only broadcast signals but also telegraphy, telephony, multiplex communications, facsimile, photography and the likes, all on one medium. I can see the possibilities of developing systems of inter-communication, both for sound broadcasting and for television, that will depend upon wires at all, where you can carry these signals and these images by means of radio waves instead of a wire line, utilizing radio relays."

Every one of these developments are perfected, as I believe they will be in time, you will have more channels available for use than there will be people to use them. And so it is important for the proper disposal of these channels that the government and the industry should not tie these present-day limitations be not employed as the standard for tomorrow's government regulations of radio transmission."

"The worst possible thing that could happen would be to put radio into the hands of another Government, like the British Government, which, because if that were done, there would be a complete negation of the Federal Radio Act which in the very preamble refers to the development of radio to its maximum capabilities."

Mr. Sarnoff repeated that the limitation of any radio station's physical facilities meant eventual dictatorship over broadcast matters, and he warned against this by indicating that continued control of radio abroad. So far as program standards are concerned, Mr. Sarnoff said these should be dispensed with, and that, in place of this, he would propose a "status of obscenity, indecency or other objections that station or whatever you wish to call it. Now, you have asked me whether I think that it is better, safer, to have the same system that Government, and he outlined steps to the end already being taken by the NAB.

The whole argument seemed to boil down to the question whether the networks, by securing contracts for some period of time either of the Commission or of the Government, and he outlined steps to the end already being taken by the NAB.

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Thompson Disclaims Censorship Implications

"Well, I should think," replied Mr. Sarnoff, "that if a man takes out a license and fails to conform with the terms of the license under which the Commission feels that he has violated that license he can, the licensee, is the one to deal with. Now, if he has no license he can't any recourse against the network, that is for him to do. My objection to licensing networks is not based on any individual case of violation, but on the principle of it, because I think that control of networks, per se, giving the Government the right to license networks as distinguished from licensing the station facilities that is a complete thing to do."

(Continued on Page 25)
Freedom of Radio Sought by Council

Civil Liberties Group Urges Programs on Public Issues

THAT all radio stations should be required to devote a certain proportion of their time for the discussion of public issues and for educational programs, is proposed in a series of rules designed "to promote freedom of the air" laid before Chairman McNinch of the FCC in a memorandum from the National Council on Freedom of Censorship, an affiliate of the Civil Liberties Union. The memo is signed by Chairman McClellan, chairman; Elmer Rice, playwright, vice-chairman; Henry J. Eckstein, secretary of the Council's committee, and Roger N. Baldwin, director of the Civil Liberties Union.

It is proposed, moreover, that "stations putting on a program involving a controversial issue should extend equal facilities to at least one important contrary view immediately after the original discussion."

Longer Licenses Urged

That longer license terms be granted broadcasters within the three years permitted by law, is also suggested. In considering applications for licenses, the Council proposes that "applications from an educational institution, a labor organization or a municipality should be given preference over a profit-making enterprise, particularly in communities which already have commercial radio stations."

Alluding to recent remarks by Chairman McNinch critical of certain programs, notably the Mae West episode and programs involving racial prejudice, the Council deems that "such statements have the effect of exercising duress on the stations. We submit that no public statement concerning the character of programs should be made by the Commission or any of its members."

Two matters touching on freedom on the air should be left to Congress, according to the Council. These are the "question of liability for slander in programs concerning public issues on sustaining programs, and the provision in the Communications Act concerning obscene, indecent and profane language, "the use of which may be the occasion for re-..."
For three years REL has built component units for pioneer Frequency Modulated Stations, W2AG, Yonkers, N. Y. and W2XMN, Alpine, N. J.

We are supplying complete transmitters for the new system. Your engineering inquiries are welcomed.

RADIO ENGINEERING LABORATORIES, Inc.
LONG ISLAND CITY, NEW YORK
End of Station Leases Is Seen As FCC Denies WAPI Transfer

Action Follows Refusal to Permit KSFO to Lease To CBS; Recapture of Licenses Is Opposed

IN A DECISION establishing a precedent which apparently forebodes a shadowing the eventual ending of all broadcast station lease contracts, the FCC on May 16 denied the voluntary assignment of WAPI, Birmingham, from Alabama Polytechnic Institute, University of Alabama and Alabama College, to a new corporation known as Voice of Alabama Inc. The decision was unanimous, Chairman McNinch not participating due to absence on account of illness.

The application involved a 15-year lease of the 5,000-watt station by the two educational institutions, now holding the license, to Voice of Alabama Inc., in which CBS is listed as a 45% stockholder; Ed Robinson, Birmingham businessman and controlling owner of WMBB, Jacksonville, as a 42% stockholder; and Mr. Holt, manager of the station, as holder of the remaining 13% stock. The station is now operated commercially under a management agreement with Mr. Holt.

Follows KSFO Precedent

In rejecting flatly the theory of leasing stations to new parties, subject to eventual recapture of licenses by the educational institutions, generally followed the precedent setting or last Oct. 20 when it denied an application of KSFO, San Francisco, for a transfer of its license to CBS under a leasing arrangement [BROADCASTING, Nov. 1, 1938]. Whether the decision in the Birmingham case was an action by the Commission either to void or require new arrangements covering existing station leases and management contracts herefore concluded, for the most part, is now conjectural.

It is expected that counsel for the Voice of Alabama Inc. will petition the Commission for a rehearing and reconsideration of its decision, failing which it may appeal to the courts. The WAPI lease agreement, filed May 11, 1937, provided that the station be operated by the assignee for 15 years from Aug. 1, 1937, in consideration of payment of a monthly rental of $1,000; that complete control of the station, including equipment and programs, be vested in assignees, and that all revenues and financial responsibility be assumed by the assignee, though the assignors would use WAPI facilities at certain times each day without charge.

"In a growing number of cases," the Commission decision stated, "licensure of broadcast stations are applying to the Commission to permit an assignment of license to some other person who proposes to lease the equipment of such licensees for a period of years, agrees to pay rental of $1,000; that complete control of the station, including equipment and programs, be vested in assignees, and that all revenues and financial responsibility be assumed by the assignee, though the assignors would use WAPI facilities at certain times each day without charge.

"We do not consider it in the public interest to permit a practice to continue which has the effect of permitting existing broadcast licensees who disassociate themselves from the operation of their stations for a period of years to be in the same position as those who continue to operate their stations. We believe that when an existing licensee divests himself of his license by voluntary assignment, he should thereafter be in the same position as any other person who does not possess such a license. Broadcast station licensees who are now licensed and who continue in the operation of their stations to serve public interest, convenience and necessity, will continue to receive renewals of license if the issuance of such renewals will not be contrary to the public interest. In the usual case, the device of such lease arrangements as these persons or corporations holding broadcast station licenses are in a position to establish themselves indefinitely in control of a particular radio station, that is, they are able to put themselves in the same position at the expiration of the lease as though they had continued to operate the station during the lease period.

"We see nothing improper in a licensee of a broadcast station applying for assignment of station license to another person. If the granting of such application will be in the public interest, the Commission will grant such application. On the other hand, if such licensee does not desire to assign such station license and can demonstrate that continuing to renew his license will serve the public interest, convenience and necessity, it is obviously proper that he should be permitted to continue as a station licensee. Whether, however, he should be permitted by virtue of his position as a licensee today to obtain a license some time in the future, having given up his station thereafter, presents a different question.

"We do not mean to imply that a licensee of a broadcast station who assigns his license with the approval of this Commission to another is thereafter ineligible to receive a license. Such position would, of course, be untenable. We do think that it is not in the public interest to permit a licensee to use the fact that he has a license, and is, therefore, in a unique bargain- ing position, as a basis for requiring a commitment to reassign the license to him from his assignee. ** *

Rights of Licensees

"Any person may receive a radio station license upon proper application if public interest, convenience and necessity will be served by the granting thereof. Any person holding a radio station license may continue as a licensee upon such license or the renewal of the same so long as public interest, convenience and necessity will be served thereby. Any person holding a radio station license who no longer desires to operate such station may assign his license to someone else if the assignment of such license will be in the public interest. We do not think, however, that Congress intended, or that the public interest permits persons who receive radio station licenses to continue in control of the facilities beyond the time in which they exercise their prerogative as a licensee by actually operating the station."
Lone Ranger Files
Infringement Suit

Damages of $250,000 Sought From Cowboy and Circus

THE LONE RANGER Inc., Detroit, has filed suit for $250,000 damages against Lee Powell, motion picture and circus cowboy, and Barnett Bros. Circus, which features Powell, for alleged infringements of the copyrighted radio and motion picture drama, The Lone Ranger. Suit also has been threatened against Grand National Pictures, growing out of exploitation of a film in which Powell appeared. George W. Trendle, president of WXYZ and the Michigan network, heads the Lone Ranger Company.

Powell was one of five actors who portrayed the roles of cowboys in the first motion picture serial of "The Lone Ranger", produced by Republic Pictures, according to the plaintiff. Subsequently, a second "Lone Ranger" movie serial, in which Powell did not appear, went into production. However, a story, "I Am the Lone Ranger", appeared about the same time under Powell's byline, and this story was challenged immediately by The Lone Ranger Inc., through its attorneys, Muerer & Muerer.

Later Movie Released

In March, 1939, another movie, titled "Trigger Pals", was released by Grand National and advertised as featuring "Lee (Lone Ranger) Powell". Muerer & Muerer promptly advised Grand National their client believed the studio was trading on the popularity of the radio drama and motion picture serial, and the company agreed to adjust the situation and call in all publicity released to eliminate reference to "The Lone Ranger" in connection with its exploitation campaign.

More recently, Lone Ranger Inc. officials, learning that Powell was appearing with Barnett Bros. Circus and was alleged to be trading on the Lone Ranger popularity, filed $250,000 damage suit in the Federal court at Lewisburg, Pa., contending the corporation had spent more than $1,000,000 in promoting the copyrights, trade names, titles, and licenses of its property.

In addition, the plaintiff secured an order against Powell and the circus to show cause why they should not be restrained from using the title "Lone Ranger" or the "Hi, Yol Silver!" call pending trial of the suit. The Macon Circus Equipment Co., a Georgia corporation, from which the circus allegedly leased its equipment, also was charged with "conspiracy to deceive and mislead the general public" in the allegations. Proceedings on the show cause order, originally set for May 15 in the Lewisburg court, have been adjourned to June 5, and further postponement is considered likely.

Ford Used Car Spots

FORD MOTOR Co., through its used car dealers in the mid-Southwest, on May 17 started a six-day campaign of 25 spot announcements on 17 stations in Alabama, Arkansas, Mississippi, Tennessee and Texas. McCann-Erickson, New York, placed the account.
Some "get-that-reservation-in-quick" suggestions:

... How About Pony Express?

Lightning-fast delivery in the 1850s. But Union Pacific and Katy have most of the business now and our regular pony-expressman hasn't been around lately. Better try something else.

... Or Carrier Pigeon

Used with excellent success by the Army, bird fanciers and espionage agents. If you go in for this service, instruct your bird to try the eighth floor, National Press Bldg., third window-sill to the left.
Happy hunting awaits your advertising message in our RADIO MARKET ATLAS and July 1 NAB Convention Number. But we need your reservation right away. Advertising forms close almost before you can say "Big Chief Rain-in-the-Face."

BROADCASTING

NATIONAL PRESS BLDG. • WASHINGTON, D. C.

Bell Telephone’s OK

Highly favored by the telephone company. Call Washington, Metropolitan 1022 and ask for Miss Boyd, Miss Crump or Miss Steele. If during business hours, you can reverse the charges.

Western Union says “Wire”

So do Postal Telegraph and the Florist Association. Personally, we always get a thrill when the teletype machine in the outer office starts clicking. It might be a page reservation.

send it collect!
FCC Group Urges Television Caution

But Pushes Cooperation; Does Not Endorse RMA Standards

As predicted, the FCC Television Committee may 22 recommended to the full Commission a policy of caution and cooperation in dealing with RCA's visual medium but with no formal action on proposed technical standards.

Taking what generally was regarded as a lukewarm attitude, the three-man advisory panel, after extreme care lest the public be misled and concluded that a longer period of experimentation and observation should be had before laying down definite rules or principles. It recommended that the Commission adopt "a policy of cooperation" with the industry and that it keep fully informed on all developments, through authorization of full-fledged studies by the Television Committee.

The suggestion previously advanced, that 99-kilocycle broadcast be held on proposed standards, was opposed and the Committee urged the Commission to announce that the 1,000,000 standard will be held, until public reaction to television can be gauged more accurately. Members of the Committee, which for the last six months has had the subject under advisement, were Commissioners Craven, chairman, Case and Brown.

Comparing with Early Autos

Declaring that television techniques today are approximately the same point on its road of development as did the automobile business immediately prior to the advent of mass production, the Committee said that it was "extremely hesitant to recommend anything which might later prove to hamper the orderly development of the industry.

In concluding that it should not approve the RMA standards proposed by the Radio Manufacturers Assn., the committee said it feared that it would be hazardous to the industry and the public to attempt "by administrative fiat" to freeze the art at this stage of its development.

RMA, through its executive vice-president, Bond Geddes, stated May 22 that it proposed to develop television according to the 441-line standards it had adopted. Mr. Geddes said the Committee's action had no bearing on the RMA procedure. The Committee's decision, he pointed out, leaves the industry free to develop television without RMA stipulation.

Among other things, the Committee pointed out that the British public, even under most favorable conditions as regards technical location and distribution of population, has not been particularly responsive to television performances by the government-subsidized British Broadcasting. Optimistic estimates indicate that in a population of approximately 14,000,000, not more than 14,000 sets have been sold, the Committee said.

Assuring that the technical development of television has now reached a fork in the road of scientific progress, the Committee said the ultimate objective is to obtain standard performances with unknown characteristics above that range—the Committee said that television service on a nationwide scale ultimately must be operated on a competitive basis. At present, because of the high cost of operation, it said, cities of less than 100,000 population may have difficulty in supporting one television station in and cities of population less than 1,000,000 may undertake two television stations on a profitable basis if reliance for financial support must be placed upon advertising as the sole source of income. Thus, the Committee asserted, with the scarcity of channels and the estimated high cost of equipment, it appears likely that research must be concentrated along these lines.

Only a Big City Service

The Committee said that in its opinion practical television service will have to be developed on a competitive basis. It said that the Commission has not been able to estimate the cost of transmitting services for any extended period.

Dealing with television as a future industry, the Committee said there are economic pitfalls to be avoided if it is to become a sound business enterprise. While it may have distinct social advantages as a major industry through creation of new employment, the Committee said it appears necessary to exercise caution to avoid pitfalls which could result in unnecessary displacement of labor in industries which may be adversely affected by television on a national scale.

Pointing to the limited number of channels available—seven below the 25-meter line—impinging upon the public it said that the Commission has not been able to estimate the cost of transmitting services for any extended period.

Television Recommendations

Conclusions of FCC Television Committee's Report

1. That the FCC neither approve nor disapprove the standards proposed by the Radio Manufacturers Assn., at this time. It has been the policy of the Commission by law is required to grant licenses to applicants for television stations, that the granting of such applications would be in the public interest. To deny a license to an applicant which discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

The Commission recommended that the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing industry. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future, when and if such improvements are proved to be in the interest of the public.

Also, in making this recommendation the Committee suggests that there are made clear that the proposed standards do not at this time appear to be suitable for the 12 developed higher frequency channels reserved for television.

2. That the Commission require future applicants for television station licenses proposing external transmitter performance differing from those prescribed herein, to prove that such proposed performance not only equals the established quality but also will be in the public interest in view of the changed situation thus created.

3. That the Committee adopt a policy of cooperation with the industry as a whole and that it shall adopt a procedure by which it can keep abreast of current developments in the technical phases of television and at the same time acquaint the industry with the problems inherent in the current allocation phases of television. For this purpose it is suggested that the Commission authorize its Television Committee to undertake studies of development of television as it progresses and to report from time to time to the Commission the status of such development, as well as to recommend any action which may be appropriate at the time.

4. That the Commission announce that it will not hold a formal public hearing on the subject of proposed standards at this time. This recommendation is made because it does not appear that constructive results will be obtained at an early stage of development. Such a hearing is not needed to the point where public reaction to television development can be gauged more accurately, a more opportune time for such a public hearing might then be presented.

COMMERCIAL facsimile, when it comes, will have a salesman who knows the business from the ground up, in fact practically born within the business. He has the DeTrench Jr., 14-month-old son of the WHK star salesman in Cleveland, is sent all tangled up in Finch facsimile coming over the Crosley Reade receiver in WHK's reception room. The station has daily facsimile broadcasts for visitors to observe.

The first years of development and this in turn may have an additional retarding effect upon the construction of transmitting stations in the smaller communities.

It seems safe to conclude, the Committee said, "that the establishment of a television service on a national scale will be a gradual development, beginning progressively with the larger cities, and over a period of years finally becoming available to smaller communities."

Protecting Public

Appraising the economic aspects, the Committee said "extreme caution should be taken to avoid investment in unproven enterprises."

"Good business acumen should be exercised in order to avoid hasty scrutiny of every television. Financial prospects should be undertaken to insure adequate protection of the investment in the public interest," it added.

Positive and active steps must be taken to promote television lest it be permitted to die in the laboratory because more research is unnecessary, the committee said. The public interest will not be properly served by those who attempt to minimize the possibilities of television, it added. "It is imperative that this Government take no action which retards logical progress in the art," the committee pointed out, adding that the Communications Act requires the Commission to encourage the larger and more effective use of radio in the public interest.

Despite the problems ahead, the Committee said it saw no reason for an assumption that these will not be solved. The obstacles, it said, can be overcome "by encouraging inventive genius organized and financed by private American enter-
PRESTO ANNOUNCES THEIR NEW 8-A COMMERCIAL RECORDING TURNTABLE

WITH 15 ORIGINAL AND IMPROVED OPERATING FEATURES

1. Rim driven turntable, originated by Presto, now adopted by every manufacturer of instantaneous recording equipment.
2. Cam lever lowers cutting head gently, prevents damage to sapphire needles.
3. Thumbscrew rapidly adjusts angle of needle while cutting.
4. Forty-power microscope for examining cut.
5. Spiral cutting feed screw makes starting and run-out grooves.
7. Combination speed change and motor switch lever prevents flats on idler wheels.
8. Four-sided, rotating scale shows recording time 90, 112, 120 and 160 lines per inch at 78 and 33 1/3 RPM.
10. Improved high fidelity cutter records uniformly a frequency range from 40 to 5,000 cycles and gives 4 db higher playback level.
12. Shockproof mountings suppress vibration from outside sources.
13. Vertical damper suppresses transient modulation, eliminates flutter, prevents patterns due to vibration or surface irregularity in discs.
14. Sixty-pound cast iron base assures permanent alignment of turntable and cutting mechanism.
15. Automatic equalizer assures full frequency response range throughout 33 1/3 RPM recordings.

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

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N.Y.

NORMAN B. NEELY • 5334 Hollywood Boulevard • Hollywood, Cal.
California Representative for Presto Recording Corporation

BROADCASTING • Broadcast Advertising
June 1, 1939 • Page 33
Latin Radio Plan Opposed by Moley

Says Chavez Station Would Be Step Toward Propaganda

PROPOSED erection of a Federal radio station to promote American interests in Latin America would open a wedge toward a Government propaganda station aimed at American countries, Raymond Moley, former New Deal brain truster, wrote in the May 29 Broadcasting.

In an editorial titled “Totalitarian Broadcasting,” Mr. Moley discussed the bill of Senator Chavez (D-N.M.) to provide $3,000,000 for a Federal international station and found in the plan a sinister relation to the Emergency Council’s transcriptions series inaugurated May 9 on 150 stations by President Roosevelt [Broadcasting, April 15, May 15]. He noted that the President’s references to the press in his disc noted with the purported effort of Secretary Ickes of the Interior Department and of Administration members to discredit the press.

Mr. Moley referred to hearings last year on similar legislation for an international station and mentioned what he termed “inadvisable” testimony by Rep. Celler (N.Y.), and Rep. A. Walters, then a subordinate of Mr. Ickes’, which he said indicated the international station would be a subterfuge to get a Federal station aimed at domestic listeners.

Domestic Rebroadcasts?

The editorial stated that private American stations are broadcasting more hours per week to South America than totalitarian nations. Citing that fact, Mr. Moley said programs are not heard by Latin nations were denied.

The significance in the fact that “there has already been of the rebroadcasting by existing radio stations of educational and cultural programs for domestic use during the time the station was not transmitting Pan-American programs” Mr. Moley said.

In warning of the dangers involved, he said: “Before America quite realized what was happening, an enormous institution of propaganda power would be in existence. The Government producers would be directed and squarely in competition with private broadcasting, and as the case when the Government competes with other private businesses, millions of taxpayers’ money would defray millions of private investment.

“It might well be that, ultimately, a party the people’s countries where they spoliate, we would be at the mercy of the kindliness of some Washington Goebbels, who would permit us to listen to the kind of music that he considered harmonious, to the songs in which he had expressed significance, to plays by WPA writers, to news provided by Government producers. It is a political control by the President, his subordinates and such Congressmen as he may designate. It is all of this by Government subsidy—except for the minor matter of taxes.”

AN INJUNCTION was granted Time Inc. and March of Time by a Federal court in New York May 25 against Voice of Time, producer of recorded versions of radio speeches, for infringement.

Clients Boost Expenditures for Radio

As They Stay on the Air, NBC Learns

TENDENCY of advertisers trying radio to increase their expenditures in this medium as they continue on the air, recently reported by CBS [Broadcasting, May 15], is true of NBC clients as well, according to a breakdown of expenditures for time on NBC networks by 28 clients who have used the networks continuously for four years or more. The 23 clients of more than five years standing have increased their weekly expenditures by 84% and the five advertisers who have been with NBC for four years by 534%.

Average increase for the entire 28 clients from their first week on NBC to April of this year is 679%, or from $8,365 to $64,900.

Tabulation of advertisers continuously on NBC for four years or more, showing starting dates, gross expenditures for the first week on the network and current weekly grosses, follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Gross Expenditure 1st Week</th>
<th>Gross Expenditure Ave. Week April 39</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Home Products Co. (3-in-1)</td>
<td>$2,000</td>
<td>$86,418</td>
</tr>
<tr>
<td>American Tobacco Co. (Leaflet)</td>
<td>$1,910</td>
<td>$66,100</td>
</tr>
<tr>
<td>Bristol-Myers Co. (Ipana Parchment)</td>
<td>$1,840*</td>
<td>$30,604</td>
</tr>
<tr>
<td>Carrotco (milk)</td>
<td>$1,068</td>
<td>$13,669</td>
</tr>
<tr>
<td>Cities Service Co. (Gas &amp; Oil)</td>
<td>$3,299</td>
<td>$33,303</td>
</tr>
<tr>
<td>Combos Products Co. (Molle)</td>
<td>$4,102</td>
<td>$33,112</td>
</tr>
<tr>
<td>Firestone Tire &amp; Rubber Co., Inc.</td>
<td>$6,484</td>
<td>$11,884</td>
</tr>
<tr>
<td>K. W. Pitch Co. (Shampoo)</td>
<td>$1,972</td>
<td>$10,044</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>$3,601</td>
<td>$80,100</td>
</tr>
<tr>
<td>Maxwell House Coffee</td>
<td>$1,500</td>
<td>$50,700</td>
</tr>
<tr>
<td>La France Soap Flakes</td>
<td>$1,581</td>
<td>$50,700</td>
</tr>
<tr>
<td>General Mills (Gold Medal Flour)</td>
<td>$1,517</td>
<td>$45,872</td>
</tr>
<tr>
<td>Andrew Jergens Co. (Lotion)</td>
<td>$3,197</td>
<td>$22,402</td>
</tr>
<tr>
<td>Don E. Staley (Cooking Co.)</td>
<td>$2,876</td>
<td>$17,723</td>
</tr>
<tr>
<td>Kellogg Co. (Kaffe Hag)</td>
<td>$1,976</td>
<td>$19,740</td>
</tr>
<tr>
<td>Lady Esther Co. (Cosmetics)</td>
<td>$1,647</td>
<td>$8,700</td>
</tr>
<tr>
<td>Olin Mathieson (Olin)</td>
<td>$1,604</td>
<td>$8,600</td>
</tr>
<tr>
<td>Philip Morris &amp; Co.</td>
<td>$4,001</td>
<td>$9,900</td>
</tr>
<tr>
<td>National Dairy</td>
<td>$805</td>
<td>$20,200</td>
</tr>
<tr>
<td>Kraft-Phenix Cheese</td>
<td>$903</td>
<td>$50,800</td>
</tr>
<tr>
<td>Pacific Coast Borax Co.</td>
<td>$1,459</td>
<td>$6,790</td>
</tr>
<tr>
<td>Pepsicola Co.</td>
<td>$9,306</td>
<td>$5,724</td>
</tr>
<tr>
<td>Pillsbury Flour Mills Co.</td>
<td>$6,006</td>
<td>$5,860</td>
</tr>
<tr>
<td>Proctor &amp; Gamble Co.</td>
<td>$3,400</td>
<td>$11,708</td>
</tr>
<tr>
<td>Proctor &amp; Gamble Co.</td>
<td>$2,531</td>
<td>$11,400</td>
</tr>
<tr>
<td>Quaker Oats</td>
<td>$1,475</td>
<td>$18,992</td>
</tr>
<tr>
<td>Richfield Oil Co.</td>
<td>$1,299</td>
<td>$3,840</td>
</tr>
<tr>
<td>Standard Brands (Royal Baking Powder)</td>
<td>$2,999</td>
<td>$7,848</td>
</tr>
<tr>
<td>Standard Brands (Cal. Fig Spread)</td>
<td>$2,619</td>
<td>$5,840</td>
</tr>
<tr>
<td>Sterling Products (Dr. Lyons Toothpowder)</td>
<td>$1,483</td>
<td>$99,985</td>
</tr>
<tr>
<td>Wrigley Co.</td>
<td>$1,023</td>
<td>$52,000</td>
</tr>
<tr>
<td>Welch Grape Juice Co.</td>
<td>$3,058</td>
<td>$5,520</td>
</tr>
</tbody>
</table>

7.92 times or 662% increase.

Continuous advertisers for less than 5 years but more than 4........ $24,254 100.01%.

4.29 times or 225% increase. .......................... 7,009 441.88%.

It is estimated that if the network favored the origination point in Kansas and Kansas City, it would have a deleterious effect on their economic status.

KANSAS CITY PLEA

OF WREN ARGUED

WREN’s proposal to remove from a point mid-way between Lawrence, Kansas, and Topeka, Kansas, provoked a three-day hearing before FCC Attorney Tyler Berry May 29, 30, and June 1.

One of the country’s pioneer stations, WDAF, Kansas City, monarch of NBC-Red outlet, did not oppose the move but KMBX, KGMO, KITE, WHE and other similar stations, said the city, voiced strenuous opposition. Vernon WREN, brought witness, testified that the station has lost money as a Lawrence outlet and that it was not doing so well in an advertising market as was desired.

Keith Kiggins, manager of stations relations for NBC, testified the network favored the move since it desired a better signal for its Kansas City Blue Outlet. He said that if the move were not sanctioned, NBC might be disposed to make an effort to market this outlet as a blue station. KCNO and KITE as well as KCKN, in Kansas City, Kan., have approached the network regarding the Blue affiliation, he said.

Wrestes for other Kansas City stations, the exception of WDAF, contended they were earning only reasonable profits or losing money and said the introduction of additional competition from WREN would have a deleterious effect on their economic status.

NBC Summer Prospect;

Five Big Agencies Boost

THE FIVE agencies that placed the most network business in 1938 (Blackett-Sample-Hummert, J. Walter Thompson Co., Young & Rubicam, Benton & Bowles and Lord & Thomas) have increased their expenditures on NBC during the first four months of 1939 by 6.03% over the same period in 1938, according to figures just released by NBC. January-to-April expenditures of the five leaders this year total $6,675,974, compared to $6,400,937 total NBC expenditures for the period are $15,514,481, an increase of 7.7% over the $14,148,995 billings of 1938.

Summer business on NBC appears very promising, with $4,250,000 in new business already signed for programs to start this summer and $3,630,000 in available new business pending, according to E. Showerman, newly-appointed eastern sales manager of NBC. Also within the next few weeks NBC will sign $7,453,000 worth of renewals which indicates, Mr. Showerman said, that the network’s three-month summer business should run close to $11,000,000.

Lumber Sponsor

BLACKSTOCK LUMBER Co. Seattle, is sponsoring the five-week morning quarter-hour, A Woman Wonders, conducted by Ann Sterling, on KJRH, St. Louis. The lumber company plans to build a model home, naming it for Miss Sterling, and hopes to make it an original spot for the program during construction, reporting the building progress and interviewing listeners who attend the broadcasts. The building site has been secured and construction is to start in June.
WKY's Aunt Susan has definitely established herself as the top ranking personality among Oklahoma housewives. Her quarter hour is the oldest regular feature on the station. It began in 1928, when the Oklahoma Publishing Company acquired WKY and in the face of a constantly quickened pace in radio entertainment during the past decade has remained one of the most listened-to daytime features.

Oklahoma women know Aunt Susan. They like her. 47,700 women have visited her elaborately equipped laboratory-studio-kitchen which is always open to visitors. 176,000 have attended her annual Cooking School which attracts interested visitors from every section of the state. Upwards of 25,000 have asked for... and received... her help in solving their everyday household problems.

And so, Aunt Susan's quarter hour has become more than a homemaker's broadcast. It is a chatty, friend-to-friend get-together that has no equal on the air today... that moves merchandise for sponsors because of its sincerity and helpfulness.
CARRIED on a three-station Mexican hookup, the Mexican Government's weekly radio broadcast features Mexican music and folklore, along with an interview each week with a prominent Mexican writer on his impressions of various phases of Mexican life, Mexican music, and Mexican current events. A one-hour summary of the latest Latin American news. Started March 9, the program was inspired by President Roosevelt's "Good Neighbor Policy" and is designed to further the aims of democracy and friendship in the Western Hemisphere. The program is heard Thursday nights, 11 to 12 p. m., Mexico City time, on WBAI and WQAQ, New York, and XETV, Nuevo Laredo, Tamaulipas.

Drama in Montreal
In CONFORMITY with the trend among moviegoers to shop around for entertainment, CFCT, Montreal, has recently started a Monday evening broadcast Theatre Review, in which definite opinions are given on the respective merits of pictures shown in Montreal. In addition to film criticism, the program also covers news from the civic, college and school amateur theatrical groups in Montreal. Kay Morris of the radio theatre reviews avoids all movie gossip, but gives a strict review of the films, with ratings. He also touches on the state developments in New York, Hollywood and London.

Money for Charity
ANNUAL all-request program on CJKL, Kirkland Lake, Ont., which has in the last few years raised at least $6,000 and $7,000 for the Victorian Order of Nurses, during its recent broadcast brought in another $1,500. Held in a local theater, the broadcast was attended by about 1,000 persons, who along with listeners made their contributions in the form of bids for certain performances by participating artists. With individual bids ranging from $1 to $10, the performances of the artists, among them Arthur Foster of the French-Canadian hockey announcer, and Hertha Glotz, famous opera and concert star, raised considerable interest for both the visual and listening audiences.

Just Before the Altar
INTERVIEWS with couples who have just secured marriage licenses are carried on Cap's Court, new half-hour weekly series started on KXOK, St. Louis, by the makers of Walksyke shoes. Alex Buchan, announcer, queries the couples as to where they met, how long they have been together, when they will marry and what they expect in the way of a perfect husband or wife. The sponsor, in addition to being able to interview his choice of Walksyke shoes, presents an orchid corsage to the bride-elect.

Short Stories Narrated
ORIGINAL translations are now featured on THE GREATEST SHORT STORIES, heard Saturday mornings on WBAF, Fort Worth. Fifteen of the novels was Daudet's "The Last Class," translated from the French by Wm, i will m. Jolles of WJPS. The technique of utilizing foreign literature is considered to be "of the utmost importance in our language teaching," according to Dr. A. C. M. Daudet. The program, said to be after the tradition of "short stories with a moral," includes classical selections by the great masters of literature. While much of the program is in English, a foreign accent is used in reading foreign passages. Each program is concluded with an address by a university professor. The program is heard Sunday mornings at 8 a. m. on WRSH, 7 a. m. on WIFB, and 9 a. m. on WJR.

Feminine Epistle
QUARTER-HOUR show presented in the form of a letter to an unknown lady correspondent is A Letter to a Lady, new feature heard on WBT, Charlotte. The letters include some of Miss Dulin's own experiences, comments on many things in general, fashion, literature, movies, women's news, and occasionally a bit of verse or an anecdote. The feature signs off with "good night, Mrs. Dulin." Sponsored by Lily Mills, a prize is offered each week for the best testimonial letter for the sponsor's product, the letter constituting the commercial.

Test Tube for Talent
GIVING untired talent an opportunity to take a stab at radio in a special weekly audition. The Talent Laboratory has started weekly on WPTF, Raleigh, N. C. Each program presents the personality winning an audition the week before, for which all listeners can audition. The station makes no promises to the winner of the 15-week series, based on an audit of response and prospects, is eligible to go after a part in the program of his own on WPTF. Singers who participate are required to do popular songs only with no hillbilly ballads allowed.

Adventurers' Whoppers
TRUE tall tales by famous explorers and scientists, as well as less known persons who have had hair-raising experiences with the world, will be told during initiation ceremonies of The Order of Adventurers, new club which will broadcast its weekly meetings on NBC-Blue starting June 5, p. m. (EDT).

'‘Sunshine Special'
SOME 50 local firms sponsor The Sunshine Special on KPQ, Wenatchee, Wash., a program remoted from Los Angeles five miles away, since Oct. 15, 1930. The program, except commercials, is ad directed by Gene Simonson and his wife.

Farmer Querles
TO ADJ farmers in solving their problems, WNAK, Yankton, S. D., has started a Monday night Farmer's Discussion Box with Charles Worcester, farm service director. Fussling farm problems in sent by rural listeners are answered.

Filled From Discs
WHEN a recent radio speech by President Roosevelt caused a full-up on a program schedule of WOW, Omaha, edging out the first 14 minutes, Engineer Bob Rudd slapped on record- ing apparatus and started taping down the quiz program in two tine parts. Take 1 going on the air as Take 2 was being recorded, and the second program went on the air smoothly until the schedule caught up.

WSM, Nashville, set out May 20 to test the adage about a bear rolling a wild beehive. A trained bear was obtained and turned over to Mrs. Lust, announcer, and Aaron Shelton, engineer. After a 4 o. m. prodding, with a bee net, the bear climbed on the tall 3rak in a Nashville park just before the end of the program and enjoyed a spot of wild honey. Once up, however, he refused to come down and went on eating for an hour. Here is Cobb, protected by a bee net, just as the program's former started up the oak. NBC's Red carried the event.

All About Artists
PRESENTING dramatized accounts of the exploits of the career of famous personages of the arts, Artists in Miniature has started on KSTP, St. Paul. The series is written by "teen-agers and produced through the cooperation of KSTP with Minneapolis Better Drama League and Minnesota Youth Administration. The new series followed a previously successful national series, Tangled Lives, under auspices of the same groups.

Self-Debate
NOVEL series of book reviews, in which Rep. T. V. Smith of Illinois debates with himself on the Illinois merits—from conflicting viewpoints of Congressman and philosophy professor June 7 on the CBS Of Men and Books program, 5-15-5:30 p.m. (EDT). As Democratic Congressman-at-large from Illinois and professor of philosophy at the University of Chicago, Rep. Smith is well equipped for the dual role. His faculty of changing voice adds color to the program. The long running program is known to a nationwide audience for his debates with Senator Robert L. Feller, and the "prize of the debate" goes to the Foundation of Democracy series.

Direct From the Fair
BY DIRECT line from the New York World's Fair, Joseph Ries, WLW educational director, on May 20 and industries and radio engineers Bob Rudd slapped on recording apparatus and started taping down the quiz program in two tine parts. Take 1 going on the air as Take 2 was being recorded, and the second program went on the air smoothly until the schedule caught up.

Tomorrow's Women
A NEW CBS series produced in conjunction with the Women's Nation- al Radio Committee is entitled Women in the World of Tomorrow, heard Saturdays, 12:15-12:30 p.m. The program tomorrow was suggested by the New York World's Fair. Participating units include leading women's organizations, each representing one of the programs. The opener May 27 was titled "Women and the Left" and was directed by Mrs. Albert Spalding, wife of the concert violinist.

Source of Slang
A SILVER DOLLAR is sent to each listener who submits a word, phrase, or saying of slang, from which an authentic story of its origin cannot be given by Bill Stulla on the "Greatest Short Stories, narrated by Gene Simonson" program sponsored by Todds Clothes Shop, Los Angeles, on KFI, Los Angeles, and also in New York, on WNYC. KFI, Los Angeles, and WNYC. Participants gather in the studio 15 minutes before program time and begin talking among themselves about the program and programs having only a general idea of when they are on the air.

Memphis Chatter
A QUESTION of local or national significance is chosen and discussed by five carefully selected men and women on Young Memphis Speaks, Wednesday evenings on WHE, Memphis. Participates gather in the studio 15 minutes before program time and begin talking among themselves about the program and programs having only a general idea of when they are on the air.

Juvenile Hobbies
INTERVIEWS with boys and girls about their pet hobbies is carried on the twice-weekly quarter-hour series, Junior Hobbies on Parade, of KYPR, Birmingham. With advice and constructive criticism offered by older authorities on particular hobbies, the program is based on the premise that "hobbies" helps boys and girls build active hands and minds and keep them off the streets.

Both Sides of the News
PRO and CON are the most important questions of the day as debated weekly on a new program on WIOH, Greenwich, entitled Weekly Editorial Debate, by Herman W. Liebert of the executive editorial staff of Paul Block Newspapers, and Stephen Grafston, chief editorial writer of the New York Post, with Maurice G. Dreicer acting as moderator.

Business in Cleveland
STEAK CBS, a weekly in the interest of street car advertising, is producing a weekly half-hour on WQAR, Cleveland, titled The City Speaker, tells of the concerns locating in Cleveland, describes business conditions, new developments, and various events and counts personal items about Cleveland business executives.

Plugs and Parodies
USING an idea stemming from a newsboy's singing of parodies to old songs, "New Bob Cob,, tune for Time on WKY, Oklahoma City, now delivers its sales punch in the form of a parody sung on each program by the full orchestra.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Words and Nuggets
BILL BALDWIN, master of ceremonies for the Young Patrol of KSFO, San Francisco, can attest that his words brought forth gold. During a recent program he remarked to the air audience that he was from the mid-West and had never seen raw gold. A listener in Sonora, Cal., in the heart of the gold country, immediately mailed Baldwin a tiny gold nugget with the comment: "When I heard you were west across the way and panned until I struck a color for you."

Yesterday's Fairs
TITLED World's Fairs of Yesterday, a series has started on WBBM, Chicago, under auspices of the Chicago Historical Society. Interviews with Chicagoans who attended fairs of the past and dramatizations of former historical expositions are featured. Costumes seen at fairs of yesterday are worn during the dramatizations.

For Minnesota Women
TO KEEP busy housewives informed on new books, plays and women's activities, KSTP, St. Paul, has started feeding In Tune With The Times, featuring Bee Baxter of KSTP'S Household Forum, to the new Minnesota Radio Network. The feature is played in the mornings weekly to KROC, Rochester; KFAM, St. Cloud, and KYSX, Minn

Kilocycle Club
FAVORITE with high school students is W20 (ke.) Club on WORL, Boston, which was started on that station in January when Manager George Lasker brought it up from WPEN in Philadelphia, where he first introduced it. Now heard three times daily, the program provides recorded music of more than 40 dance bands, and draws an average of 7,000 fan letters weekly.

On Human Behavior
PERVERSITIES of human nature are diagnosed and prescribed for on the new Human Nature in Action series on NBC-Red, Wednesdays, 7:45 p.m. (EDST). Dr. Harold D. Lasswell, well-known authority on propaganda and a pioneer in joining the findings of medical psychology and political science in explanation of the quirks of human behavior, conducts the series which started May 17.

Farm Worries
PRESENTED as a public service feature each week, Peril of Peasantry on WIRE, Indianapolis, offers "elementary discussions of the important facts and underlying principles of the farm problems now confronting the American people." Scripts are written by John Napier Dyer, agricultural economist of Vincennes, Ind.

Barister of the Air
ILLINOIS laws form the subject matter of a new series on WLS, Chicago, featuring Judge Cornelius J. Harrington, of the circuit court. The first talk on May 22 was titled "Ladies and Gentlemen of the Jury," and discussed a new law permitting women to sit on Illinois juries.

FREE pun service to advertisers is being offered by WIS, Columbia, S. C. Contributions are given all advertisers with no increase in the monthly billing and at intervals depending on staff inspirations. The first offering is a new theme song for the NBC Fitch Bandwagon, advanced by Announcer Frank Burger — Three Little Fitches!

Gleaning the Weeklies
WEEKLY editorial commentary, using editorials from the columns of North Dakota weekly newspapers, is creating wide interest among listeners of KFYR, Bismarck, N. D. Prepared and edited by Mervin Gough, KFYR's director, a former weekly editor, the program also is building goodwill with the newspapers of the State.

Sacred Openings
TO OPEN its broadcast day at 7 each morning, WTAG, Worcester, Mass., has started Bible Narratives, with a different Worcester minister each week, reading or story of a Bible character of whom he has made a particular study.

THE 2,000th infant to be reported on Bob Wilson's Stork Express, daily feature of WOWO, Ft. Wayne, in which he announces births in the Midwest area, did his own honors before the microphone on May 10. A few days after his arrival, WOWO's tiniest fan posed at the hospital with Wilson and a nurse before the Dick Gable broadcast camera.

Street Pilots
DRAMATIZED incidents in which cab drivers perform deeds of heroism or honesty are furnished on Crew Handle Knights, new three-weekly series sponsored on WRC, Washington, by Diamond Cab Co.

FRIENDS REUNITED
As 'Caroline Store' Goes to General Mills Hour
AFTER a 26-week test on WHO, Des Moines, Caroline's Golden Store, written by Caroline Ellis, who also plays the lead, on June 5 becomes part of the General Mills Hour for Gold Medal Flour on NBC-Red under a contract signed by Mix Dancer, vice-president of Blackett - Sample - Hammer, with Arthur B. Church, president of KMBC, Kansas City, who holds the show to the show. Miss Ellis will resume work with Fran Heyser, her former program director at KMBC, now directing national shows for Arthur B. Church Productions. Mr. Dancer and Mr. Church, incidentally, were boyhood friends in the village of Lamoni, Iowa. Miss Ellis formerly did Joanne Taylor's Fashion Flashes on KMBC, and in 1937 was signed by Montgomery Ward for the Travels of Mary Ward series. Mr. and Mrs. Church plan a party June 5 for General Mills and B-S-H executives and the program cast in Chicago.
THE TEXAS QUALITY NETWORK
EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Netwo

EDWARD PETRY & COMPANY, IN
IT'S THE Q THAT COUNTS!

The Texas Quality Network broadcast its first commercial program in September, 1934. Since then 60 national and regional advertisers have used TQN successfully—and 5 of the current advertisers have had more than 4 years of profitable TQN broadcasting experience!

A reliable signal plus superlative programming makes the Texas Quality Network first choice in the 4 key Texas cities—Dallas, Fort Worth, Houston and San Antonio.

The Texas Quality Network is first choice, too, with that 60% of the population who live away from the urban centers. These Texas families consistently rely upon the 105,000 watts of the TQN stations for dependable radio reception (as do other families in Southern Oklahoma, Louisiana and Arkansas).

The Texas Quality Network is the only radio way to reach all of this large and responsive audience at one low cost. Let that Q in TQN be your cue to greater sales in the big, rich, booming Texas market.

WFAA-WBAP  KPRC  WOAI
DALLAS  FT. WORTH  HOUSTON  SAN ANTONIO

Standard Market Data Brochure

C.- NATIONAL REPRESENTATIVES
REAL "pay dirt" is passed out to prospective clients by KTSM, El Paso, in a small glass tube containing minuscule samples of minerals produced in the El Paso Smelting Works, "largest copper and lead custom smelter in the world." The bottle’s contents, each separated by a cork partition, include samples of copper sulphide ore, pyrite of iron, copper bullion, and lead sulphide. The merchandising message is carried on a separate sheet of paper used to wrap the bottle.

KTSR Collection

KTSA, San Antonio, has issued a color folder containing 24 pages of direct mailing pieces, newspaper advertisements and courtesy announcements used recently to acquaint its listeners with time changes. Emphasizing its merchandising activities, KTSA states in part, "There is more to a successful radio program than just putting it on and letting it run. When you sign a KTSA contract, that’s where our work begins."

How Women Think

HOW NBC reflects the trends of modern thought from a woman’s point of view. It has a special educational and cultural program under the guidance of the NBC Women’s Activity Committee. The subject of Calling All Women, a blue and orange promotion folder, showing pictures of women associated with NBC broadcasts and descriptions of NBC to various women’s groups.

RCA Video Models

RCA-VICTOR has published a 24-page illustrated catalogue in color, portraying RCA-Victor television receiver models and explaining briefly in picture and text the technical developments and operation of visual broadcasting.

KSN’s Trainers

NEWSEEL trai lers advertising the recent affiliation with the California Radio System have been placed in clear view by KSN and are being shown in 14 theaters of the Golden Gate Theaters Chain. Slides call attention to outstanding features.

KMOX Champions

MOTION PICTURE, "The KMOX Promi sons," has been completed under the supervision of Merrie S. Jones, general manager, and directed by J. Souard Johnson, sales promotion director of the CBS-owned St. Louis station. The film, to be exhibited before civic clubs, women’s groups and dealers in the area, is a 150-mile radius of St. Louis, features Marvin E. Mueller, assistant chief announcer, Fred H. O’Flanagan, baseball announcer, and Harry F. Flannery, news editor, along with several other players appearing anonymously as extras. Adding to the entertainment value of the picture, several new sterling shots have been spotted between scenes in the KMOX studio.

Grocery Basket

STRICTLY a service feature, with no sponsors, the WEW Truckload of Groceries contest concluded recently after a six-week windsup campaign. Each Saturday morning during the contest WEW, St. Louis, presented the half-hour Grocery Basket of the Air, during which five big baskets containing about 80 grocery items were awarded to listeners submitting the best letters telling "Why I trade with our independent neighborhood grocer.

Summer Comfort

DESIGNED to take the temperature out of the hot weather sales drop, WENR, Chicago, is currently sending out six in a series of weekly mail folders. Produced by Emmmons Carlson, sales promotion manager of NBC-Chicago, the colorful mail pieces carry the following punch lines: "Set Your Salesmen with WENR", "Tack into Summer Sales Resistance with WENR", "Beat the Heat That Slashes Summer Sales", "Banish Sistmas in Your Summer Sales with WENR."

Drama for Chilfers

AS a merchandising stunt to help the Electrical Assn. of Philadelphia launch its spring drive on refrigerators, 25 members of the Little Theater Group of WFIL entertained a sales meeting of about 50 retailers in the Bank of Stratford Hotel with an hour-long series of comedy blackouts depicting the right and wrong way to sell refrigerators. Margaret Schaefer, WFIL program director, staged the skits, under supervision of Murray Ohborn, national sales manager.

Syracuse anniversaries

DEY BROS, Department Store, Syracuse, enlivened its 62nd anniversary sale window display with exhibits of the WFIL staff handing six daily Soony News Flashes direct from a window booth in the store. News room, control room, and broadcasting table, along with teletypewriter and other equipment drew big crowds.

Music and Photo Awards

FREE autographed copies of recent musical numbers are being gifted to listeners if their selections are played by WFFA, Dallas, on Mrs. John D. L. Wragge’s Sunday program, sponsored by Interstate Cotton Oil Co., Sherman, Tex. Accompanying the numbers are talent photos.

WBBM’s Games

WBBM, Chicago, is distributing 750,000 windshield stickers showing 1959 schedules of the Cubs and Sox with a caricature of Pat Flanagan, WBBM sports censor.

Hobbyhorse Trinket

DAVE ELMAN’S Wednesday night Hobby Lobby on NBC-Blue, presented by the Bellows in the form of a hobbyhorse as a souvenier."

A SPECIAL merchandising car has been put into service by the Wisconsin retailer’s department of WSYL, Syracuse. First ballyhoed as built around the shift of the Bob Benchley program to NBC.

WSPP’s Prize trophy for high school bands was won last month by Napoleon (O.) High School, and pretty Mary Pohhman, drum major, is shown holding it in her left arm. The Toledo station awards the trophy annually to competing high school bands in towns outside Toledo but within WSPP’s service area. It will become the permanent possession of the school winning it three times."

Barn Dance Prizes

TRACTOR, harvester, auto and 118 other prizes totaling $4,000 are offered on the Murphy Barnyard Jamboree, a part of the WLS National Barn Dance. The contest is sponsored by Murphy Products Co., Burlington, Wis., and is based on the essay theme with entrants required to compete a sentence about Murphy feeds.

BROCHURES

JOHN H. PERRY Associates: Brochure on the combined Mobile and Pensacola markets for WALA, Mobile, and WCOA, Pensacola.

WMCA, New York: Four page folder, "They Pay Off On Winners", promoting the station’s racing meet coverage.


WMAA, Washington: Oranges and blue brochures folder promoting the "According to Eagle sports commentary originated by WMAA."

COLONIAL NETWORK: Baseball brochure, "They Stand Up and Yell."

KYA, San Francisco: Personally-addressed folder analyzing appreciation mail and titled "The Audience Writes."


KNN, Los Angeles: Color brochure, "This Ex-Farmer Was Haunted", outlining the successful producer market campaign.

KFDM, Beaumont, Texas: File-folder brochure containing coverage and market data for the station, now under new ownership and management.

WTAM, Cleveland: Pictorial brochure promoting WTAM’s morning woman’s outline.
but KVOR is the Number 2 attraction in the Pikes Peak region

We're glad to concede that, to outsiders, Pikes Peak ranks as a greater Southern Colorado attraction than does KVOR.

Dwellers in the shadow of the Rampart Range, however, take Pikes Peak and the other scenic glories surrounding them pretty much for granted ... they think KVOR is much more exciting!

They're proud of KVOR ... as a brilliant addition to community showplaces and as a vivid reflection of the personality of the unusual Southern Colorado market.

Just as this market has a buying power far in excess of what might normally be expected from its 219,000 population, so does KVOR present a picture of equipment, talent and standards seldom encountered in cities of similar size.

KVOR
Colorado Springs

COLORBIA NETWORK • 1000 WATTS • FULL TIME

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES • THE FARMER-STOCKMAN • MISTLETOE EXPRESS
WKY, OKLAHOMA CITY • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.
Boomerang

IN ATTEMPTING to encourage the development of international broadcast stations by lifting the commercial ban, the FCC has blandly provoked another censorship mess. By limiting the degree of commercialism and by attempting to define cultural programs, the Commission obviously oversteps the anti-censorship provision of the law. It should not have forgotten so soon the Mae West, Beyond the Horizon and other incidents.

The actual effect upon the 14 international stations is not important. But the law itself does not distinguish between international or domestic broadcast stations. And if the FCC can restrict commercial sponsorship to name-mention and "good-will" or "cultural" programs destined for international reception, it might readily impose the same restrictions on the domestic wavelengths. The precedent is a dangerous one.

Since the beginning of radio regulation, international stations have been experimental and consequently noncommercial. With the adoption of the new rule, the stations may become commercial. We think the Commission should have stopped with the lifting of the ban and not have attempted to censor programs in advance, which it cannot legally do. We are in hearty accord with the thought that motivated the move, and we hope that the cases of drugs should not put its plug on an international station. It stands to reason it wouldn't, anyhow, because it could not promote business that way.

Who, under the new regulations, will determine whether a program reflects the culture of this country or promotes international good-will, understanding and cooperation? Presumably, the FCC will assume that function, even though the law specifically says it cannot. We know of speeches by the President and some Senators that have not promoted "international good-will". But if one such were broadcast under the new rules, the station might be liable to fine and imprisonment, let alone revocation of license.

The FCC might far better have limited the regulation to provide only for commercialization. Then it could easily have called a conference of the 14 licensees and, across the table, agreed mutually that in the best interests of the country, certain self-imposed rules be observed. Failure to observe such rules would still give the FCC the authority to cite any licensee for failure to serve "public interest", either on renewal or under revocation proceedings.

As things stand, there must be a test of the rule. If the FCC, on its own motion, does not call hearings or amend the rule, one of the licensees should force a test in the interests of broadcasting as a whole. Otherwise, there may be a voluntary turning in of licenses, rather than operation under such dangerous conditions.

The Payoff

A PROVISION of the law applicable to commercial radio, which has slumbered for a dozen years, may bring a revised technique in the handling of commercial credits—especially in station-break and spot announcements.

No revolution is in order—far from it. Yet the situation is important, because it focuses attention on the manner in which commercials may be presented. Section 317 of the Communications Act, originally written in 1927, requires that all programs directly or indirectly paid for must be announced "as paid for or furnished". It was written into the law to prevent fraud or disguise.

In those days, broadcasting was just getting under way as an advertising medium. It was a wise provision, and still is today, for it certainly is a deterrent against the broadcasting of propaganda without identifying the paid propagandist. But at that time the station-break, spot announcement and the participating program were unheard of.

We do not criticize the FCC for its discovery of the provision and for its announce-ment that it will insist upon full compliance. It is required to enforce the law as written. To its credit, be it said that it is showing a disposition to cooperate with the industry in this instance by adopting a liberal attitude. It does not demand strict compliance but rather substantial adherence, and rules that when the name of a sponsor is so given as to indicate that the program is paid for it will meet the requirements of the law.

While the law itself mentions the phrases "paid for" or "furnished by", the fact that there has been no outcry against failure to use specific words either by Congress, the public of the FCC is sufficient basis to justify the conclusion there need not be literal adherence. In 99% of the programs now on the air, it is felt there will be no need to change present practices.

But the problem is serious in connection with spot announcements, and a change in style may be necessary even under the Commission's most liberal interpretation. For example, the announcement "Nine o'clock Bulov. Time" might become a variation of something like "Bulov Watch Co. now brings you the correct time".

In the program classifications, as distinguished from spots or participations, there will be no difficulty, though it perhaps may make a commercial here and there more combersome. It can't be simply the "Sello program", we understand, but it must be "spon-sored by the Sello Mfg. Co." or some similar full commercial credit line.

In the case of participations, like musical clocks and roundups, perhaps an announce-ment at the beginning, stating that the particular firm or persons sponsoring the program, will suffice. After all, it is obvious that the authors of the Radio Act back in 1927 had only in mind the postal statute which requires newspapers to label advertisements in news format as "adv." to prevent any delusion that they are news items.

Because the FCC appears to have little discretion over the identification and display of sponsorship provisions as it pertains to the spot announcement or station break, it appears that a change in the law will be necessary if the usual method, admittedly not fraudulent, is to be retained. The public might be easily fed up if it is forced to listen to some such phrase as "This announcement is furnished by the Hotspot Phil-ander Co." in a 30-word station-break. Many will recall the quick death of "By special per-mission of the copyright owner" because of public reaction and ridicule.

Sane (Tele) Vision

THERE can be no quarrel with the report of the FCC Television Committee. Quite sanely, it injects a note of caution lest the public and the industry be hurled into economic chaos. Just as properly, it urges cooperation between government and industry. In suggesting to the full FCC a hands-off policy with respect to approval at present of standards, the Com-mission represents a minimum of interference with visual radio's development and the encouragement of private initiative. Most signifi-cantly, it recognizes the right of private enterprise to realize a return on the millions already invested and yet to be invested in laboratory research and field operation.

It is only fair to report that the public re-action to television's first foray into the open has been disappointing. The Television Com-mittee's report is far from bullish on the im-mEDIATE outlook. While curious thousands have flocked to the New York World's Fair ex-hibits and to the store demonstrations, they are not buying sets. Much of this apparently can be attributed to the lack of public understand-ing of what television actually does.

Retailers report that many prospective pur-chasers immediately want to know where the "film" is located. They have the impression that television is nothing more than "radio movies". They do not realize that they are actually "seeing through space" and that spot events are picked up and immediately transmitted. It looks like an educational job must be done and that the manufacturers must be made to realize that television is not "canned" stuff but actually is spotvision.
CLARENCE C. DILL, who as U. S. Senator from Washington was the author of the Communications Act of 1934 and the Radio Act of 1927, died May 13 in Seattle married Miss Mabel Allen Dickson, former instructor at Michigan State College and Ohio State University, whom he met several years ago in Washington, where she was an assistant in the Federal Home Economic Experimental station. The couple will make their home in Washington, D. C., where Mr. Dill is a practicing attorney.

HENTON FERGUSON, vice-president of Texas State Network, carried his May 18 broadcast during last May as a result of a motorboat accident.

H. L. CAPRON, former manager of the radio department of R. H. Macy & Co. and Bambergers' Department Store, has been appointed a syndicating editor of Radio & Television Today, promoted by Caldwell-Clements, New York.

E. M. STOER, New York executive of Hearst Radio, was on the West Coast in May to confer with Jack Gross and Reiland Quinn, managers of KHEI, Los Angeles, and KFY, San Francisco.

C. J. THORNQUEST, sales manager of WGN, Chicago, since last September, has resigned. Dewey H. Long, general manager, is handling his duties for the time being.

MAJ. JOHN H. MARSCHING, head of the German section of NBC's international division, arrived on the new Frisco May 13 for a month's vacation in Europe. Most of the time will be spent in Europe, where he will attend a class reunion at the Ober-Realschule in Freiburg.

P. J. STANTON, vice-president and general manager of WDAS, Philadelphia, according to Mr. Stanton, will be transferred to New York May 21 on a seven-week European trip during which he will study foreign broadcasting.

HUBERT FINLEY, formerly of KYTM, El Paso, has joined KFV, Los Angeles, as executive director.

HARRY JACOBS, formerly of KDYL, Salt Lake City, and for the last five years in business in Hollywood, has rejoined the KDYL sales department.

JOHN SAMPLE, of the local sales staff of NBO-Chicago, will marry Miss Kathleen Calkins in June.

PHIL GRIFFITH, formerly of the United States Air Force, has joined the sales staff of KGNC, Amarillo.

W. KAVANAUGH PRUITT has been named from the advertising staff to the commercial staff of WICA, Ashtabula, O.

ARTHUR J. FORREST, formerly assistant to the sales promotion manager, was named the promotion manager of KBS, Canton, Ohio. He succeeds Mr. Dill. Mr. Forrest was chairman of the promotion committee for the 1933 Will Rogers Jamboree, and was a member of the promotion staff of WORT, CBS, in Washington, D. C.

C. GLOVER DeLANEY, commercial manager of KGW, Portland, Ore., is the father of a girl born recently.

TRAVIS BARNES, salesman of WTAR, Norfolk, Va., has returned to his home in Minneapolis, Minn., for an appendectomy. The operation was a success.

SOL TAISCHOFF, editor of Broadcast, drew a winning ticket that will pay him $1,572 on the Irish Sweepstake this May 24. His horse was Bandellini, which was entered but did not run.

WILLIAM B. DOLPH, manager of WOL, Los Angeles, underwent an emergency appendicitis operation May 22 but is now fully recovered and back at his desk.
JUDGE E. O. SYKES, former member of the FCC, was admitted to practice before his former colleagues in 1919. Edward, son of the late Mr. Sykes, was likewise admitted, being the son of J. O. C. Caldwell, Washington attorney. Albert E. Syphax, former FCC attorney, now practicing in Portland, Ore., was admitted May 23.

CLYDE SCOTT, commercial manager of KFRE, San Francisco, was recuperating from injuries received when he fell from a horse.

MICHAEL WILLIAM, recently with KTMS, Santa Barbara, and KGDQ, Stockton, has joined the San Francisco sales staff of KROW, Oakland, Cal.

LOYD E. YODER, general manager of the San Francisco Chapter of KPI-FRCA, has been named by General Manager J. W. Holman to be the San Francisco Presidio.

LINDEN R. REYNOLDS, attorney, attending the Joint Army and Navy Selective Service Conference at the San Francisco Presidio.

RAY VAN BENSCHOTEN, sales manager of WSYX, Syracuse, has been elected president of the Optimist Club of Syracuse.

CHARLES PHILIP, salesman of KYW, St. Louis, is the father of a girl born in May.

GEORGE M. BENSON, NBC New York, has announced that Sydney Slays of Boston, who recovered from a horse's climes during late May in connection with the Melody, a Madness program sponsored by the American Legion.

JOHN F. MERRIFIELD, farm editor of WLW, Cincinnati, recently was named secretary of the Ohio Chemung Commission. Governor L. E. Shouse, named the appointment as he broadcast on WLW May 19 from the National Farm Chemical Conference meeting at Columbus.

C. G. SCRIMGEOUR, controller of the New Zealand government's commercial stations, and William Queele, board chairman of 50UN, Adelaide, Australia, announced on a network wire sent from Los Angeles on board the Adven, May 20, that the Commodore has made a tour of the United States.

E. A. (Bob) ALBURY, manager of WHBQ, Memphis, is broadcasting daily on KQUP. He is a native of Memphis and a former member of the Coca-Cola Bottling Co.

WALP Staff Changes

CHANGES in the executive personnel of WLW, Lexington, Ky., were announced May 23 by Gilmore Nunn, president. Mr. Grizzard, program director for the last four years, has been made station director. Mr. Grizzard started in radio in 1933 at WKDC, Nashville, as announcee, and later was with KTAT, Fort Worth, and KYW, Philadelphia. Mr. Grizzard, in the commercial department of KFRC for the last five years, has been made commercial manager. Prior to his connection with WLW, Mr. Grizzard was advertising and sales promotion manager for the A-C. Dayton Co. He attended commercial bookkeeping in 1932 at KFRC, Columbus, Mo. Gilmore Nunn remains as president of WLW, with a desire to continue making his home in Lexington, although much of his time will be spent in direction of other broadcast properties in which he and his father, J. Lindsay Nunn, are interested. At the present time the station is being moved from its location in Amarillo, now under construction, and WCMU, Ashland, Ky., the latter was purchased recently and the transfer awaits FCC approval.

Adams to Texas Net

JOHN T. ADAMS, radio director of Erwin-Wasey and Adams with the S. Texas Network, has resigned from the agency, effective June 15, to become executive vice-president of the Texas State Network, with headquarters in Fort Worth. Mr. Adams was formerly with Crane & Adams in executive capacity and with the Federal Broadcasting System before joining Erwin-Wasey several years ago.

Salute to a Pioneer

JOHN A. HOLMAN, general manager of the West - WBZA, Boston - Springfield, was feted by the station staffs May 19 at a dinner and gridiron show celebrating his fifth anniversary at NBC's general manager in Boston. Messages of congratulations were received from almost throughout the executives and from Gov. Saltonstall, Mayor Tobin of Boston and Mayor Potter of Springfield. A salute from some of the notables with whom Holman was formerly associated in his early days at WAP was presented on a transcription featuring Graham McNamee and other Steve Carlin. Three-net musical satire titled "Holmanica" was presented, written and produced by the WBZ staff, including John McNamar, Bob White, Bob Evans, George A. Harder, Avner Rakov and Bob Duffield.

Lucien D. Shouse

LUCIEN D. SHOUSE, 62, father of James D. Shouse, vice-president of WSMR, was killed in a plane crash May 20 while broadcasting and general manager of WLW, Cincinnati, was buried May 20, at Eminence, Ky. Death followed in his early days at WAP. Dr. Shouse, a well-known dentist, died at his home in Tampico. Mrs. Shouse had been home for his health several years ago. Funeral services, attended by members of the family and the executive and family and the staff of WLW and WSAI, were held in the cemetery chapel at Eminence. In addition to James D. Shouse, Mrs. Shouse is survived by his wife and a daughter, Mrs. Garnett Ivey.

George D. Reid

GEORGE D. REID, star of Five Star Final on WMCA, New York, on May 19 was found dead in his New York apartment as the result of a heart attack. Mr. Reid, formerly announcer of WOL, Washington, was known as the "Bible Man" of the radio. He joined WMCA. Aged 41 at his death, Mr. Reid is survived by his wife, Mrs. Lola Reid of Alexandria, Va.

VERNICE BOULIANNE IRWIN

With her sister, Dorothy Doernenbecker, Mrs. Vernice Boulianne Irwin, retired KSL, Denver, has joined the announcing staff of KSL, Salt Lake City, has her "Thanksgiving Plays," presented by the World's Illuminated Book of Poetry which goes on exhibit at the New York World's Fair Dec. 31.

RICHARD T. SAMSON, of the staff of KFPI, San Bernadillo, Cal., has announced that he will direct a new 250-watt daytime station on 1300 kc. in Riverside, Cal.

GLADIUS WAGSTAFF PINNET, dramatic critic and writer of KFPI, Salt Lake City, has her "Thanksgiving Plays," presented by the World's Illuminated Book of Poetry which goes on exhibit at the New York World's Fair Dec. 31.

WENDELL WILLIAMS, NBC Hollywood continuity acceptance editor, and Helen Buchta of the network's New York operations staff, will be married in the latter city June 24.

WILLIAM M. PARKER, continuity editor of 20th Century Fox Productions, Hollywood, has completed the first half of Andre, a two-part novel to be published in fall.

STUART L. HANNON, formerly with MBS, has joined KFFY, Spokane, as program manager, with William H. Fink,formerly with WWL, Minneapolis; Ed Auffner, formerly with WLW, and Ralph Hegeley, formerly with KVOS, Bellingham.

DOOTHY ANN SIMPSON, former announcer of the Houston Post, has become manager of The Woman's Page, popular participatory program on KV, Tacoma, writing and conducting the feature. She succeeds Kay Kelly, who has resigned.

BIL MCCORD, former announcer of KFPI, Spokane, has joined the announcing staff of KGW, Portland. He replaces Fred Waring as assistant conductor to thebanka group. Waring starts new a Chesterfield series on NBC June 10.

EULALAH NISSEN, formerly of WOPI, Bristol, Tenn., has joined the announcing staff of WOPI, Chicago, recently announced her approaching marriage.

GENE EDWARDS, formerly of KFI, Los Angeles, has joined the announcing staff of WOPI, Bristol, Tenn.

VERNE HANCOCK, announcer of WDN, Chicago, and Jane Wood recently announced their engagement.

BYRON OGLE, of the production staff of WOPI, and Miss Helen Holman, of the programmatic model, recently was pictured as the star of a full-page color automobile ad on page 2 of the May 13 issue of the Saturday Evening Post.

ESTON PAGE, recently with KANS, Wichita, and formerly with WAPO, Charleston, W. Va., and WMPO, Decatur, Ala., has joined the announcing staff of KTSF, El Paso.

HARRY SIMBONE, CBS Hollywood chorus director, who also conducted the weekly Sets by Simbone, has been replaced by Fred Waring as assistant conductor to thebanka group. Waring starts new a Chesterfield series on NBC June 10.

RAW TEXT END
BETTER BROADCASTING

July 13, 1939

Radio’s “Iron Man”

WKBB, LaCrosse, Wis., lays claim to radio’s “Iron Man” in Jack Martin, who up to May 17 had broadcast with never a miss every day including Sundays for 2,050 consecutive days as news-caster, sportscaster and barn dance announcer. He has not had a vacation in six years.

DON HOPKINS, announcer of KGNF, North Platte, Neb., is the father of a girl born May 8. The baby was the 500th to be born at St. Mary Hospital at North Platte.

ROY MASON, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KGNF, North Platte, Neb.

ROGER VAN ROTH, formerly of WAIW, Winston-Salem, has joined the announcing staff of WPTF, Raleigh.

L. PETERSEN, assistant manager of the CBS traffic department, recently became the father of a girl, Helen Patricia.

BILL MURPHY, who formerly handled exploitation for various Warner Bros. film exchanges, has joined KPWB, Hollywood, as publicity director. He succeeds Bill Fish, who has devoted full time to production.

VERA OLDHAM, writer for radio and theprint, on the West Coast, has joined the script-writing staff of TransAmerican Broadcasting & Television Corp., New York.

GLENN TAYLOR, formerly of WPEN, Philadelphia, has joined the announcing staff of WJTN, Johnstown, Pa.

LILLIAN SLATER, publicity director of WPEN, Philadelphia, on June 15 is to marry Harold B. Pressman, member of the Pearl-Pressman printing and advertising firm. She will return to her duties July 5 after a honeymoon trip to Canada and New England.

LLOYD G. DEL CASTILLO, production manager of WEEI, Boston, has accepted the invitation to act as guest to his former classmate, Gov. Saltonstall, at June commencement exercises of Harvard.

MR. SPONSOR: Why so much stress on coverage? That’s only a mass of potential listeners. How many of them are real listeners depends upon how good your show is, and—which is too often overlooked—how good your station is!

212 stations—giving you nation-wide coverage—bought Western Electric equipment to assure you of highest quality. They could have bought other equipment for less money—but they didn’t want to save at your expense.

You’ll get your full money’s worth—coverage plus quality—from the stations listed below. They are...

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Dave Frederick, publicity director of KXOK, Los Angeles, has been over the daily radio column of the St. Louis Star-Times. All St. Louis stations are given space in the column despite the fact that the Star-Times owns and operates KXOK.

Jack Gregson, recently of KJJ, Walla Walla, and KDYL, Salt Lake City, has joined the announcing staff of KSFO, San Francisco.

Crum, KFWB, Hollywood, writer-producer, has been signed by WABC, Fictional Studios, to a writing contract.

Jack Bennett, former chief announcer at KRE, Benton City, is doing relief announcing at KFO and KGO, San Francisco, during the summer.

Richard Bertrandias, formerly in the press department of KOCA, San Francisco, has been transferred to production, with Dave McNutt replacing him.

Jack Gregson, formerly with KDYL, Walla Walla, Wash., and KDYL, Salt Lake City, has been located to the announcing staff of KSFO, San Francisco.

Mrs. Lloyd E. Yoder, wife of the general manager of the San Francisco Bay Sunday Loop, a well-known and professionally as Bette Michelle, has joined the Children's Hospital in San Francisco from a serious abdominal operation.

Dick de Angelus, for several years newscaster and announcer at KJBS, San Francisco, has left the station.

Bob Ferris, production manager at KWIL, Longview, Wash., has accepted a traffic manager when that station became a Mutual affiliate.

Ted Williams, former horse race commentator for a series of movies, including "A Day at the Races" with the Marx Brothers, has joined the announcing staff of KINJ, St. Louis, to do a daily racing news summary titled "Horse Talk.

Walt Gillespie, formerly of the Miami (Fla.) Dispatch, has joined WHBP, Rock Island, as sports caster.

Leo J. Olette, continuity writer of WLS, Chicago, has composed a popular song titled "Our Candlelight Daydream," featured on the WLS Melody Parade.

Earle Kalnsche, announcer of WWIR, Dallas, for the last two years, will join KWK, St. Louis, June 1. Wilson Erwin, formerly of KOCO, Kansas City, Mo., will join the WWIR announcing staff June 6, along with Gene Martin, formerly of KIL, Denver, who will join the WFAA news staff.

Fred Foster, formerly of WMR, Jacksonville, Fla., has joined the announcing staff of WLW, Cincinnati.

Hollis Kimball, formerly of KGO, Fort Worth, KFBB, Beaumont, Tex., has joined the advertising staff of University Station, WUSP, which is affiliating with affiliate stations.

Edward C. Alexander, formerly a Federal accountant, has been appointed office manager of Honolulu Broadcasting Co., which has headquarters at KGMB, Honolulu.

Fred Patterson, formerly on the stage in New York, has joined the announcing staff of KOMO-TV, Seattle.

Dorian St. George, announcer of KZIPP, Washington, D.C., has been narrating for a series of movie shorts produced by the Social Security Board, one of which was exhibited at the Golden Gate Exposition.

Jimmy Kent, who has just completed his first season with the University of Saskatchewan, has joined the announcing staff of CHAB, Moose Jaw, Sask.

ALTHOUGH the soldout players of KFI-KKCA, Los Angeles, were beaten by a score of 7 to 6 when they recently played the NBC Hollywood all-star players, their fans were not too disappointed for the KFI-KKCA team includes (standing, l to r) Curtis Mason, co-chief engineer; Leonard Lary, announcer; Harrison Holliday, general manager; Douglas Evans, announcer; Lloyd Fritsinger, engineer; Bob Hislant, sound effects; Bernie Smith, publicity director. Seated are Claude Sweeten, musical director; Jimmy Vandiveer, special events director; Herb Allen, announcer; Amos Bacon, account executive; George Whitney, account executive; and last but not least, George Applegate, announcer.

J. Frank Willis, of the CBC, has returned from a four-month exchange with the Australian Broadcasting Corp. While in Australia he produced a number of shows for the ABC.

Bill Hind, announcer of KDKA, Pittsburgh, married Dolores Dollphof on May 17.

Miss Sunshine Hulcey has joined KOMA, Oklahoma City, as recent announcer, replacing Lois Oney, recently shifted to the sales promotion department.

Frank Barton, announcer of KFO and KGO, San Francisco, is the father of a boy born in May.

Bob Anderson, NBC newscaster in San Francisco, on July 2 will marry Marci Hanley, CBS sales department secretary.

David Stuart, new to radio, has joined KDKA, Pittsburgh, to do music writing.

Paul Pierce, CBS Hollywood writer-announcer, and Richard Hull, NBC writer-announcer, have collaborated on a popular ballad, "Once Upon a Moment," to be published soon.

Bert Metcalf, announcer of KXOK, St. Louis, and Judy Mast, staff singer, recently announced their engagement at a party held by the KXOK program staff.

Dave Manning, formerly of KWK, St. Louis, has joined the announcing staff of KXOK, that city.

Norman Hartford, formerly of KFAB, Los Angeles, has joined KFWB, Hollywood, as sportscaster and is conducting the six-weekly quarter-hour "Sportscaster.

Margaret South, statistician, has joined WAPI, Birmingham, as assistant to Dessie Bradley, WAPI merchandising manager.

Maxwell Shane, Hollywood radio and screen writer, is in New York to arrange production of his new stage comedy, "Willie Does a Strip," which he wrote with Jack Hiller. Shane has contributed to the CBS "Big Town" program, sponsored by Lever Bros.

Robert Morrison, formerly of KWK, has joined the announcing staff of CKCQ, Hamilton, Ont.

Harry Becker, formerly of KITE, Kansas City, has joined the announcing staff of KFBI, Abilene, Kan.

Grandpa Celebrates

Jim Lightfield, probably radio's only great-grandfather, who as a hobby conductor does a Sunday morning hour dedicated to shut-ins on WKRC, Cincinnati, recently celebrated his 14th anniversary with the station. Grandpa Lightfield, 65, conceived the idea for his program 14 years back and broached it to WKRC's manager, who offered him free time. People of all ages are offered opportinity to display their talent on Jim's program. He receives nothing for his services, and he pays nothing for the broadcast time nor the services of his performers.

AFRA, CBS Dicker

NEGOTIATIONS between the American Guild of Radio Announcers & Producers and CBS for changes in the contract covering announcers and production men employed at WABC, New York, are progressing satisfactorily, according to AFRA officials, who said that negotiation 9 for the best effects men at WABC would be started shortly.

AFRA Files Charges

Vic Connors, executive secretary of the American Federation of Radio Artists, has filed charges with the National Labor Relations Board over the discharge of three announcers from station KRE, Berkeley, ostensibly for their union activities. Discharged were Ralph Kennedy, James Moore, both of whom have been reinstated, and Phil Bernheim, still out.

William B. Paley, CBS president, has elected a director of Pan American Airways Corp., New York.

AFRA and WMCA Discuss Contract

Union Dickering With WIOD; Plans August Convention

American Federation of Radio Artists has started negotiations with WMCA, New York, for a contract covering the station's announcers and producers, independent union, but recently withdrew to join AFRA, which is an AFJ union, according to an AFRA spokesman.

AFRA is also negotiating with WIOD, Miami, following a dispute between the station and the union that led the latter to file a complaint with the National Labor Relations Board. Dispute was over the discharge of Earle Barr Hanson, musical director of WIOD and president of AFRA local 1 in Miami, which Hanson charged was for union activities. Station agreed to reinstate him, to pay Hanson $500 in back salary and to recognize AFRA as bargaining agency for Hanson immediately following his reinstatement.

Second annual convention of AFRA will be held in Chicago beginning Aug. 24. In addition to the reports and other convention business, the delegates will elect officers, including president, vice-president, secretary, and treasurer, and 15 members of the 46-member board of directors for three-year terms. Defeated by the nominating committee calls for the re-election of the present officers: Edwin Factor, president; Lawrence Tibbet, Carlston Kadell, Virginia Payne, Mark Smith, and George Serota, vice-presidents. Alex McKei, recording secretary, and George Heller, treasurer. Nomination board members are Clayton Collier, Ted DeCaris, Eric Dresler, Wilfred Lytell, John McFayre, John McCove, Al Swenson and James Van Dyke from New York; Virginia Payne, Vincent Felletier and Sam Thompson from Philadelphia; and Jean Hersholt and Carlston Kadell from Hollywood.

In addition, to AFRA dues from $1.24 to $2.44 annual minimum, with corresponding raises all along the line, AFRA recently announced that by the national board, have been submitted to the various locals for approval. If adopted, new dues will go into effect when the secretary of the union, said that the increases are essential to the continued operation of AFRA.

Rumors that the inclusion of script writers in the contract recently negotiated by AFRA with WLBW, Cincinnati, represents a formidable front union battle with the Radio Writers Guild were pooh-poohed by Mrs. H связo, who said that AFRA was in no way trying to assume responsibilities or to take members properly belonging to the local, but that it was merely extending union protection to persons who otherwise would not get it, as there is no RWG chapter in Cincinnati.

Everett Tomlinson and Paul Weller, executive secretary of the AFRA Mystery department, are designing their own model airplane in an effort to break the "endurance record" for rubber propelled models. The two hobbiests have several plans from standard blueprints, but this newest effort is the result of personal research and planning. They plan to enter it in a championship meet scheduled for late this summer.

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Broadcasting • Broadcast Advertising
WILLICE E. GROVES has been named chief engineer of KSL, Salt Lake City, and Gene Pack, on an extended vacation. Jay William Wright has been placed in charge of transmission. Frank X. Gute has been named recording engineer and C. Richard Evans is newly appointed audition engineer.

BILL MARKS has been reappointed chief engineer of CJKL, Kirkland Lake, Ont., having returned from the Pacific Coast.

ROBERT BARLOW, traffic manager of Universal Microphone Co., Inglewood, Cal., is the father of a girl born May 12.

ELMER PRITCHETT, transmitter engineer of WTN, Norfolk, has announced his engagement to Kathryn Holley, and the wedding is set for July 26.

PAUL LEE, formerly of WIBX, Utica, has joined the engineering staff of WSYR, Syracuse.

ROBERT GURDON CORNWELL, of the engineering staff of WICA, Ashton, O., is to marry Margaret White on June 3.

WOODROW B. COX, formerly of KTEX, San Antonio, has transferred to the control room staff of the State Technical University in Fort Worth.

JOHN WOODS has joined the technical staff of WNAQ, Yakumon, S. D.

CHARLES PAITTE, transmitter engineer of WTN, Norfolk, is the father of a girl born May 18.

ADRIAN MURPHY, director of developmental projects for CBS, sailed May 17 for a European vacation. He plans to visit England, France, Switzerland and other countries before returning to New York on June 25.

BOB BISHOP has joined the sound engineering staff of NBC in San Francisco, succeeding Don Fleming, resigned.

CLAUDE FULK, formerly of WIBU, Anderson, Ind., has joined the control staff of WFPM, Indianapolis.

HOWARD MILLS, sound technician, has joined the technical staff of KOSO-KJR, Seattle.

KGCU Labor Hearing

UPON COMPLAINT of the International Brotherhood of Electrical Workers, AFL affiliate, the National Labor Relations Board has issued a notice to the station. Charles E. Persons, recently held a hearing on the action brought against Manda Radio Assn., operator of KGCU, Mandan, N. D., and John H. Kennelly, KGCU manager, by IBEW. Mr. Kennelly was charged with interfering with union activities and discharging Paul Edwards, an employee of the station, for engaging in union activities. Trial Examiner Persons has not yet made his report and recommendations to NLRA headquarters in Washington, and it is not known how soon the report will be made.

TAKE ON "The Patent Problem from the Viewpoint of Industry," given by Otto S. Schaefer, RCA vice-president of research, at a roundtable of the National Industrial Conference Board last January, has been published in pamphlet form by RCA Institute, Technical Press.

IRA AVERY, of the production staff of WTV, Richmond, Va., recently watched the successful production of his one-act play, "You're on the Air," by the Richmond Theatre Guild.

A pair of wrens in mid-May held up work on one section of the new 50,000-watt transmitter of WCKY, Cincinnati, because Mrs. Wren picked out some of the equipment as a safe place to build her nest. When Chief Engineer Charles H. Topmiller inspected a panel, which had been stored for a few days in a garage at the transmitter, preparatory to its installation, he discovered the next, with five tiny eggs in it. "Top" ordered the panel undisturbed, and went on work on other details of the installation. Next day the eggs had hatched out, and the wren family numbered seven. At press time, the panel and nest were still in the garage, with WCKY engineers awaiting the day when the young birds would be strong enough to fly. The pictures show Topmiller pointing out the nest and (inset in circle) a "close-up" of Mama Wren hiding her babies from the cameraman.
**Station Accounts**

- **WGAR, Cleveland**
  - Pullman Co., Chicago, 6 sa weekly, thru Blackett-Sample-Hummc., Chicago.

- **KFRC, San Francisco**
  - Calo Food Products, San Francisco (Calo Dog Food) weekly sp, thru Pacific Radio Products, Oakland, Cal.
  - Dr. J. C. Campbell, Los Angeles (dentifrice), 20 sa weekly thru Ted Dahl Adv., Los Angeles.
  - Reid Murdoch & Co., Chicago (Monarch Foods), 30 sa weekly, thru Rogers & Smith, Chicago.
  - Union Pacific Railroad, Los Angeles, 3 t weekly, thru Caples Co., Los Angeles.
  - White Laboratories, New York (Fenamint), 5 t weekly, thru William Esty & Co., N. Y.
  - Railway Express Agency, New York, 3 sa weekly, thru Caples Co., N. Y.

- **KOMA, Oklahoma City**
  - Los Angeles Soap Co., Los Angeles (White King soap), 39 sa, thru Raymond R. Morgan Co., Los Angeles.
  - Park & Tilford, New York (Tinct.), 26 sa, thru Charles M. Storm Co., N. Y.
  - Reed-Murdock & Co., Chicago, 201 sa, thru Rogers & Smith, Chicago.

- **KMP, Beverly Hills, Cal.**
  - New England Bottling Co., Los Angeles (beverages) weekly, thru Benjie, Los Angeles.
  - Southern Pacific Co., San Francisco (rail transportation), 5 sa weekly, thru Lord & Thomas, San Francisco.
  - Wm. P. Ibell & Sons, Los Angeles (fruits), 6 sa weekly, thru Irving F. Wallin Jr. & Staff, Los Angeles.

- **WOB, Newark**
  - Metropolitana Insurance Co., New York, 5 sp weekly, thru Esquire & Burman, N. Y.
  - Chas. B. Knox Gelatin Co., Johnstown, N. Y., 6 sp weekly, thru Kenyon & Eckhardt, N. Y.
  - De Forest Training, Chicago (school), weekly, thru Presha, Ferrara & Presca, N. Y.

- **KDYL, Salt Lake City**
  - Acme Bakers, Chicago, 3 sa weekly, thru Emile Broscher & Staff, San Francisco.
  - Interstate Transit Co., Omaha, additional 12 sa weekly, thru Beaumont & Holman, Omaha.
  - Sears Roebuck & Co., Salt Lake City, 6 sp weekly, direct.

**The Business of Broadcasting**

- **KFI, Los Angeles**
  - Larus & Bros., Co., Richmond, Va. (Domino cigarettes) 6 sa weekly, thru Warner & Legrand, N. Y.

- **Berghoff Ford**
  - Frigidaire Div., General Motors Corp., Chicago, 117 sa, thru Lord & Thomas, Chicago.
  - American Tobacco Co., New York (cigars), 3 1/2 sa weekly, thru Lord & Thomas, Chicago.

- **Wilmington Transportation Co., Wilmingon, Del.**
  - (island resort), 12 sa, thru Neiser-Meyerhoff, Los Angeles.

- **Santa Fe Trail Transportation Co., Los Angeles (bus), 5 sa weekly, thru Central Lines, Los Angeles.
  - Mutual Citrus Products Co., Anaheim, Cal. (pectin), 2 weekly, thru Chas. H. Mayne Co., Los Angeles.

- **KWOS, Jefferson City, Mo.**
  - Davis Vitamin Corp., Los Angeles, 18 sp weekly, thru R. H. Donnelly Corp., Los Angeles.

- **Griesbeck Brewing Co., St. Louis, Mo.**
  - 18 sa, 6 sp weekly, thru BBDO, Chicago.

- **R. P. Goodrich Co., Akron, Ohio, 6 sp, 1 t week, through Rustrauf & Ryn, St. Louis.

- **Hude Park Breweries, St. Louis, 15 sp weekly, through Rutter & Ryn, St. Louis.**

- **Beatrice Creamery Co., Des Moines, 1 sa weekly, through Lord & Thomas, Chicago.**

- **Ford Motors, Detroit, 6 sa weekly, thru McCann-Erickson, Chicago.**

- **Carter Products, New York, 6 sa weekly, thru McCann-Erickson, Chicago.**

- **WOW, Fort Wayne**
  - Berghoff Brewing Corp., Fort Wayne, 60 sp, direct.
  - Rundt Mfg., Pittsburgh (hot water heaters), 12 sp, thru Borel & Jauss, Omaha, Neb.

- **Northern Harvest Co., Chicago (twine), 26 sa, thru Auburn, Boye & Lallace, Chico, N. Y.**

- **Murphy Products Co., Burlington, Wis., thru Wade Adv. Agency, Chicago.**

- **Northwestern Yeast Co., Chicago, 39 sp, thru Haye-MacFarland & Co., Chicago.**

- **WRC-WMAL, Washington**

- **Maryland Baking Co., Baltimore (cakes), 12 sa, thru Austin & Specter, N. Y.**

- **Thomas Richardson Co., Philadelphia (candy), 39 sa, thru N. W. Ayer & Son, Philadelphia.**

- **KFFK, Sacramento, Cal.**
  - Buffalo Brewing Co., Sacramento, Cal, 7 1/2 sa weekly thru Adam Damm Agency, Sacramento.

- **General Foods Corp., New York (Hires Root), 5 1/2 sa weekly, thru Benton & Rowles, N. Y.**

- **WOC, Davenport, Iowa.**
  - Maryland Baking Co., Baltimore, 13 sa, thru Austin & Specter, N. Y.

- **WHO, Des Moines**
  - General Mills, Minneapolis, 5 t weekly, thru Blackett-Sample-Hummc., Chicago.

- **Associated Serum Producers, Des Moines (bovine serum), 8 sa weekly, thru Lord & Thomas, Des Moines.
  - Dean Studios, Omaha (photographs), 100 sa weekly, thru Cohn Adv., Los Angeles.
  - Pullman Co., Chicago, 13 sa, thru Blackett-Sample-Hummc., Chicago.
  - Procter & Gamble, Cincinnati (Ivory), 20 weekly thru Compton Adv., N. Y.
  - Wm. C. Anderson, Chicago, 15 sa, thru Blackett-Sample-Hummc., Chicago.

- **Freestone Tire & Rubber Co., Akron, Ohio, 10 t weekly, thru Sweeney & James, Cleveland.**

- **Beatrice Creamery Co., Des Moines (Meadow Gold), 26 t weekly, thru Lord & Thomas, Des Moines.**

- **Dr. Hess & Clark, Ashland, O. (stock remedies), 6 sa weekly, thru N. W. Ayer & Son, N. Y.**

- **KNX, Hollywood**

- **Chrysler Corp., Detroit (motor cars), 25 sa, thru J. Stirling Getchell, Detroit.**

- **Challenger Cream & Butter Assn., Los Angeles, 6 sa weekly, thru Emil Spector, Los Angeles.**

- **Schuck & Co., San Francisco (Rancio soup), 6 sp weekly, placed directly by manufacturer.**

- **Mutual Citrus Products Co., Anahiem, Cal. & thru Charles H. Mayne Co., Los Angeles.**

- **Mutual Citrus Products Co., Anahiem, Cal. (pectin), weekly sa thru thru Charles H. Mayne Co., Los Angeles.**

- **Arrowhead & Puritas Waters, Los Angeles (bottled water), 52 sa thru thru McCarty Co., Los Angeles.**

- **Backus America, San Francisco, 2 sa weekly, thru Chas. R. Stuart, San Francisco.**

- **Cholos-Fredrickson Co., Chicago (Stifflyanas Vitamax), 6 sp weekly, thru Chas. R. Stuart, San Francisco.**

- **KSRM, Santa Rosa, Calif.**

- **Therian Air Conditioning Institute, Los Angeles (air conditioning), 2 weeks thru thru R. H. Alber Co., Los Angeles.**

- **Seven Up Bottling Co., San Francisco (seven up), 6 sa weekly, thru thru Allied Adv. Agencies, San Francisco.**

- **Hemphill Diesel Schools, Los Angeles, 2 sp weekly, thru R. H. Alber Co., Los Angeles.**

- **KFC, Los Angeles**

- **Lover Packing Co., Los Angeles (meat products), 30 sa weekly, thru Morgan & Davis Adv., Los Angeles.**

- **KGFJ, Los Angeles**

- **Imperial Mutual Life Ins. Co., Los Angeles, 8 sp weekly, thru W. B. Ross & Association, Los Angeles.**

- **WSJY, Washington**
  - Stanco Inc., New York (Flit), 5 t weekly, thru McCann-Erickson, Chicago.

- **Frigidaire Corp., Dayton, as series, thru Lord & Thomas, Chicago.**

- **COKC, Hamilton, Ont.**

- **KKX, St. Louis**
  - Gast Breweries, St. Louis, as series, thru Kelly, Stuhmann & Zahrad, St. Louis.

For more information, visit [www.americanradiohistory.com](http://www.americanradiohistory.com).
WHEN the new Colorado Association of National Manufacturer's Representatives installed officers, Fred Alexander, sales manager of KLZ, Denver, elected secretary, kept the records while he and Paul Richardson (producer of Watson Oil & Snowdrift Co., the vice-president, listened to a talk by Paul Wener, Colgate-Palmolive-Peet district sales manager, the association's president.

SMART & FINAL Co., Los Angeles, operating 77 wholesale grocery units in Southern California, and a consistent user of radio, on May 16 started for 13 weeks, sponsoring the three-weekly quarter-hour Mayhew's Garden Park on KNX, the Los Angeles Associated Ad. Agency, Los Angeles, has the account.

CALIFORNIA PINEAPPLE Co., Honolulu, a new firm, will use radio extensively, according to James Riley, promotion manager, who is on a tour of 10 key cities to establish distribution centers and set up advertising budgets.

MANHATTAN SOAP Co., New York (Sweethart soap), on May 15 started Jack Bech, actor and singer, on WOR, New York, Tuesdays and Thursdays, 12:15-12:30 p.m. The 18-week series was placed by Franklin Bruck Advertising, New York.

GREEN WATCH Co., Cincinnati, has extended its 18-week time signal broadcast on WWJ, New York, to 52 weeks, using 36 signals weekly at the quarter-hours of the station's evening Make Believe Ballroom program. Mencken-Erickson, New York, is agency.

OKLEVEIN CHEMICAL Co., Oelwein, Ia., has renewed for 36 weeks one Farm Show series weekly on WHO, Des Moines, Googly Adv. Co., Des Moines, handles the account.

ED SMITH, advertising manager of General Mills, Minneapolis, and Mix Dance, account executive of Baskets & Sample-Hummert, that city, were in Hollywood during May to confer with Harry Mains, manager of KPFI, on the CBS Gang Club program.

DAVID CRANE, advertising manager of George A. Hormel & Co., Austin, Minn., was in Hollywood during May to check on its CBS program. It Happened in Hollywood. With him was Wayne Tiss, radio director of WWJ, Minneapolis.


WSPD blankets Toledo Northwestern Ohio Southern Michigan

One Million Listeners hear the toptnotch shows of this NBC Red and Blue outlet

The Voice of Toledo is FIRST in audience acceptance in program popularity in merchandising effort

5000 watts day
1000 watts night

Represented by John Blair and Company

Radio Advertisers

QUAKER OATS Co., Chicago (Little Colonel), on May 20 started The Orphan on WGN, Chicago. Sat. 11-12 noon. Signed for 26 weeks the show will be aired from seven stations weekly. Signing group is Richard Ruthrauff & Ryan, Chicago, handles the account.

GLASS CONTAINER ASSN. of America, New York, has placed a daily 125-word announcement series on WRC, Washington, for nine weeks to promote the use of glass milk bottles. Theme of the drive is "see what you buy before you buy it," Courtland J. Ferguson Inc., Baltimore office, placed the campaign. Arthur Bowd in is account executive.

COCA COLA BOTTLING Co., Milwaukee, sponsors tri-weekly broadcasts on WISN, Milwaukee, by Mickey Heath, player-manager of the Milwaukee Brewers baseball team.

TIP TOP TAILORS, Linden, N. J., has started a two-week spot campaign on WADY and WOKO, Albany, N. Y.; WBZS and WHRC, Columbia, S. C.; Royal Oak, Mich.; CKLW, Windsor, Ont. The account was placed by Edward Gould, radio account executive of McConnell-Eastman, Toronto.

WINOLA Corp, Toronto (soft drinks), starts a weekly studio program June 2 on CBRB, Toronto, and CKCO, Toronto, at 12:30 p.m., Monday. Toronto (soft drinks), is account.

PRAIRIE AIRWAYS, Moose Jaw, has started a weekly test campaign on CHAB, Moose Jaw, Sask., placed direct.

CHALLENGE CREAM & BUTTER Assn., Los Angeles, (dairy products), new to radio, in a campaign which started May 15, is using six-weekly one-minute transcribed announcements on KNX, KFJ and KLA, Agency is Emil Brusche & Staff, Los Angeles.

CHOCOLATE PRODUCTS Co., Chicago (St Wilfried's Vitamix), in a Southern California campaign is using participation six times weekly in the combined Sunrise Salute and Housewives' Prize series on KNX, Hollywood. Contract is for 20 weeks, having started May 15. McCord Co., Minneapolis, has the account.

CADILLAC MOTOR Corp., Los Angeles, division of Cadillac General Motors Corp., is sponsoring Fulton Lewis Jr., MBS Washington news commentator, on KHEL, Los Angeles and the Southern section of the Don Lee Network five times weekly.

METRO - GOLDWYN - MAIER FILM Corp., New York, sponsored a total of 100 spot announcements from May 12 to May 18 to advertise the opening of "Goodbye Mr. Chips" at the Astor and the New York, using WMCA, WHN, WNEW and WQXR, New York, Donahue & Coe, New York, placed the account.

AUTOBANK, Los Angeles (real estate loans), out of radio for approximately two years, in a 15-weeks campaign which ends July 30, is using the Sunday spot announcements on KPRO, that city, and plans to extend coverage to include other Southern California stations. Agency is R. H. Albert Co., Los Angeles.

C. A. Snyder, formerly an executive on the Goodyear-Tyre Co., account with J. Stirling Gershell, has been named director of radio of the agency. Robert Reynolds, formerly copy group head on the Goodyear-Vacuum account, succeeds Mr. Snyder, assisting Frank Griffin, vice-president in charge of the account for the agency.

Harry Kerr, formerly New York radio publicity director of J. Walter Thompson Co., now in Hollywood, is servicing motion picture accounts for the agency. James Bealle heads the agency's radio publicity department.

Robert Colwell, script writer of J. Walter Thompson Co., has returned to New York after two months in Hollywood.

Haan J. Tyner, for four years radio account executive of John H. Dunham Co., on June 1 joins R. W. Webster Agency, Los Angeles.

Tommy Wright, Hollywood publicist of Young & Rubicam, has been transferred to the agency's New York office for the summer.


Howard J. Perkins, formerly in the sales promotion and production department of John B. Rogers Co., Pistoria, O., has joined H. Chas. Sieck, Inc., Los Angeles, as radio account executive.

John C. Morse, vice-president of Dan B. Miller Co., Los Angeles advertising agency, has been elected president of the Los Angeles Advertising Club. Tracy Moore, NBC Hollywood account executive, was elected second vice-president.

Irwin A. Vladimir, account executive and chief of the foreign division of Maxon Inc., New York, on June 15 will form Irwin Vladimir & Co., an agency to handle both domestic and foreign advertising at 570 Lexington Avenue, New York. Mr. Vladimir was formerly vice-president of Rudolf Mouse Adv. Agency and manager of the Trans-Pacific Adv. & Service Bureau in Tokyo. Frank E. Ames, also of Maxon, will join the new organization as vice-president, having been previously with Dohme International, George-Harrison-Phelps and Dodge Bros.

Eddie Handley, formerly national sales representative of KGW, San Jose, Cal., and KJBS, San Francisco, has opened a radio department for Ryder & Ingram, Oakland agency. At one time, Mr. Handley was connected with K.A.C. New Francisco, and prior to that operated his own agency in Los Angeles.

Cedric T. Tarr, for the last year head of Tarr & Miles, Los Angeles agency, has joined Buchanan & Co., Los Angeles, as copy director.

Bruce Fouche, former news editor of the CBS publicity department, has joined the New York publicity staff of N. W. Ayer & Son.

Norman Warren, formerly with McCann-Erickson, New York, and previous promotion manager of CBS, has established an advertising agency under his own name at 542 Madison Ave.; telephone: Van- derbilt 6-5354.

Jim Lepper, of The Illiams Service, New York, has recently moved to Dorn and been placed in charge of the organization's radio division.

Sidney P. Morse, Chicago radio talent and program agency, has moved to larger quarters at 162 N. State St.; phone, State 1728.

Lee Sohn, former sales manager of Harry Lats Service, New York, and Arthur A. Judson, a former associate of Frank Irving Fletcher's advertising agency, have organized Sohn-Judson Adv., an advertising and sales promotion service, at 55 West 42d St., New York; telephone, Longacre 5-1777.

John H. Hawley, president of Hawley Adv. Co., New York, will dissolve the agency Sept. 1 to join Young & Rubicam, New York. Mr. Hawley will take with him the well-known advertising of the Metropolitan Life Insurance Co. account, which has been handled by Hawley Adv. since 1922.

Samuel G. Krivit Co. has moved its New York office to 230 Madison Ave.

H. W. Kastor & Sons, has moved its New York office to 6 Rockefeller Plaza.

Because Carroll Carroll, J. Walter Thompson Co., Hollywood writer of the NBC Kraft Maxwell Hall, sponsored by Kraft-Phenix Cheese Corp., made the NBC chimes nationally famous in that program, Don E. Gilman, western division vice-president of the network, presented him with a chro- mium set. The chimes were inscribed: "To Carroll Carroll, the Ding-Dong Daddy of KMH, from NBC." Left to right are Mr. Carroll; Ken Carpenter, announcer, Don Gilman.

Earl T. Russell, vice-president of National Export Advertising Service, New York, was entertained during a recent Honolulu visit on a world tour, when KGMB, Honolulu, staged an Hawaiian party at the home of Manager Welby Edwards. Talent featured on shows handled by the agency provided entertainment, 5-minute spots "broadcast" via a portable mike and receiver, including a miniature edition of Maxwell House Party, Heinz Hawaiian Serenade, Listerine Question Box and Prophylactic Ama- teur Hour.

Ben C. Fetherston, formerly with the Life Office Management Association, has joined the media department of Compton Adv., New York.

Karl Schullinger, of the Lord & Thomas New York production staff, is at Catalina Island, Cal., to handle the NBC Key Khyser College of Music knowledge, sponsored by American Tobacco Co.

Pacific Market Builders, Los Angeles, has moved to 330 W. Sixth St., more than doubling its former office space. J. H. Keifer has been elected vice-president in charge of radio.

Keith Travis & Beatty is the name of a new advertising agency recently founded in San Francisco, with offices at 519 California St. Partners are Joseph Peetje, formerly advertising manager of the San Francisco Grocers, Jack Travis, commercial artist, and John Beatty, formerly freelance radio writer in Hollywood.
RYDER & INGRAM ADV. Agency, Oakland, Cal., recently opened a radio department, with Eddie Handley, formerly Oakland representative of KYA, in charge.

WILL R. PRESBA, of Presba, Fel- lers & Presba, Chicago, on June 3 will marry Miss Jean Countryman of Rockefeller, Ill.

EARL HODGSON, formerly in charge of radio for North Dakota Agricultural College, Fargo, has joined the radio department of Bert S. Gittins Adv., Minneapolis.

BOYTON HAYWARD, B B D O New York talent scout, was in Hollywood during May.

BEAUMONT & HOHMAN recently moved into larger quarters in the Russ Bldg., San Francisco.


ROY F. SHULTS, for 10 years a space buyer of Compton Adv. Inc., New York, has joined the New York office of William O. Hanbeau Co., national representatives. In addition to space buying activities with the Compton agency, Mr. Shults organized that agency’s spot radio and outdoor advertising departments. For the past two years prior to that, he was with the Thomsen Co. and its successor, General Outdoor Adv. Co., in various capacities, including the national sales department and manager of the Atlanta and Rochester branch offices.

HOWARD M. DODGE, for four years with the advertising department of Curtis Publishing Co., Chicago, has joined the Chicago office of Gene Par- gason & Co., national representatives. Prior to 1935, Mr. Dodge was with the Rodney E. Boone Co., newspaper representatives, and before that was an account executive of Hays Macfar- land Co., Chicago agency, handling the Majestic radio account. From 1920-1929, he was radio advertising manager of the Chicago Herald & Examiner.

THE BRANHAM Co., newspaper and radio representatives, has taken over the national representation of WNOX, Scottsburg, Ind., and KGMC, Howard, Ind.

KOB, Albuquerque, N. M., has dropped its special representation offices in New York and Chicago, and is now being represented by the Katz Agency.

KWOS, Jefferson City, Mo., has appointed Sears & Ayer as national representa- tives, effective May 15.

INTERNATIONAL Radio Sales has been appointed national representative of WPRO, Duluth, Minn.

WNRF, Binghamton, N. Y., has appointed John Blair & Co. its national representative, as of May 15.

WYTHE WALKER & Co., Chicago, announce the representation of ROAM, Pittsburgh, Pa.

New Pawtucket Hearing

THE once-denied application of Pawtucket Broadcasting Co. for a new regional station in Pawtucket, R. I., was reopened when the FCC in May 16 ordered a new hearing. Seeking assignment on 1380 kc. with 1,000 watts unlimited time, the company is controlled by Francis C. Crook, local auto distributor. The new hearing was ordered to ascertain whether there is a frequency available and whether 1380 kc. will provide adequate service and be consistent with sound allo- cations.

FTC Complaints

COMPLAINTS involving allegedly unfair trade practices have been issued by the Federal Trade Commission in the last fortnight against: McKesson & Robbins, Bridgeport, for association of pictures of cinema stars with the slogan “For teeth that shine like the stars”, as well as implications of cleansing properties; Gordon-Gordon, Chicago, for seven complaints involving its Princess Pat cosmetics; amended complaints against Elizabeth Arden Inc. and Coty Inc., as well as subsidiaries of both concerns. General Foods Corp., New York, has agreed to cease certain claims for its La France soap.

WHEN the Nehi Corp. opened its new Royal Crown Cola manufacturing and bottling plant at 39 Old Colony Ave., Boston, on May 15, WCP, Boston, carried a half-hour commercial broadcast covering the ceremonies, attended by several state and civic officials and Nehi executives. Pictured here during the broadcast are (l to r) W. E. Ippich, vice-president of Nehi Corp. from Columbus, Ga., Gov. Leverett Saltonstall of Massachusetts, and Russell (Farmer Russ) Offhaus, of WCP.


FRALEY PRODUCTS, Norwalk, Conn. (cosmetics), to Mackey-Spalding Co., N. Y.

CROSLEY Corp., Cincinnati, to Allen, Hays & McDonald, Cincinnati, for midget auto.

FIDELIO BREWERY, New York, to Iji- lynch, Livermore & Durham, N. Y., for McSorley’s ale and beer.


JAY KAY LABORATORIES, San Francisco (cosmetics), to Bristol, Constantine & Gardner, San Francisco.

GROCERY STORE PRODUCTS Co., New York (Fauld & Golden Age macaroni, etc.), to Chas. W. Hert Co., New York.


CBS is disclosed as donor of $10,000 as its 1380 firm gift to the Greater New York Fund, which appeals to business firms and employe groups for funds needed by voluntary health and welfare agencies.

MACFARLAND & MOORE, Los Angeles, to Botsford, Constantine & Gardner, San Francisco.


Here in the Red River Valley we are doing very nicely, thank you! Our industrious hayseedes continue to make a good income after year in this fertile valley. That's what makes Fargo one of the busiest little cities in the country — only 35,000 population, but it is the buying center of more than 1,000,000 prosperous farmers. And when these farmers sit down to listen to their radios, they must listen to station WDAY — there isn't another network station within 190 miles of Fargo! That's why WDAY is the biggest, low cost radio "buy" in the Nation. Won't you write today for the complete story?

KFEQ
ST. JOSEPH, MO.
"The Midwest Market Station"
ANNOUNCING:
Two additional hours of nighttime broadcast service to St. Joseph, Missouri’s third largest market, and its rich agricultural trade area.
6:00 A.M. to 9:30 P.M. Daily
680 KC
National Representatives
KELLY-SMITH CO.
New York
Chicago
Atlanta

"BRING ON THE CAVIAR,
ELMIREY!"

Here in the Red River Valley we're doing very nicely, thank you! Our industrious hayseedes continue to make a good income after year in this fertile valley. That's what makes Fargo one of the busiest little cities in the country—only 35,000 population, but it is the buying center of more than 1,000,000 prosperous farmers. And when these farmers sit down to listen to their radios, they must listen to station WDAY—there isn't another network station within 190 miles of Fargo! That's why WDAY is the biggest, low cost radio "buy" in the Nation. Won't you write today for the complete story?
Two Plants Being Built By Davis & Schwegler

PLANS to erect record pressing and processing plants in Los Angeles and Cincinnati were announced in Washington May 17 by Kenneth C. Davis, secretary-treasurer of Davis & Schwegler, recently organized firm of musical publishers and transcribers. While in Washington to meet Henry Hartman, vice-president of the company and former head of the Hartman Furniture Co. of Chicago, Mr. Davis said the Los Angeles plant would be completed by mid-July with the Cincinnati operation to be ready a little later.

While he did not mention costs, Mr. Davis declared both plants would be equipped with pressing apparatus, studios and processing units. They would be capable of producing both 16-inch transcriptions and 10-inch recording discs. The old Paramount Studios at Beverly and Occidental Streets in Los Angeles have been leased, he declared, and an option already has been procured on the site for the Cincinnati plant. Carl C. Carter, former RCA recording engineer, is in charge of construction, he said, adding that the Hollywood plant would be the largest on the Coast.

Two recently authorized local broadcast stations have changed their proposed call letters by authority of the FCC. The new station being constructed in Asheville, N. C., by Harold H. Thomps, publisher of the Asheville Daily News (broadcasting), will be known as WIS instead of WADN as originally assigned. The station, at St. Petersburg, Fla., (broadcasting, April 15) will be called WSTP instead of WDBX.

AMERICAN RECORD Corp., New York, now a subsidiary of CBS, on May 10 moved all executive, sales and advertising offices to new and enlarged quarters at the company's factors, 1041 Market Ave., Bridgeport, Conn., only the artists and repertoire departments remaining in New York. In addition to new modern executive offices, the record factory is being reorganized, modernized, and new equipment including a material plant has been installed.

DEVELOPED after five years' research, Clifford C. McDonald (left), recording supervisor of Don Lee Broadcasting System, plugs in the control board of his newly-perfected constant speed multiple-drive sound recording system. So precise is the mechanism, it is said, that the drive system is accurate to .1 of 1,000 of a cycle by meter, insuring almost perfect reproduction of symphonic music.

KEHE Drops Staff Band For Three-Month Period

BY AGREEMENT with the Los Angeles Musicians Union, KEHE, that city, on May 27 discontinued for three months its 8-piece staff orchestra headed by Jack Stanley. The Hearst-owned station is required by the union to spend $20,000 on musicians during its fiscal year which started Feb. 27 and to date has used approximately $8,000 of that amount.

KEF-KEGA, Los Angeles, owned and operated by Earle C. Anthony Inc. on May 20 dropped for six weeks its 14-piece staff orchestra headed by Claude Sweeten. It is generally believed in Los Angeles that dropping of the orchestra at this time was in anticipation of the departure of Earle C. Anthony taking over KEHE to replace KECA as the NBC-Blue network outlet if FCC permission is granted. Under those conditions several station personnel changes would also occur. Before Sweeten, it is expected, would be retained as musical director under the new setup, and the orchestra are enlarged considerably. The Earle C. Anthony proposal to buy KEHE has been before the FCC for some months. If sanctioned, the KECA call letters would replace KEHE's.

WORLD Broadcasting System has presented a special hour-hour salute to WSAV, Savannah, Ga., including a message of greetings from P. L. Deutsch, WBAS general manager. It is reported the station will broadcast on its fourth anniversary, June 9.

Feedback from the Society urges its members to support locally-owned stations, as they are the only free enterprise media left in America.

NEW subscribers to WNC's Tessarines library service are WTMJ, Green Bay; WWTC, Houston; WSC, Charleston, S. C.; WTOC, Savannah.

NEW Subscribers to World Library Service are: KTRH, Houston; WSC, Charleston, S. C.; WTOC, Savannah.

STANDARD RADIO announces the following new subscriptions to its Standard Radio Library: KOWH, Omaha; CPIC, Kingston, Ont.; VGFN, St. John's, Newfoundland.

PRESS Radio Features, Chicago, announces the sale of these 15-minute programs to these stations: Hymn Time With Smiling Ed McCou- nel, WLB, Lakeville, Va.; and WHJ, Columbia, S. C.; One Girl in a Million, WSBF, Wausau, Wis.

EARNSHAW-YOUNG, Los Angeles, producers, has announced a summer "package" transcription service of five serials, Portraits in Literature, Band and Crazy Quilt.

FIELDS BROS., Hollywood production unit, has announced that its second series of 78 transcribed episodes of "The Shadow of Fu Manchu" will be distributed direct from its West Coast offices. The first series is being distributed by Radio Attractions, New York. That firm will continue to syndicate the first unit of the transcription serial.

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TED COLLINS Corp., New York, growth is headed by the manager of Kate Smith, is offering two new transcription services to radio buyers—Washington Merry-Go-Round, with Drew Pearson and Robert S. Allen, as commentators in a quarter-hour series, and Linda Waring, a five times weekly dramatization. For fall presentation, the company will offer the dramatic serial, My Son and I.

IMPORTANT point to producers of recorded features is raised by the National New Commercial Broadcasting Service in a communication to broadcasters concerning the printing of transcription labels. Explaining that conditions in that country often compel speedy handling of transcriptions by technicians, it is pointed out that in many cases the episode number on the label is in very small type, often not visible in the same position on two-sided discs. Also, the color of the label does not contrast sufficiently with episode number and other figures, and the title of the story is not always on the label. It is suggested that all labels be standardized, particularly in regard to the use of title, episode numbers and other important facts.

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Yankee Frequency Modulation

(Continued from Page 19)

mitter of C. R. Runyon, in Yonkers, operating on 110,000 kc., that he authorized the project which is now nearing completion on Asnebiskit Hill.

Under date of Sunday, May 14, Henry M. Lane, engineer and technical radio editor of the Boston Post stated in an article about WIXOK, referring to the relay transmitter WIXOK:

"We have listened to this signal in and near Boston and in Paxton. The tone fidelity of the reception is the finest we have heard on any radio reception. What is more striking at the moment, the reception is absolutely quiet with no sign of static, tube noise or transmitter carrier noise. This applies whether listening nearby or at considerable distance from the transmitter."

"It is expected, then, that this new system of broadcasting will provide the listener with greatly improved fidelity. The tests on the 250-watt transmitter at Boston, which include measurement from the microphone terminals to the loudspeaker terminals of the receiver, are said to be flat within two decibels from 30 to 17,000 cycles per second with no measurable harmonic distortion. The loss is but 7 db. at 30,000 cycles per second. This is approaching nature itself when it comes to reproducible audible sounds.

"The system includes a unique method of signal amplitude control which, to use more familiar language, is an improved automatic volume control. There is no fading of the frequency modulated signal. It is not disturbed by noise fields from electrical machines. No amplitude changes affect the receiver output. It responds only to changes in frequency.

"Listening to the reception one is particularly impressed by the quiet background. The system will reproduce silence. This lends materially to the naturalness of reproduced sound. Everything from full orchestra volume to a pin-drop can be heard."

deMars Is Enthusiastic

"The quality of performance achieved with relay station WIXOK and broadcast station WIXOK, Mr. deMars stated to Broadcasting, "does not result simply from the use of a system of frequency modulation. The transmitting equipment of these stations was designed by Maj. Armstrong and Mr. Runyon, who from years of experimentation and development have reduced to engineering practice the wide band system of frequency modulation invented by Armstrong."

"Their achievement has created a new standard of performance for the broadcast art. The transmitters and speech input equipment of both stations were manufactured by the Radio Engineering Laboratories, New York. The equipment sets new standards of quality of materials, workmanship, accessibility and efficiency from microphone to antenna. Both transmitters use Eimac tubes in the final stages. These tubes perform with an efficiency power output and length of life not exceeded by power tubes at the medium frequencies."

Rand-McNally Survey Confirms

The Rand McNally survey of Trading Areas recently completed by Dr. Harry R. Toddal, Professor of Marketing at the Graduate School of Business Administration of Harvard University confirms the findings made by St. Louis KWK surveys last summer. Dr. Toddal's survey by county lines of the St. Louis Basic Trading Area as almost identical to the outline of the "St. Louis Zone of Radio Influence" previously defined by KWK. In the St. Louis Zone of Radio Influence there are potential retail sales of $105,650,000 (news papers please copy) and KWK sponsors directly influence 90% of these sales. St. Louis KWK is represented nationally by the Paul H. Rayner Company.
Debate Ends FCC Inquiry

(Continued from Page 25)

May 19 with the introduction by DeQuincy V. Sutton, FCC head accountant, of a series of financial exhibits on station and network operation prepared by the FCC accounting department.

Explains Non-Profit Stations on NBC Networks

With William J. Dempsey, FCC general counsel, leading the cross-examination, Mr. Sarnoff began by briefly outlining the organization of the RCA parent corporation before launching into matters involving network operation. Referring to previous testimony of William S. Hedges, NBC vice-president in charge of station relations, and Roy C. Witmer, vice-president in charge of sales, Mr. Dempsey asked it were true, as their testimony indicated, that NBC as a practical matter did not link stations from whom no financial benefits could be expected. The network and the FCC both understood that facilities had been extended in several instances without profit to the network simply to furnish “a rounded national service”, even when it meant taking a loss from a few affiliated stations.

From the listeners’ standpoint, competition between networks is desirable, Mr. Sarnoff continued, because by competing for listener interest the networks constantly strive for greater excellence of programs. Since revenue follows the listeners, this competition amounts to going after the listeners’ attention and the advertiser’s dollar at the same time, he added.

Asked about competition between NBC’s Red and Blue networks, the RCA executive said that listener interest in the network constantly strives for greater excellence of programs. Since revenue follows the listeners, this competition amounts to going after the listeners’ attention and the advertiser’s dollar at the same time, he added.

As a potential threat to network stability, the length of the license period stands before the FCC. In the case where a station might give up its affiliation with one network to join another, so long as it held its license and continued operating, it was still possible to win it back, while in the case where a station lost its license, it was completely lost to all networks.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Has Just Routed Out the Busiest 2
In Thirteen Years of Existence. Advertisers Would Be Well Advised to Make Their Summer Bookings AT ONCE

U. S. Representatives:
WEED & COMPANY,
350 Madison Ave.,
New York City

BROADCASTING • Broadcast Advertising
FACSIMILE AT THE FAIR is being offered on a daily 3 p.m. schedule by KSD and the St. Louis Post-Dispatch in cooperation with RCA. A "radio edition" like the one which the newspaper has been broadcasting daily since last Dec. 7 [Broadcasting, Dec. 15, 1938] emanates from a special transmitter in the Missouri Bldg. at the New York World's Fair and is received in sets in the building and elsewhere on the ground.

Copy is prepared and set in type in St. Louis and mailed daily to New York, including three pages of news, a page of editorials, a cartoon by Fitzpatrick, a page of sports news and two pages of pictures—in all, eight four-column pages, 14 x 12 inches. Meanwhile, in St. Louis, nine pages are broadcast over WXYXZ on 31.6 mc. from 2 to 4:15 p.m. daily.

money, as we are doing, to develop the popularity of an individual broadcasting station in some territory; if we gave the sustaining programs and they attracted a listening audience and built up circulation, and then some other organization came along that did none of these things, but just had a commercial program, and asked that station to take their program and put behind it the goodwill and the circulation and the pioneering that had been done by whoever built that station up—of course that somebody would have a temporary advantage, but American broadcasting would have a loss.

"I think there would be great confusion [over eliminating the exclusive provision] that there would be a demoralization of the whole system of network broadcasting; that it would be a grab-as-grab-can and catch-as-catch-can. Every fellow would go out and try to make any kind of commercial arrangement he could, and I think there would be a diminution of sustaining programs. There would be no incentive on the part of the major networks to build up the position of their local stations."

Any requirement in the contract that affiliates carry certain sustaining programs would be unwise, Mr. Sarnoff commented, since the whole network operation is based on voluntary affiliation. Such a requirement would introduce "an element of compulsion" not in keeping with the spirit of the association. He pointed out that NBC recently released voluntarily for local programs a 7 to 7:30 p.m. period, which had previously been included in network options hours, at a cost of "millions of dollars of revenue" to itself.

Although no license should be revoked purely on the basis of poor programs, so long as they do not offend good taste, a licensee probably would be driven out of business if he broadcast poor programs since he would lose both listeners and revenue and would have no reason for remaining on the air, Mr. Sarnoff commented. With the visioned developments, there would be less necessity for regulation than today in everything except the physical aspects, he added.

Commissioner Gives Views On Extent of Regulation

Commissioner Thompson took up the questioning at this point, adding to Mr. Sarnoff's references to future developments from the standpoint of networks and his statement that he had no objection to control of the airwaves by the Government, but did object to governmental control of programs. Commissioner Thompson directed his questions at the prospective increasing control of broadcasting in the hands of a few private individuals and Mr. Sarnoff's allusions to "censorship."

"In the last analysis, the element of intent in the construction of a radio station is an insignificant factor in the license to operate a radio station. The real essence of a radio license is the control of a frequency," Mr. Thompson began. "Now that frequency appears at the present moment to belong to the people of the United States or the people of the world. I judge from your statement that you felt that those who may hold licenses should have complete freedom without any Government interference whatever rather than any supervisory control by the Government of those frequencies. Is that correct?"

"No, sir," Mr. Sarnoff answered. "I have said that I believe that in the present state of the art, and even in the future of the art as I have tried to envision it here, it was perfectly proper and necessary that the Government should have the control and the regulation and the allocation of these frequencies to these various services. Where I would like for the Government to stop is in any effort to control the programs which go over these frequencies. Now, whereas you say that the real importance of a station is the frequency, perhaps you will permit me to say that the real importance of a station is the program, because a frequency without a program has no value."

Commissioner Gives Views On Network Licensing

Continuing the discussion, Commissioner Thompson went into the proposition of licensing networks. He said, "At the present moment I think there must be considered this fact, that where a corporation, partnership or individual is licensed to operate a station and is assigned a frequency, and in a very short time—and it is common now to large proportions—that licensee makes an assignment of time to a network, in some cases 100% of the time, and thus, we find that consideration for the granting of that license, which takes in many...

THE WONDER KITCHEN

a low cost participation program that offers all these features

- Reaches over 500,000 housewives in the Cincinnati area.
- Demonstrates your product to a daily live audience of more than 150 women.
- Combines culinary instruction with entertainment and gossip.
- Enables you to obtain a cross-section of consumer reaction through meeting with selected groups.

WSAI
CINCINNATI'S OWN STATION
Call or write WSAI or any International Radio Sales Office
Thompson Approves Stand on Censorship

Following further colloquy [see page 25] Mr. Thompson read into the record a recent statement made by Chairman McNinch that he was "unconditionally opposed to Government censorship of radio in any shape, form or manner". Mr. Thompson said he was in full accord with this statement and believed it represented the views of the other Commission members.

Referring to his testimony of last fall, in which he advocated a voluntary study of program problems by the industry itself, Mr. Sarnoff recalled the activities of the NAB in following up his suggestion by revising its 1935 program code. If the industry can agree on a set of fundamental standards below which program quality will not fall, it will be a great benefit to the broadcasting industry as a whole, he declared, observing that stations operating with higher program standards turn out to be the best business propositions in the long run. Persuasion, suggestion and education, he suggested, are means of enforcing the revised standards, although he flatly opposed any form of compulsion. Any effort to improve public service is merely good business and ultimately is translatable into profits, said Mr. Sarnoff.

In the aggregate the primary purpose of the code would be threefold, Mr. Sarnoff declared: To establish a higher grade of consistent public service; to minimize the possibility of the Government imposing codes that would lead to censorship; to secure greater financial return by satisfying more listeners. In outlining these points he emphasized the importance of keeping the undertaking on a purely voluntary basis, with no compulsion and no censorship powers vested in any over-all person or group.

Says Program Licensing Is Tantamount to Censorship

Questioned further concerning a Government-written program code, Mr. Sarnoff declared a program code in the statute would hamper free speech and would be the primary step in reducing the status of American broadcasting to that of the Government-controlled broadcasting of Europe. The freedom of speech principles of the Constitution are not altered by the fact that opinions in one case come off a printing press and in the other from a microphone, he said. No "referee" could enforce any program code arbitrarily, he added, "unless he was the U.S. Government.'

As Commissioner Thompson once more resumed his discussion of licensing networks, Mr. Sarnoff said:

"If you are going to license the owner or the operator which creates and produces the program in addition to, or as distinguished from, the physical agency which sends out that frequency you are introducing a new philosophy into the licensing structure of the United States. What you are then saying in effect is that you are going to license the program creating agency which may be doing nothing but creating programs. To carry that analogy further you ought to be licensing the advertising agency which makes these programs; the program department. You ought really to be licensing the individual who uses that frequency at the time that he uses it."

"I recognize, of course, that that is not your intention, but I do say that the minute you give to the individual the power to regulate the program creating agency, you are regulating the entertainment field and the educational field and the picture field. You are not merely regulating a radio frequency emanating from a radio transmitter.

"The minute you have that character of regulation in your hands and you have that power... there it then resides in the hands of the regulating body almost unlimited power to do everything from the beginning to the end. The minute a Government regulating body has the legal authority to regulate every step of operation, then it has in fact the power of censorship because censorship must not be mistaken as limited to the blue pencil. There is censorship before the speech and there is censorship after the speech, and you can regulate in a dozen different ways which would make the station operator subject to the most rigorous type of Government censorship."

Marks Levine Tells of Artists Service Options

Appearing briefly at the May 18 session, Marks Levine, manager of the concert division of NBC Artists Service, testified under cross-examination by Mr. Dempsey that the Artists Service grants options on concert artists on a "business before" basis and that there is no general option arrangement per se between CBS' Community Concerts and NBC's Civic Concerts Service. With option arrangements varying from town to town, each treated as a separate situation, Mr. Levine substituted for George Engle, NBC vice-president in charge of the NBC Artists Service, who presented direct testimony in the earlier stages of the inquiry last fall.

Concluding testimony, as the Inquiry Committee adjourned subject to call on May 19, was presented by DeQuincy V. Sutton, FCC head accountant, in the form of 13 tabulations covering 1938 figures on aggregate network and independent station operations.

FULLTIME operation of WSNJ, Bridgeton, N.J., 100-watt daytime station, has been authorized by the FCC in proposed findings subject to routine approval. It will operate with 250 watts day and 100 nights on the same frequency, 1210 kc.
TO ASSIST the administrator who is considering the introduction of a radio series for his classroom use, the educational broadcast experiences of six representatives gathered together in a single volume Local Broadcasts in Schools (University of Chicago Press, $2). edited by Dr. Irwin Stewart, former member of the FCC and now director of the Committee on Scientific Aids to Learning of the National Research Council. The reproductions and observations from experience a comprehensive presentation of educational broadcasting in six selected cities—Detroit, Cleveland, Rochester, Akron, Portland, Calif.

TRANSCRIPTIONS of Hall, Minn., weekly, historical series broadcast on WCOS, Minneapolis, is now the first "Achievement Award" offered to the American teachers. The station's NBC wire has been pipped into the awarding studios at the college in order to eliminate static or distortion. Master discs are made, from which duplicates will be taken for distribution and transcription in the history classroom along with study of the event. Indiana teachers are enthusiastic over the idea. They believe that much more meaning is given to history if, momentous speeches and events can be reproduced in the classroom.

Music Scholarship Plan Is Announced by WLW TWELVE tuition scholarships at the College of Music of Cincinnati are offered to music students between 15 and 25 who participate in the Music Scholarship Awards program conducted by WLW, Cincinnati, the College and MBS stations of the territory. Throughout the United States the MBS stations will hold local eliminations during July, with contestants qualifying for final competition required to mail a recording of specified selections to WLW by July 15. Judging is to be completed by Aug. 10. Students may enter the auditions by mailing their recordings to WLW, 620 Vine St., Cincinnati, Ohio. which will choose five entrants for the final competition. Entry requirements stipulate that the student be a graduate of a public high school or accredited private school. Each contestant in the local auditions must perform two numbers, one of his own choosing, and a second standard number selected by the instructor. Audition details are announced on broadcasts of the College of Music orchestra and soloists and, heard on WLW Wednesdays at 8 p.m. (EST).
Sponsors, Agencies Are Urged by NBC To Cooperate in Television Experiments

AN INVITATION to advertisers and advertising agencies to cooperate with NBC in the experimental production of commercial television programs was given by L. H. James, sales promotion manager of NBC, in a talk on television at a luncheon meeting of the Sales Executives Club of New York May 16. Pointing out that the FCC at this time will not permit the sale of television time to sponsors, Mr. James said there is no ban on experimental work in anticipation of the time when television advertising will be permitted and that NBC will be glad to telecast without charge experimental advertising programs prepared by advertisers and agencies, the latter to stand only the special costs of producing the programs.

"NBC," he said, "does not take the attitude that television is something which we are going to hatch while it is still in the egg form and then suddenly produce a little bird all ready to fly. We are invited and have invited advertisers and advertising agencies to participate with us in the development and in the birth of this new medium. We are equipped already to answer a great many practical questions because nearly four years ago we engaged two men whose job was to watch television from its commercial standpoint. We built up files of information about it, to study it carefully, to be prepared with answers to the questions that advertisers would probably ask, to examine those products that looked as if they might be televizable and to study those industries that seemed most likely to benefit from this new medium.

"That has been done. Files have been built. The information is available and we hope to be able to give advertisers some guidance in working out with us the physical problems. It is true that at present all of the 20 odd stations licensed to broadcast television programs are on experimental licenses. It is also true that the FCC has not authorized any commercial sale of television.

The Early Bird

"However, that does not mean that advertisers cannot participate with us so long as there is no payment or reimbursement made to us for televising your material. We cannot—and no licensee can, nor would he want to—permit the use of our television facilities as an inducement to put on the air a sound broadcast. It is not possible to plug a television show on the air or a radio show on a television program. The restrictions are understandable, but under them it is possible for us to work with advertisers in producing more and better programs.

Public interest will be the watchword of television. But we believe that a commercial type of program that is in good taste, that does not lay it on too thick, that is entertaining, can be used in television so long as no payments are involved. And that covers both live programs and films."

Answering the question why an advertiser should bother about television now, when there is such a limited audience, Mr. James pointed out that more sets are being sold daily, that each set has an audience of all the owner’s friends and that the novelty of the medium makes it an intense audience. The early use of television, he said, will gain both in experience and in the prestige that comes from being first in any new field.

"Besides that," he continued, "the development of this new medium will bring up so many new problems that we think advertisers will do better to work with us in solving them than to wait for us to solve them and tell them how we did it."

Cautions on Television

(Continued from Page 53)

in the RMA standards “this high cost factor” as compared to regular radio stations. In view of the rapidity of technical development, the Committee said it is perhaps fortunate that the initial cost of television receivers is relatively high because insofar as numbers of the public are concerned any changes or radical developments in transmission may be accomplished without inconvenience to large portions of the public.

Finally, dealing with interference, the Committee said one of the problems which must be faced in development of television as a practical service is the effect of electrical interference from home devices, X-ray, diathermy machines, automobile ignition and similar contrivances. Under certain conditions these devices may have the effect of blurring or blotting out the received pictures. Declaring that insufficient information has been accumulated regarding the practical effects of this type of interference in actual service, the Committee said until television has operated as a practical service to a greater extent than at present “it seems premature for the Commission to fix rigidly any requirements for transmitter performance which might have the implication of permanence.”

DENYING its request for 1,000 watts, the FCC has authorized WICA, Ashland, Ohio, 200-watt daytime station on 940 kc. to increase its power to 500 watts.
**Equipment**

**KUAN**, Vancouver, Wash., new station recently authorized by the FCC and scheduled to start operating July 15, has purchased complete Gates transmitting and speech input equipment, including 20-B console, 27-C limiting amplifier and remote amplifiers. Gates American Co., Quincy, Ill., also reports that KFXJ, Grand Junction, Colo., has purchased a 250-W transmitter complete with limiting amplifier and speech equipment and expects to be in operation with this equipment in late August. Speech input equipment has also been ordered by CMK, Havana, and La Emergencia Atlantico, Havana, Cuba.

**RCA MFG. Co.** announces a new portable measuring instrument for use in surveying the service range of television and other stations in the 20-125 mc. band called the Ultra-High Frequency Field Intensity Meter, it provides accurate indications of signal strength, and automatic records can be made with suitable attachments. In addition, data are provided on the amount of noise which might interfere with television pictures.

**STANDARD-VOX Ltd., Quebec, Canada,** new transcription concern, has equipped its studios with two complete master coax recording machines; a master sound recording channel and amplifier manufactured by Universal Microphone Co., Inglewood, Cal.

**SOLAR MFG. Corp., New York,** has issued a bulletin covering complete specifications on television condensers, said to be the first published standards by any condenser company covering television types.

**PRECISION APPARATUS CORP., Brooklyn,** has expanded its facilities for the second time in a year, moving both the executive offices and factory to 34th Rent Ave.

**UNIVERSAL Microphone Co., Inglewood, Cal.,** announces that, as of June 1, all microphones manufactured by it have been licensed by Western Electric, and A. T. & T. Contractual agreement is a retroactive one and covers the organization’s microphone activities from the date of its establishment 11 years ago, according to James R. Fouch, president of Universal.

E. F. JOHNSON Co., Waseca, Minn., has purchased only the socket contact division of Centralia, Milwaukee, and not the entire business as stated in the May 15 issue of Broadcasting.

**Return of Duplex Right Asked by Amateur Group**

THIS country’s 51,000 amateur radio operators, through their national association, the American Radio Relay League at Hartford, have requested the FCC to permit them to use “duplex” or simultaneous two-way contacts on amateur frequencies above 112 mc. After a conference with Commission officials in Washington, K. B. Warner, ARRL managing secretary, reported the FCC looked with favor on the proposal. Mr. Warner pointed out that amateur spontaneously gave up this right a year ago to relieve the interference situation, but that on frequencies above 112 mc. the interference was not so strong as to require the rule. The new regulation would allow each station to keep his “carrier” on the air at all times, thus providing as rapid-fire conversation as in a telephone circuit. The action, Mr. Warner stated, was the result of a request of the League’s board of directors at its meeting in San Francisco May 5-6.

**RCA Picture Device**

A NEW SYSTEM of transoceanic radio picture transmission said to permit much greater detail and to triple transmission speed has been put into operation by RCA Communications. Technical details are not available, but it is understood the system entails shifting frequencies in relation to the density of the pictures, maintaining a constant modulation and thus practically eliminating fading. Instead of transmitting pictures in a series of dashes, the light and shade values now come over as a continuous electrical wave, says RCA’s announcement, which adds that the new system “is regarded by technicans as the biggest step forward in the art of overseas radio facsimile since RCA achieved the transatlantic reception of the first crude image in 1928.”

**WLS Facsimile**

WLS, Chicago, printed the first facsimile edition of the *Prairie Farmer* May 19 in a demonstration before the Chicago chapter of the Institute of Radio Engineers. Supervised by Harold Vance of RCA Mfg. Co., the edition was sent by wire from the Engineers’ Bldg. to the RCA transmitter atop the Civic Opera Bldg. and picked up again at the Engineers’ Bldg. in the most powerful station in Puerto Rico

- **U.S. exports to Puerto Rico approximate $100,000,000 annually.**
Don Lee’s Video Work
DON LEE Broadcasting System, Los Angeles, is making changes in its television transmitter, W6XAO, having started the work on May 19. The major change involves a switch from 300 to 441 line transmission. The work will take at least 30 days and during that time all live telecasting has been discontinued. Films will continue to be projected three weekly for one hour. When work on the live talent-up equipment has been completed, technicians will begin installation of 441-line projectors for motion picture film. W6XAO is the only television station on the West Coast.

Censorship Seen in Ruling
(Continued from page 13)

ing it to classify radio stations and to "prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class." In other words, the contention is that despite the non-censorship provision, which prohibits the Commission from censoring or interfering with free speech, it can prescribe service even down to the point of licensing particular stations to broadcast only particular types of programs, if it so desires.

It is regarded as a foregone conclusion that there will be a test of the new rules in this light. The test may come on the renewal of the license of one of the 14 national stations already licensed [BROADCASTING, May 18] or through possible revocation proceedings. It is also possible that the Commission will be petitioned to reopen the matter, since there was no hearing on the change in rule. The rule was promulgated May 23 to become effective immediately.

Minimum Power

In addition to the specifications covering programming service, the rules provide that all stations in the international field shall use a power of not less than 50,000 watts, this provision to become effective by July 1, 1940. Of the 14 stations licensed, only two—General Electric’s W2XAF, Schenectady, with 100,000 watts, and Crosley’s W8XAL, Cincinnati, with a construction permit for 50,000 watts—now meet the requirement.

Counseled by the FCC the Commission to determine what reflects the "culture of this country" but also what programs may be judged acceptable. The rule is construed as a definite encroachment on program policy matters specifically reserved to the licensee under broad law. Commercial continuities, it is specified, shall give no more than the name of the sponsor of the program and the name and general character of the program. The Commission is not authorized to prescribe advertising limitations beyond those specifically covered in law, such as profane, indecent, or obscene utterances, lotteries and the like.

Text of New Rules

The section (42.03) which has precipitated the new censorship favor reads as follows:

(a) A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and coöperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(b) Such international broadcast service may include commercial or sponsored programs provided that:

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or advertisement advertised.

2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.

3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which they may be so directed in the program, with subsection (c) of this section.

4. In case of an advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section and is consistent with the purpose and intent of this section.

5. In case of any other type of advertising, such advertising is entitled to the foreign country or countries to which the program is directed in accordance with subsection (c) of this section and is consistent with the purpose and intent of this section.

(c) Directory Antennas

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directory antennas shall be employed to direct the signals to specific countries. The antennas shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

(d) An international broadcast station may transmit the program of a standard broadcast station or network system provided the conditions in subsection (b) of this section in regard to any commercial continuities are observed and when station identifiers are used, only the call letters designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting, the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the program from which it is directed to the same foreign country or countries.

(e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign countries or countries for which the service is primarily intended.

Antrol Picks List

ANTROL LABORATORIES Inc., Los Angeles (insecticides), in a new advertising campaign which started May 29 is using thrice-weekly participation in programs on WTAM AM, WHAM W1Z, etc. In addition from three to eight spot announcements weekly are being used on WHO WOKO WHN and KOIL. It is planned to use a group of western stations later in the season. Agency is J. Walter Thompson Co., Hollywood.

Antrol Laboratory Inc., Los Angeles (insecticides), in a new advertising campaign which started May 29 is using thrice-weekly participation in programs on WTAM AM, WHAM W1Z, etc. Antrol is also using thrice-weekly participation in Marjorie Mills on the New England network of seven stations. In addition from three to eight spot announcements weekly are being used on WHO WOKO WHN and KOIL. It is planned to use a group of western stations later in the season. Agency is J. Walter Thompson Co., Hollywood.

$800,000,000
EX-PANSION

WORLD’S LARGEST REFINERY
operating exclusively on Mid-Continent Crude further enhances Oil Capital property!

Mid-Continent Petroleum Corporation (Diamond D-X) is further increasing its march on the transmission refinery, having added stations in 17 states! This huge plant and its employees, located in Tulsa, are part of the market within 75 miles radius of the Oil Capital, where 40% of Oklahoma’s population, furnishing 43% of Oklahoma’s buying power and nearly 40% of the state’s purchasing requirements. Tulsa is the heart of this market, just 50 miles from Houston, the world’s largest retail market. Cover Oklahoma’s Greatest Market with KVOO, Oklahoma’s Most Powerful Station! 25,000 watts. Both H.B.C. Networks. For local advertising information, contact: National Representatives

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BROADCASTING • Broadcast Advertising
Ruling Is Rapped
(Continued from page 19)

disapproval, will be certain to give the impression abroad that any program which it does permit will have the Government's positive approval.

"If a speaker on such a broadcast, for example, though he has no official standing, attacks the policies of Japan in the Orient, the Japanese Government may want to learn from ours whether it considers this attack likely to 'promote international good-will.'" If it were the announced policy of our Government to allow the utmost practicable freedom of speech in international broadcasts, it would not assume responsibility for what was said. Nothing whatever should be done to encourage the impression that our private international broadcasting stations will be used as an instrument to reflect our Government's foreign policy.

Herald-Tribune Warns

The New York Herald-Tribune of May 25 said that "if the order be taken literally it can be construed as authorizing strict Government supervision—which means censorship—over any local station whose programs may be heard outside of the United States." Declaring this in itself is reason enough to question the soundness of the ruling, the newspaper said it is quite obvious it could be so used to enable direct Government interference in program making and broadcasting anywhere within the country.

Raising the question as to what the FCC had in mind, the Herald-Tribune asked whether, because the Commission had failed in other ways to do more than frighten stations into compliance by threat of license revocation, it "now hopes to exercise direct control of the air in the good name of 'the culture of this country.'" The editorial concluded:

"In time of war some sort of close regulation of what goes out over the air—especially to foreign nations—would probably be unavoidable. But, despite all the President's fears, we are not yet at war, and there is no need for supervision of programs by government agents so that they will surely reflect the 'culture of the country.' German broadcasts for foreign consumption are closely directed by the government—for government ends. This is probably efficient.

"But however desirable it may be to have an efficient American propaganda abroad to counteract German and other foreign propaganda, this is not—and should not be—a government function, either through the creation of an official government broadcasting station or through government control of broadcasting programs which may be overheard abroad, in the name of 'culture of the country.' Such control is the entering wedge of the sort of regulation which spells censorship, and descent to totalitarianism has begun."

PHILCO announces that its new 1940 radio line, including its first television receivers, will be disclosed at a national convention at French Lick, Ind., June 8-9.

Available
UNITED PRESS
NEWS
over KFBB
effective
JUNE 1

May, we're a little naive, but WNOX still believes in giving you "MORE FOR YOUR MONEY." You, our advertisers, receive the additional benefits of these "Plus" services: a daily column in our affiliated newspaper, the KNOXVILLE NEWS SENTINEL... strategically located billboards... movie trailers in Knoxville's leading theaters... use of taxi cab tire covers for promotion... dealer calls which aren't just routine... direct mail which is read... merchandise displays in street level windows of the WNOX studios located on Knoxville's main street... and many other services to fit the account.

WNOX
1010 KILOCYCLES
CBS AFFILIATE

5000 WATTS DAY—1000 WATTS NITE

KNOXVILLE, TENNESSEE

Represented by THE BRANHAM CO.

BROADCASTING • Broadcast Advertising

June 1, 1939 • Page 61
**Cathode Love**

**Studio Notes**

**WBNs**

**ALL YOU NEED IN CENTRAL OHIO**

**5000 DAV**

**JOHN BLAIR & CO.**

**17,967 listeners asked for a Talent Folder? Where?**


**WMT, of course!**

Last year, we received hundreds of letters asking what Toby and Susie look like—how many there are in Lee Harman's German Band—what makes the Cedar Valley Hillbillies go round—and on so. So in January we printed a folder picturing a number of the WMT gang.

For seven days the folder was plugged times a day. That's a total of 21 plugs. And the response? 17,967 requests piled into the station. 13,713 from Iowa, 1,419 from Wisconsin, and 1,021 from Minnesota. That gives you an idea of the concentration WMT gives you in Eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota.

And the interest in WMT and WMT programming. Being the only station in Eastern Iowa with 5,000 watts day and 1,000 watts night, plus a frequency of 910, it's of course station when you're selling the middle west.

**17,967 listeners asked for a Talent Folder? Where?**

**WMT, of course!**

And, of course you can buy WMT in combination with WNAS and KSO or KRNT at an exceptionally low rate.

**WNAX**

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

**CHARLES WORCESTER,** newly-appointed farm director of WNAX, Yankton, S. D., has organized an announcers' school to train announcers in the terms used in market reports of the station. A recent survey of the Bureau of Agricultural Economics indicated farmers wanted more authoritative market reports and grain quotations by better informed announcers with a definite knowledge of farm facts.

**SHERIFF** for a day was Russ Win- gale, Sidewalk Reporter of WTMJ, Milwaukee, when he recently took his daily program, sponsored by Sauerkraut Co. to Wisconsin, Wis., 125 miles away, for the annual White Bass Festival. Win- gale was given a new bird, which is the real sheriff during his voc pop program.

**WFMD** Frederick, Md., has installed studios and offices in Westminster. Md., and has planned an origin- ization schedule increasing from the present two hours weekly from the new studios.

**MBS** will broadcast the ceremonies dedicating the new Knute Rockne Memorial field house at Notre Dame F's June 1 with Arch, Ward, sports Editor of the Chicago Tribune, as m.c.

**WTAR, **Norfolk, and **WRTD** Rich- mond, both owned by the Ledger-Dispatch and Virginian-Pilot and the Richmond Times-Dispatch in- curred announced joint rates. WRTD is offered at 200% above the net cost of WTAR.

**KTSN,** San Antonio, is offering gratis to any and all newspapers with its service area a column, "KTSN News Service" containing national and international stories of the week. About 26 papers are carrying it.

**BROADCASTING • Broadcast Advertising**

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**WFBG**

**Altoona • Pay**

**YANKTON, S.D. • 570 Kilocycles • CBS**

**5000 WATTS L.S. • 1000 WATTS NIGHT**

**Represented by the KATZ AGENCY**

**FOLLOWING a successful Better Homes Exhibit, presented during Better Homes Week, May 1-6, KGVO, Missoula, Montana, has been asked to promote the Parade of Progress of Montana at its July 1-4 Golden Jubilee Celebration in Missoula, July 1-4. The Parade of Progress will be a merchandise ex- hibition and will feature the theme of 50 years of progress, with national advertisers entering their intentions of arranging displays for the event. KGVO is offering a combination of radio and newspaper for the display.**

**The Golden Jubilee Celebration is sponsored by the Junior Chamber of Commerce and other local organi- zations, who asked KGVO to take charge of the Parade of Progress fea- ture.**

**SUCCEEDING the Safety Crus- er program which won the annual C. I. P. Safety Award, WQAR, Cleve- land, in cooperation with the Cleveland Police Department is presenting a new safety program, What's the Loot. Announcer Wayne Mack and an off- cer of the Accident Prevention Squad will make the program. **

**TELEPLAY PRODUCTIONS Inc., 202 N. Canon Drive, Beverly Hills, Cal., has been organized to produce commercial programs for telecasting. Organizers are Robert Lowry, of the U.S. Circuit Court radio depart- ment, son of Mortimer W. Lowry, vice- president and board chairman of Al- pha B. and C. Laboratories; Ash- mead Scott, Hollywood freelance writer; and William Schuman, com- position director and Robert Longmencial, CBS producer. The group plans to produce the programs on film. First is to be based on "Melancholy Mood." A long song composed by Schuman with lyrics by Victor Knight.**

**HEADED by Manager Bernard Howe, WCOU, Lewiston, Me., has been named branch manager. Other mem- bers are Bert Cote, Elden Shute Jr. and Ouy Ladoocure.**

**WLS, Chicago, went a unit of its Na- tional Jamboree to Winnipeg for the week of May 19 to help welcome Eng- land's King and Queen. WLS of- ficials invited the cast of the Yves Patrol of CJRC, Winnipeg, Man., to join the Queen in an appearance with the Barn Dance troupe.**

**TO GAIN practical experience, 32 high school students recently took over CJRF, Hills, Mich., for two days, doing various jobs assigned them in all departments of the station by Earl Nielsen, station manager. Only the regular licensed technicians stuck to their jobs during the student inva- sion. May 8 was designated Boys' Day, and May 9 Girls' Day.**

**WHBL, Sheboygan, Wis., cooperat- ing with the Junior Am. of Com- merce, recently held a Rural Youth Jamboree for 700 rural school children. Children were brought to Sheboygan, taken to a movie, and served lunch in the high school before touring the WHBL studios. Success was so great that the event will be made an an- nual event on the first Saturday of May, according to WHBL.**

**STORIES on criminology and case history are heard on The First Offender programs, a new series on MBS broadcast Mondays 9-10.**

**WRITING in the High School Jour- nals for May, Eunice E. King, direc- tor of radio activities for the public schools of South Carolina, N. C., gives a comprehensive outline of the growth of local school broadcast activities through cooperation with WBIG, Greenboro, owned and operated by Mr. Elden Ridge.**

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COVERING Indianapolis Speedway activities, WIRE, Indianapolis, began to broadcast daily Behind the Scenes programs from the track May 15. Morris Hicks, sports announcer, handled two shows daily the week of May 22 and on Memorial Day he, Bill Rice and Dick Reed originated periodic broadcasts of the race for NBC.

Covering a Fire

DURING the $4,000,000 grain elevator fire on Chicago's Southside May 11, WBBM ran its mobile unit near the blaze for interviews and descriptions aired on CBS by WBBM's Stan Thompson, Art Mercker and Ken Ellington. NBC's mobile unit was also on hand for two network broadcasts from the fire. En route to the fire NBC's crew got lost from its police escort and Engineer Harold J. Johnson successfully imitated a siren and cleared all traffic. Norman Barry, NBC announcer, was knocked down by a fire hose and the roof of NBC's mobile unit caught fire from flying sparks.

FEATURING an extemporaneously concocted story, built around an anecdote given at the beginning of the program, by writers summering at the Summer Colony for Writers, near Denver, Writer's Round Table started recently on KZL Denver. Howard Chamberlain, KZL production head, produces the weekly program.

WNBC, New York's municipal station, has a legal right to broadcast programs at communion breakfasts of departmental Holy Name Societies, according to a ruling made May 23 in the Supreme Court by Justice Sirett, in dismissing the suit brought by Joseph Levin, head of the New York League for the Separation of Church and State, against Mayor F. H. LaGuardia and Edward M. Markham, former Commissioner of Public Works. Justice Sirett held that the broadcasts were chiefly speeches by prominent Catholics and non-Catholics and were of public interest on a par with any other public function of city employes.

WNYC, New York's municipal station, on May 23 started rebroadcasting via transmissions the entire American Artists Awards program, which recently concluded on CBS. WNYC is rebroadcasting the series Tuesdays, 8-8:30 p.m., as a service to listeners who may have missed some or all of the episodes.

A MURRAY DYER, script writer for the CBS American School of the Air, will conduct a workshop course in educational scriptwriting at the Progressive Education Assn. summer institute in Bronxville, N. Y. Three of Dyer's scripts have won citations in recent weeks.

AN EXPERIMENT in musical education has just been undertaken by CKGB, Timmins, Ont., which offers prizes for essays on music and composers studied on its weekly music appreciation program conducted by the local public school music supervisor. The programs will be continued next year.

WWL, New Orleans, plans to present roll calls to those who broadcast on the station. The roll will consist of those who broadcast the signature of the broadcaster and the signature of Vincent F. Calihan, general manager.

NEWS broadcasts on regular daily schedules in five tongues are carried over WHOM, Jersey City. John Peatfield translates the INS reports into German, Edward Witnawalski into Polish, Israel Lotzoky into Yiddish, Capt. Pietro Garofalo into Italian and Edward Alvarez into Spanish.

TO BUILD good will between business men and the city's two radio stations, KMO, Tacoma, recently conducted a Radio Day at a Tacoma Chamber of Commerce luncheon, with representatives of both stations participating. Larry Huesly, KMO special events announcer, and Carl E. Haymond, president of KMO, Mr. and Mrs. Earl Irwin, heads of KVI, and Jim Wallace, director of KVI spoke at the meeting, each covering a different phase of the industry.

DUE to a growing demand for speakers and lecturers on current topics, NBC Artists Service has re-entered the lecture field with the inauguration of a speakers division under the direction of Sam L. Ross, who will continue to handle the Artists Service local stations activities in addition to his new assignment.


WINS, New York, which recently began broadcasting the weekly Sunday talks of Father Coughlin, discontinued the broadcasts on May 28 after carrying only two. The station declined to make any official statement on its action.

WNPC, New York's municipal station, has a legal right to broadcast programs at communion breakfasts of departmental Holy Name Societies, according to a ruling made May 23 in the Supreme Court by Justice Sirett, in dismissing the suit brought by Joseph Levin, head of the New York League for the Separation of Church and State, against Mayor F. H. LaGuardia and Edward M. Markham, former Commissioner of Public Works. Justice Sirett held that the broadcasts were chiefly speeches by prominent Catholics and non-Catholics and were of public interest on a par with any other public function of city employes.

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Talent Unions Vie for Video Control

Decision as to which talent union will be awarded jurisdiction over television by the Associated Actors & Artists of America, parent union of all AFL talent organizations, will not be made until June 7 at the earliest. At the request of the Screen Actors Guild and the American Federation of Radio Artists, both of whom feel that they have inherent interests in this new field of entertainment, and with the consent of Actors Equity Assn., which claims sole rights over actors employed for television broadcasts, the subject was tabled for two weeks at the May 24 meeting of the AAA executive council.

Reporting on television jurisdiction at the annual meeting of Actors’ Equity May 26, Philip Loeb told the members that the AAA executive board had conferred with Equity’s jurisdiction over this new entertainment field and had referred the administration of it to the committee on reconstruction of the AAAA organization, which is now attempting to work out a single-card arrangement by which an actor’s work is in the entertainment field without the necessity of joining another union.

Equity’s claim that television properly falls under its control, as outlined by an Equity executive to Broadcasting, is based on the fact that when the AAAA granted it a charter in 1919 it was given jurisdiction over all entertainment except vaudeville, burlesque and certain foreign language actors’ groups. Television was not specifically mentioned because such a thing had not even been thought of by theatrical people in 1919.

First specific claim to television was made on March 17, 1950, by Actors’ Equity amended its constitution by adding to the phrase, “any work in the theatre,” the words “incorporating motion pictures whether talking or silent, radio and television,” which was signed by all the AAAA-affiliated unions.

On Oct. 29, 1931, this claim was reaffirmed and a resolution passed that no Equity member-boldly enough to contract to appear in television or upon any program broadcast under jurisdiction unless all persons participating in the presentation as actors are members of Actors Equity Assn., except by special permission of the Council.

Hold AAAA Should Assign

When the Screen Actors Guild was given its charter in 1934, the jurisdiction surrendered by Equity was definitely limited to motion pictures only, and television was not mentioned. But when AFTRA was chartered in 1937, the description of the jurisdiction that it was granted contained the words “television specifically excluded,” and neither of these unions have claimed to hold television jurisdiction, but they have challenged the claim on the grounds that the jurisdiction was never given to Equity but remains with the AAAA. Since now that television is here, this parent body should assign control of it exclusively to the SAG and AFTRA having claims equally as strong as that of Equity since television will undoubtedly employ actors now engaged in the fields of radio and the movies as well as in the theatre.

The long-discussed plan of combining all branches of the AAAA into a single union, with a single union card and single dues for members, many of whom now pay at least partial dues in one or two other unions, in addition to those one in which they hold full membership, was favorably reported at the May 24 session by a subcommittee consisting of the executive secretary and two delegates from each member union. While the plan was put before the executive board and eliminated a great deal of detail to the benefit of all members, it would not greatly affect jurisdictional problems, as each branch would continue to administer to its own people.

Standard Brands, General Foods and Kraft-Phoenix Cheese Corp., all large radio advertisers, will carry announcements promoting National Hotel Week, June 11-17, the week previous to the campaign sponsored by the American Hotel Association.

“Voices of Yesterday”

Actual voices of celebrities of years past preceded by dramatizations of events in their lives. 15 minutes of thrills selected by leading N. Y. papers as

“The Pick of the Air”

Written up in March 1939 issue of

“Popular Mechanics”, Page 378

“Time Magazine” April 10th, Page 43

“The Saturday evening Post,” May 27th

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Broadcasting • Broadcast Advertising

Sedgwick Replies

HARRY SEDGWICK, president of the Canadian Association of Broadcasters and manager of CFRB, Toronto, replied for the industry to charges made May 8 in the Toronto Globe & Mail that millions sold to advertisers was a malicious campaign by the CBC, and that the advertising was a much smaller figure than any imposed on newspaper advertising. He stated that “the whole idea is a malicious and unwarranted attack on radio stations (and) on those advertisers using them.” He pointed out that in the past medicine advertising was censored for broadcasting in Canada but not for newspapers.
Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:

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

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

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

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building
PITTSBURGH, PA.
Funds for FCC’s Operation Slated for Deficiency Measure

Commission Policies May Come Up for Scrutiny
At Hearings; Other Measures Lingualing

By WALTER BROWN

WITH no prospect of passage of FCC reorganization legislation before June 30, and probably not at this session, the House Appropriations Committee will include an appropriation for the Commission in the Third Deficiency Bill, expected to be passed by Congress before the new fiscal year begins July 1.

Rep. Woodrum (D-Va.), who will handle the deficiency bill in the House, told Broadcasting May 26 the appropriation committee had received a letter from the FCC pointing out that no appropriation had been passed for the FCC and unless some action was taken before July 1 the Commission would be without funds. It is likely the appropriation bill would be passed early in the session and for this reason the better policy was to wait and make the appropriation for the new commission.

Since no action has been taken, he did not plan to delay further the appropriation and said the committee handling the deficiency would hold a hearing on the budget estimate of $2,680,170. This compares with an appropriation of $1,745,000 for the present fiscal year.

Announcement by Mr. Woodrum that hearings would be held indicated that Commission policies may again be subjected to examination on the floor of the House. Chairman Frank R. McNinch and other officials of the Commission appeared before the subcommittee early in the session, they were cross-examined at length. It was during this examination that the story broke of the President’s intention to ask for FCC reorganization legislation.

Should the deficiency bill be tied up and not acted on before the end of the fiscal year June 30, a special resolution would be presented to provide for the FCC. There is no disposition on the part of Congress to be influenced by this agency a “legislative orphan.”

Mr. Woodrum said hearings on the deficiency bill would get under way around mid-June and he saw no reason why the bill should not be passed before July 1.

An agreement between the White House and Congressional leaders over taxes removes an obstacle to mid-summer adjournment. Another legislative matter which may delay adjournment is neutrality. Administration leaders, after conferences with the President, are working for a July 15 adjournment. Some date between then and Aug. 1 would be a good adjournment guess.

Telegraph Hearings

With the adjournment drive already under way, there appears little chance of action on the pending FCC reorganization bills. Neither of the Committees of Congress before which the bills have been pending for weeks has made a move toward hearings. No recent pressure has come from the Administration for action and it continues to look as though the session will end with the Senate committee being ordered to make an investigation and study of the FCC and matters under its jurisdiction and report next year.

The Senate Interstate Commerce Committee has held hearings on legislation dealing with the telegraph industry, but this is not expected to have any direct relationship to the broadcasting industry or even deal with FCC policies and administration.

In addition to reorganization bills, the Senate Committee has before it a resolution by Senator Clark (R-Mo.) calling for a broad study of the FCC and radio.

A number of bills are pending in Congress relating to broadcasting but the session may end with no definite action on any of them. Of particular importance to the industry are measures to prohibit the advertisement of beer or alcoholic beverages over the air.

Senator Johnson, (D-Col.) has a bill on the Senate calendar directing the FCC to deny licenses to stations which permit advertisement of any alcoholic beverage. This measure has a favorable report from the Commerce Committee but a strong minority report has been filed against its enactment by Senator Cummins (R-D.).

Senator Johnson intends to offer a motion that the Senate take up his bill before the session ends.

Alcohol Restrictions

The House Ways & Means Committee has taken no action on the bill introduced by Chairman Doughton (D-N.C.) which would forbid Alcohol Administration to stations which permit advertisement of any alcoholic beverage. This measure has a favorable report from the Commerce Committee but a strong minority report has been filed against its enactment by Senator Cummins (R-D.).

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Epic of America

AN EPIC program, running as a sustaining for one hour on NBC-Red June 4 at 3 p.m., will be presented by the Interior Department in collaboration with Time and Life magazines to dramatize the Department’s new official master map of the United States which is about to be released. It will be titled This, Our America and is being written by Raymond Souster and NBC art director division in cooperation with the Office of Education’s radio experts and the editors of the Life magazine. It will dramatize the growth of this country from a narrow strip along the Pacific seaboard to a nation embracing one billion acres. The map will be reproduced in a color spread in the June 6 Life.

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Alcohol Restrictions

The House Ways & Means Committee has taken no action on the bill introduced by Chairman Doughton (D-N.C.) which would forbid Alcohol Administration to stations which permit advertisement of any alcoholic beverage. This measure has a favorable report from the Commerce Committee but a strong minority report has been filed against its enactment by Senator Cummins (R-D.).

Senator Johnson intends to offer a motion that the Senate take up his bill before the session ends.
McNinch Due Back

FCC CHAIRMAN Frank E. McNinch, who has been absent from the
Commission since May 1, underwent treatment for an intesti-
nal disorder, plans to return to his
desk by June 5. McNinch as-
serted May 25 that the Chairman
has been in a Philadelphia hospital
undergoing treatment upon advice
of his physicians. He has not been
seriously ill but requires periodic
rests because of a colitis condition,
he stated.

Miller. Pointing out that program-
ing will be one of television's
most difficult problems and that it
must rely on special events as
a major source of material, he said
prize fights have proved acceptable
to the public as broadcast material
and unquestionably would prove
desirable for television. A prohi-
bition against prize fights for tele-
vision programs would deprive the
industry of valuable program ma-
terial and accomplish no good pur-
pose, he testified.

Rep. Sweeney (D-Ohio), in a
statement inserted in the Congres-
sional Record May 16, criticized
the report of the FCC Committee
on Rates & Regulations limiting
clear channel station power to 50
kw. He said the Committee pro-
posed to "toss superpower out the
window" and in effect proposed to
deny rural listeners good radio re-
ception under all conditions.

Making one of the first defenses
of superpower in Congress, Rep.
Sweeney held that rural and small
town listeners are deprived of
parity with urban listeners in re-
ception and choice of programs.

Declaring the report was
designed to "protect the networks",
Mr. Sweeney referred to WLO's
operation with 500 kw, and called
the Commission's decision in deny-
ing it a renewal "unprecedented,
arbitrary and capricious." He said
WLO had demonstrated that its
operation was not destructive and in
no way squeezed out local sta-
tions which are dependent upon lo-
cal and some network advertising.
The Committee's recommendation
against superpower "condemns the
rural listener to a fate on a par
with the peasants of communist
Russia," he said. Rural America
today, he concluded, stands con-
demned to the "turgid silence of the
dreamless dust."

Expo Staff Revised

REORGANIZATION of the Gold-
Men Gate International Exposition's
radio division indicates that more
commercial talent will be used in
shows produced in the Treasure
Island studios at San Francisco.
In May, the publicity and promo-
tion department of the exposition
absorbed radio, under the direc-
tion of Clyde M. Vandeberg, for-
morer radio chief at the San Diego
and Dallas expositions, who has
announced that Treasure Island ex-
hibitors would be aided in produc-
ing talent programs. Productions of
direct gate-building value to ex-
hibitors and the Exposition, with
lavish use of music in small units,
will be emphasized in the new ra-
dio program, according to Mr. Van-
deberg.

$772,761,000

On Tap For You at WOWO

Here is important year-round buying power . . . in this compact,
easy-to-reach market.

"Brand Preference" in the spending of this money is being con-
trolled through WOWO. May we show you how?

10,000 WATTS 1250 Kilocycles NBC Basic Blue Network

WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, National Representatives
INDIANA'S MOST POWERFUL RADIO STATION!
Longest Ball Game

WHN, New York, on May 17 carried what is probably the longest one-game baseball broadcast in history when the game between the Chicago Cubs and Brooklyn Dodgers lasted from 3:55 p.m. to 8:48 p.m., ending in a 9-8 deadlock after 19 innings. The entire game had to be broadcast according to the station's contract with the three sponsors, General Mills, Saxon-Vacuum and Projecta Camera, and the commercial schedule of broadcasts immediately following the game had to be revised as a result. UP news, sponsored by Hanover Bakers, Today's Baseball, sponsored by Gillette Safety Razor Co., and George Combs' Editorial Slant on the News, all quarter-hour programs regularly scheduled on WHN from 7:15 to 8 p.m., were broadcast in a 17-minute period as soon as the game had ended.

Sofenz Now on 10

SOFENZ SALES CORP., Los Angeles (face cream), which has been sponsoring Beauty Secrets on KNX, Hollywood, on May 23 expanded coverage to include 6 CBS network stations (KNX, KSFO KARM KROY KOY KTUC) and on June 5 adds KOIN KIRO KVI KFFY to the list. Firm will also continue to use weekly participation in Norma Young's Happy Homes on KJK, Los Angeles, and on May 28 was to switch from Ann Warner's Chats With Her Neighbors to a new participating program on KFI, that city. In addition Sofenz Sales Corp. will use weekly participation in other Pacific Coast centers as markets are established. A national radio campaign, to start in late summer, is also planned. Agency is Richard F. Connor Adv., Manhattan Beach, Cal.

A REHEARING of the application of William F. Huhman, publisher of the Wisconsin Rapids (Wis) Tribune, for a new 250-watt station on 590 kc. was authorized by the FCC May 16. The station, which is a direct competitor of the application but granted the petition for rehearing on further issues to be determined.

FOR FAILING to file a written appearance in compliance with regulations, the FCC has denied a license application for WMXZ, television station of the Kansas State College of Agriculture and Applied Science at Manhattan, Kan. The station has been one of the few licensed for experiments in the 2900-2100 kc. band.

OFFICIAL dinner given by the Communist Party to mark the opening of Israel Amn's campaign for city council, from New York City was broadcast on WQXR, New York, for one full hour May 27, the largest amount of time ever taken by the Party for a single station broadcast.

Burn Sells Out Interest in Rep Firm to Toothill

JOHN A. TOOTHILL, Chicago manager of Burn-Smith Co., radio station representatives, announced May 27 that he has purchased the corporation's shares formerly held by Walter P. Burn. Mr. Burn has relinquished all financial interest in the corporation to devote his entire time to Walter P. Burn & Associates Inc., and Market Data Service Inc., his research organizations. No changes in either personnel or functions of Burn-Smith are contemplated. The Burn-Smith company last winter took over representation of the stations in the J. J. Devine group after that newspaper representation firm had decided to withdraw from the radio field.

WFL Press Tieup

WFL, Philadelphia, recently negotiated its fourth newspaper tieup when General Manager Roger Clipper signed arrangements for a reciprocal time-space trade agreement with the Shopping Guide, syndicated daily newspaper handout sheet with a 300,000 circulation in the Philadelphia territory. At the same time new arrangements were made with the Philadelphia Record and the Evening Public Ledger. The Shopping Guide space will be used by the stations to promote programs with feminine appeal, while the publication will use its radio time for a nighttime Women's Corner of the Air. Both the Record and Evening Ledger are using classical programs, the former broadcasting an hour of transcribed symphonies Sundays to exploit a new drive, while the Ledger uses a half-hour of light classics every morning to promote editorial and a weekly sports review by its columnists.

Video Set Sales Slow

The June edition of Radio Today, weekly trade journal edited by O. H. Caldwell, reports that during the first two weeks in May its surveys of the TV market showed TV receivers were sold in the New York metropolitan area, where RCA-NBC began daily service with the opening of the World's Fair April 30. At the average price of $400, said the trade paper, these sales mean $80,000. Only about two-thirds of 1% of those who witnessed demonstrations actually bought, while another six-tenths of 1% were reported as "good prospects.

Theaters Televise Derby

FIVE motion picture houses in London picked up and flashed on their screens the telecasts of the Derby May 24, and press reports stated that the reception generally was excellent despite the blurring of wide-angle shots caused by the sun. All of the theaters were jammed. Baird apparatus was used for the theater projections since the Gaumont British Film interests are interested in that company. Jan C. Javal, commercial director of Baird Television Ltd., has now in this country, headquarters at 1600 Broadway, New York, making plans to introduce television in New York. Demonstrations await arrival of the new Baird tubes used in the London shows, which are capable of projecting a 15x20 foot screen.
FCC Seeking Test Of Court's Power

Confers With Justice Dept. on Supreme Court Proceedings

STEPS looking toward Supreme Court review of the Pottsville and Heitmeyer cases, in which the U. S. Court of Appeals for the District of Columbia upbraided the FCC for failure to comply with its rulings, have been instituted through the Department of Justice by the Commission.

In the Heitmeyer case, the court on May 24 issued a writ of mandamus commanding the Commission to set aside its decision of April 20, 1938, which ordered Paul R. Heitmeyer to appear at a consolidated hearing involving a station at Cheyenne. It instructed the Commission to decide the Heitmeyer application on the basis of the record as originally made and without the necessity of combating other applications for similar facilities.

The Heitmeyer case the court issued a writ of mandamus directing the Commission to set aside its decision of June 9, 1938, denying the application of Pottsville Broadcasting Co. for a new station in the Pennsylvania city and ordered it to consider the request without forcing it to compete with other applicants for similar facilities.

Final Test Sought

Immediately following the writs, FCC General Counsel William J. Dempsey, conferring with Solicitor General Robert H. Jackson, looking toward filing of petitions for certiorari with the Supreme Court by the Department of Justice, which is the customary procedure. The Commission contends the Appalachian Court is usurping its administrative functions and in effect petitioned the court to pave the way for possible Supreme Court review by issuance of the formal mandamus orders.

On May 20, Northside Broadcasting Co. operating WGRC, New Albany, Ind., across from Louisville, appealed from the FCC decision rendered Feb. 6 granting the application of the Kentucky Broadcasting Corp., headed by D. E. (Plug) Kendrick, for a new station in Louisville on 1210 kc. with 250 watts day and 100 watts night. The appeal was filed following denial by the Commission of WGRC’s petition for rehearing. The appeal was based on economic grounds as well as on the fact that the station has pending an application for a change in frequency from 1370 kc. to 880 kc.

Hess & Clark Drive

DR. HESS & CLARK INC., Ashland, O. (stock remedies), is placing an autumn half-hour transcription series on 25 stations in chief cattle and poultry-raising regions through N. W. Ayer & Son, Philadelphia. Titled Farmers’ Forum, the program includes an orchestra, Fran Allison, singer, and Sam Guard, publisher of Breeders’ Gazette, as m. c. Mr. Guard will conduct a “farm neighbor” interview with a farmer from the territory covered by the broadcast. Supplemeting the half-hour show will be an announcement campaign on 15 other stations, a half-dozen of them in Canada. The Farmers’ Forum was tested successfully on WLS, Chicago, and WHO, Des Moines.

THE new Vocoder device, by which a voice can go into the microphone one way and come out of the loudspeaker another, is demonstrated by H. W. Dudley (right), its inventor, and C. W. Vadersen, also a member of the Bell Telephone Laboratories staff, whose voice is being controlled.

TRICKS WITH VOICE
Speech Is Artifically Built
—By Bell Device

THE Vocoder, a device that sounds like a sound-effect man’s dream, was demonstrated by Homer Dudley of the Bell Laboratories at the tenth annual meeting of the Acoustical Society of America in New York, May 16. By twisting the dials of the apparatus, Mr. Dudley changed the normal voice of his assistant into deep bass, high falsetto, a monotone and the quavering tones of an old person, enabled him to sing a duet with himself and performed other similar tricks of vocal magic. The apparatus, developed by the Bell Laboratories as a part of their research in the field of speech, does not transmit speech as a telephone or microphone does, but after changing it into electrical energy uses that energy to operate a mechanism that artificially builds speech, at the same time varying the frequency and intensity to give the desired effect. While it may find immediate uses in radio and sound movies, the motive of the Bell Laboratories is to use it to reduce speech to a monotone which can be transmitted in a band, and about 22 cycles wide, as contrasted with the speech band of 3,000 cycles, permitting simultaneous transmission of a number of telephone messages over a single wire and thus reducing the cost of telephone service.

RENEWING its reciprocal arrangement with WDAF, the Philadelphia Ledger for three more years will continue its daily hour of classical music with commercial copy keyed to the feminine audience. WDAF also has reciprocal agreements with the Philadelphia Record and Philadelphia Daily News.

WOAI in San Antonio

680 Kc. 1000 watts

LAWRENCE, MASS.

June 1, 1939 • Page 69
STATION EXECUTIVE AVAILABLE

With 12 years successful record as General Manager in the development and operation of popular radio station. Capable, from past experience, of direct supervision of all departments of broadcasting activities. Possessed of financial and agency background, with wide acquaintance in national field. Would welcome investment. Address Box A379 BROADCASTING

Late Personal Notes

RICHARD A. RUPPERT, sales promotion manager of WKRC, Cincinnati, has joined WBAJ in a similar capacity, according to an announcement by Dewey H. Long, WSAI general manager. Richard W. Garner, who is succeeded by Mr. Ruppert, has been transferred to the sales department to handle national sales and sales promotion. Mr. Ruppert June 1 graduates with top honors from Cincinnati night law school.

WALTER GULCH, m.c. of Estate to Industry on KSSF, San Francisco, has been named radio director of the Sidney Gardinol Adv. Agency in San Francisco.

AIDAN FITZPATRICK, announcer of WQXK, Pittsburgh, is the father of a girl born recently.

C. ALDEN BAKER has left WCHS, Charleston, W. Va., and has joined WCHL, Ashland, Ky.

WALTER PATRICK KELLY, former advertising manager of Barney’s Clothings, New York, has been appointed merchandising director of the Main Hotel.

FLORENCE LEHMANN, conductor of the cooperatively sponsored Ladies Press Program of interest to prominent people at WCCO, Minneapolis, is in New York recording interviews for use on her program during the summer.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted. 2 per word. Min. charge, 15c per word. Min. monthly, 25c. For complete information, please write American Radio History, 117 E. 33rd St., New York City.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employees, except talents. Complete free information, Paramount Building, Los Angeles, Calif.

Progressive Midwest NBC station wants experienced commercial announcer. Free your man who has good selling voice and ad ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good salary and chance for advancement. Address inquiries to Box A377, Broadcasting.

Situations Wanted

Engineer employed in midwestern small town desires change to larger city. Address Box A379, Broadcasting.

Advertising Manager daily newspaper serving local and national accounts, promotion and merchandising wishes to enter commercial radio field. Any reasonable offer accepted. Box A380, Broadcasting.

Writer-Producer available! Steady family man who has planned talk shows, permanent connection. College, professional training. Experienced announcer, writer, actor, director. Own 200 successful dramatic scripts, plus other material. Will rewrite, produce, direct. Box A375, Broadcasting.


Salesman—with ideas: ten years experience, leading force on station sales, billing $60,000 yearly in small city. Desires change. Provide record and references. Box A378, Broadcasting.


Announcer desires opportunity with small station. Salary secondary. Personal interview or recording on request. Box A382, Broadcasting.

Employed Southern announcer, experienced continuity, sports, specialist on news, tv, married, ambitious. Votes recording on request. Box A384, Broadcasting.


Do you need an efficient and reliable operator? Experienced and available at once. Now employed at major network station, but desire better opportunity. Box A388, Broadcasting.

CECIL K. CARMICHAEL, press relations director of WLO, Cincinnati, on May 26 was appointed by James Shushin, vice president of the Crosley Corp., in charge of broadcasting, as assistant to his office. Mr. Carmichael will have executive supervision over publicity, special events and the distribution of contacts on remote for WLO and WSAL. Herb Plecker, former special events man reporting to Mr. Carmichael.

CHARLES C. SHAW, former Pittsburgh newspaperman, and his wife, Naomi Shaw, recently with University of Pittsburgh’s Retail Research Bureau, have joined KTSX, San Antonio—Mr. Shaw news editor and Mrs. Shaw as secretary to Program Director C. H. Miner. The couple is planning to extend the number of women’s programs daily.

HAROLD HOUCH, director of WJBT, Port Worth, was management notified as the “Hired Hand” of WBAP, returned to the microph-one May 28 to act as m.c. for the Sunrise Americanism Service climaxing the May Day observance and the Memorial Day ceremony and Molaff Temple’s silver jubilee which was carried over both Red and Blue networks of NBC.

CLYDE SCOTT, commercial manager of KFKEA, Los Angeles, has received final notice from the F.B.I. as the result of an investigation following a series of felony convictions, and was released from the Los Angeles County Jail. He has announced his resignation from the company with which he had been associated for the past 18 months.

ANNE MARIE FITZPATRICK, of the payment department of WIP, Philadelphia, is recovering from a dislocated knee bone received recently in an automobile accident.

TODD HUSTON, formerly of WSJS, Canton, N. C., has joined the announcing staff of WRBY, Waterbury, Conn.

JOHN S. SAMPLE, of the local sales staff of NBC-Chicago, married Kathleen Bradford Collins on May 20.

LILLY MORSE, formerly of WEEI, Boston, leaves June 3 to join the CBS technical staff.

AL PIERCE, formerly of KDNY (now KJTE), Kansas City, and WBJJ, Shenandoah, Ia., has joined the engineering staff of WWL, New Orleans, for vacation relief.

Class Audience Preferences

WOMEN radio listeners are not primarily interested in radio programs about household hints, romance, and the care of babies, according to a survey conducted by Lisa Sergio, noted woman commentator, on her column of the Air, and broadcast on WQXR, New York. The first 500 responses to Miss Sergio’s request for listeners’ opinions show that music, art, international affairs and news topics in general are the favorite subjects, 88% of the letters coming from women listeners and 12% from men. These unusual results are probably due to the fact that WQXR is known as New York’s “high-brow station,” devoting the local burn a majority of its time to programs of classical music, chiefly recorded, and in general catering to a “class” audience.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year.

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

66 BROAD STREET
NEW YORK, N. Y.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

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

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.

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

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEY
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phones: Montclair (N. J.) 2-7859

A. EARL CULLUM, JR.
Consulting Radio Engineer
2916 North Henderson Avenue
Dallas, Texas

500 National

FREQUENCY MEASURING SERVICE

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 inquiries to Box A373, BROADCASTING

Page 70 • June 1, 1939

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Radio Popularity Grows in Europe

3½ Million Homes Installed Sets During Last Year

THAT feverish Europe is depending more and more upon radio for information and entertainment, is apparent from the fact that something like 3,500,000 homes added radios during 1938, bringing the total number of installations for what is called the "European Zone" to 35,130,000 as of Dec. 31, 1938.

The figures for each country, with the exception of Russia, have been made public by the International Broadcasting Union at Geneva, which annually compiles them on the basis of registrations for the payment of license fees which are required in practically all countries. With the exception of Czechoslovakia, an increase during the year is shown, and the decrease there (and exceptional increase in Germany) is accounted for by the Austrian and Spanish absorptions. Turkey's large increase is attributed to the new high power stations at Ankara.

The radio count by countries, exclusive of free licenses issued to the blind, etc., and the percentage of increase over 1937 is given as follows:

<table>
<thead>
<tr>
<th>Country</th>
<th>1938</th>
<th>Increase over 1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>11,906,010</td>
<td>24.58%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>8,828,366</td>
<td>5.06%</td>
</tr>
<tr>
<td>France</td>
<td>1,225,288</td>
<td>14.18%</td>
</tr>
<tr>
<td>Sweden</td>
<td>1,258,006</td>
<td>16.31%</td>
</tr>
<tr>
<td>Belgium</td>
<td>1,188,635</td>
<td>3.43%</td>
</tr>
<tr>
<td>Holland</td>
<td>1,252,568</td>
<td>13.92%</td>
</tr>
<tr>
<td>Poland</td>
<td>392,000</td>
<td>22.22%</td>
</tr>
<tr>
<td>Czechoslovakia</td>
<td>76,976</td>
<td>-11.50%</td>
</tr>
<tr>
<td>Denmark</td>
<td>769,711</td>
<td>9.33%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>453,383</td>
<td>6.33%</td>
</tr>
<tr>
<td>Hungary</td>
<td>419,316</td>
<td>9.97%</td>
</tr>
<tr>
<td>Norway</td>
<td>394,348</td>
<td>18.90%</td>
</tr>
<tr>
<td>Finland</td>
<td>328,760</td>
<td>22.80%</td>
</tr>
<tr>
<td>Roumania</td>
<td>300,000</td>
<td>21.11%</td>
</tr>
<tr>
<td>Greece</td>
<td>146,811</td>
<td>19.64%</td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>135,149</td>
<td>16.70%</td>
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<tr>
<td>Latvia</td>
<td>184,970</td>
<td>18.08%</td>
</tr>
<tr>
<td>Austria</td>
<td>90,908</td>
<td>22.10%</td>
</tr>
<tr>
<td>Portugal</td>
<td>81,171</td>
<td>17.46%</td>
</tr>
<tr>
<td>Egypt</td>
<td>79,717</td>
<td>17.36%</td>
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<tr>
<td>Estonia</td>
<td>66,268</td>
<td>30.38%</td>
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<tr>
<td>Lithuania</td>
<td>56,527</td>
<td>31.01%</td>
</tr>
<tr>
<td>Belgium</td>
<td>46,500</td>
<td>21.08%</td>
</tr>
<tr>
<td>Turkey</td>
<td>46,244</td>
<td>110.50%</td>
</tr>
<tr>
<td>Dangic</td>
<td>44,430</td>
<td>20.87%</td>
</tr>
<tr>
<td>Morocco</td>
<td>38,714</td>
<td>13.06%</td>
</tr>
<tr>
<td>Palestine</td>
<td>33,708</td>
<td>25.22%</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>35,000</td>
<td>16.66%</td>
</tr>
<tr>
<td>Greece</td>
<td>23,238</td>
<td>26.48%</td>
</tr>
<tr>
<td>Turkey</td>
<td>22,387</td>
<td>23.48%</td>
</tr>
<tr>
<td>Ireland</td>
<td>15,479</td>
<td>7.44%</td>
</tr>
<tr>
<td>Syria and Levant</td>
<td>11,204</td>
<td>20.86%</td>
</tr>
</tbody>
</table>

World's Fair Trips

AMERICAN EXPRESS Co., New York, in conjunction with its World's Fair Travel Service, is working radio stations to organize groups of 25 or more persons for three or five-day trips to New York to see television and visit the Fair. According to American Express, "radio stations should be highly successful in promoting trips of this kind, because they can constantly plug the excursions on their own radio time." Rates for the trips are low and include transportation and all expenses. A group of 50 persons has already been arranged by WWVA, Wheeling, to arrive June 10 for a three-day visit. WHO, Des Moines, has planned two groups and will offer the trips every Tuesday from now on. Every three or four weeks this summer, WWS, Pittsburgh, will send groups, and more stations will probably take advantage of the offer during the early part of June.

The Other Fellow's VIEWPOINT

 Savings and Loan

EDITORIAL BROADCASTING: As modern as our faces are very red. In the article by our president, Mr. C. E. Grove, in the May 15 issue of Broadcasting, editorial comment gave us credit as being the fourth largest banking institution in Cleveland. The number should be stated that the Second Federal, starting from scratch five years ago, had grown to the fourth largest operating savings and loan institution in the city with the help of radio through WGB, Cleveland.

Of course, there are many banking institutions of substantially greater size. Our position is now fourth in our field of some 38 operating companies, many of which are ten times as old as we are. Sponsors of the article, we feel that this explanation is due the readers of Broadcasting, especially "friend's" friends in the banking business.

Cleveland, Ohio.
May 23, 1939.

Radio on Writers Agenda

RADIO, which has hitherto played a small part in sessions held by the League of American Writers, will be considered at the League's third annual congress June 24. A discussion of Writing for Radio will be conducted June 23 at the New School for Social Research, New York, 3:30-6:30 p.m., under chairmanship of H. V. Kaltenson, CBS commentator. CBS will broadcast the proceedings, 3:30-4 p.m. Participating will be: Lewis Titterton, NBC director of script division; Max Wiley, CBS director of script division; Jerome Danzig, CBS continuity department; John Brown, head of TAC radio division; Philip Cohen, director of Department of Interior Education project; Evan Roberts, director of the Federal Theatre Radio Division; Bernard Hermann, CBS music department, and Arch Oboler, NBC director of plays, whose regular program on NBC will be piped into the evening session. Also arranged is a recorded demonstration of radio writing and comment by Norman Corwin and Alfred Kreyberg of NBC; Robert Shaver, MBS, and William Robson and Pare Lorentz of CBS.

WTBO Suit Settled

SETTLEMENT out of court of the $18,000 libel suit against Associated Broadcasting Corp., operating WTBO, Cumberland, Md., and Paul McNally, evangelist, which had been brought by John T. Jones, president of the United Mine Workers district 16 and related to the recent Wheeling, was announced May 24. The suit was settled for $750 cash and $500 in broadcast time, along with the broadcast May 24 of a public apology over the station. The alleged libel, in the major campaign last year in a political speech sponsored by a group of Methodist ministers, with McNally as their spokesman.

Hooper Service Reveals Relative Station Ratings

TO GIVE stations data on their relative popularity with listeners as compared to other stations servicing the same areas, C. E. Hooper Inc., New York research firm, is offering a new service, Hooper Cumulative Station Audience Reports, to the 112 stations located in the 40 cities covered by the company's regular radio listening surveys. This information covers the period from October 1938 through April 1939.

In collecting the data, Hooper interviewers use the telephone to ask two questions: "Were you listening to the radio just now?" and "What station are you tuned in?" All answers are secured during the broadcast or at the latest within in 15 minutes of its conclusion. Reports cover all periods of the day in which any station in each locality carries a sponsored network program, and show for each stipulated time period the percentage of sets in operation, the percentage at home but not listening, the percentage not at home, and the distribution of listening among stations to account for 100% of all "sets in operation."

Cutex Tests on Coast

NORTHAM WARREN Corp., New York, on June 5, will start a test campaign for Cutex nail polish, using daily station-break announcements six times a week on KPI, Los Angeles, and KFRC, San Francisco. J. Walter Thompson, New York, handles the account.

Hooper Service Reveals Relative Station Ratings

TO GIVE stations data on their relative popularity with listeners as compared to other stations servicing the same areas, C. E. Hooper Inc., New York research firm, is offering a new service, Hooper Cumulative Station Audience Reports, to the 112 stations located in the 40 cities covered by the company's regular radio listening surveys. This information covers the period from October 1938 through April 1939.

In collecting the data, Hooper interviewers use the telephone to ask two questions: "Were you listening to the radio just now?" and "What station are you tuned in?" All answers are secured during the broadcast or at the latest within in 15 minutes of its conclusion. Reports cover all periods of the day in which any station in each locality carries a sponsored network program, and show for each stipulated time period the percentage of sets in operation, the percentage at home but not listening, the percentage not at home, and the distribution of listening among stations to account for 100% of all "sets in operation."

Shaver Feeler

FAIRFIELD MFG. Co., New York, during the first week in June will start a test campaign for Packard Loko-Saver and Roto-S-haver using five-minute transmissions five days weekly on a group of New England stations, as yet undecided. Programs will feature Jack Finney, who "sings while he shaves," and will be heard during the early morning hours. If the test proves successful, programs will be placed on a large number of stations throughout the country. Samuel G. Krvit, New York, is handling the account.

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES
In The Heart of Chicago

Welcome!
NATIONAL ASSOCIATION OF BROADCASTERS
July 10 to 13

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

Harold E. Leag, CONVENTION MANAGER

The Ambassador IN ATLANTIC CITY
WILLIAM HAMILTON, Managing Director

Broadcasting • Broadcast Advertising

June 1, 1939 • Page 71
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**MAY 13 to MAY 29, INCLUSIVE**

**Decisions...**

**MAY 15**

MISCELLANEOUS—NEW, Melion Invention Co., Huntington Park, Cal., de-

nounced as in default: applications 1810 kc 100-250 w uni., (Ex. Req. 1-711).

**MAY 17**

WAP, Birmingham, AL—Denied vol. assignment licence to Voice of Alabama Inc.

NEW, P. J. Mayer, Denver—Denied CP 1810 kc 100-250 w uni. (Ex. Req. 1-711).

**MAY 23**

**WHAT,** Philadelphia—Granted audit hearing on renewal applic. WJER.

**WOBM,** Detroit—License renewed to 111-13 (Payne voting "no").

**WCOV,** Montgomery, Ala.—Granted assign. to Capital Bank Inc.

**KQIA, Santa Fe, N. M.—Granted vol. assignment licence to New Mexico Bank.

**WCKY,** Charlestown, Va.—Granted audit transfer control to Mrs. Hugh M. (Nancy) Carvel.

**TEMPORARY RENEWALS—**

**WQDM, KYNU, WTYR, WABF, KAVU, KTGU, KUOD, KVOS, WBAK, WJRD, WOLS.

**FOR HEARING—**

**WSB—**Springfield, Ill.—CP new applic., 1390 kc 190-250 w uni. to 1940 in.

**KTSB—**San Antonio—Granted consent application.

**WQAN,** Portland, Me.—Granted new applic.

**KBFH, Abilene, Kan.—**Granted move to Wichita, new trans., antenna.

**WORL,** Boston—Denied uni. time with 1 kw directional.

**NEW, Sweetwater Water Co., Sweetwater—**260 w.

**KTSB, San Antonio—**Granted consent application.

**WQAN, Portland, Me.—**Granted new applic.

**KMBT,** Kansas City, Mo.—Denied mov. to Gannett control.

**MAY 26**

MISCELLANEOUS—KLCN, Battleboro, N. C.—Granted extension temp. auth.

MISCELLANEOUS—KOB, Albuquerque, N. M.—extension temp. auth. 1180 kc 10 kw directional.

MISCELLANEOUS—WTAR, Norfolk, Va.—Granted cont. 1 kw non-directional.

MISCELLANEOUS—WQSY, Dallas, Tex.—Granted extension 2 days; licence.

MISCELLANEOUS—WSB—Grants extensions.

**NEARLY 20 years after he started operating the broadcast station,** which subsequently developed into the present KDKA, Pittsburgh, Dr. Frank Conrad, the instant chief engineer of the Westinghouse E. & M. Co., on May 16 turned over the first shovelful of earth on the spot near Allison Park, Pa., about 15 miles from downtown Pittsburgh, where KDKA is now located. In working for the 1100 kw station, Mr. Gregory (left), manager of the station, and Joseph Baudino, KDKA plant superintendent. According to recently announced plans, a "pick- 

**Proposed Decisions...**

**MAY 16**

**KGGF, Coffeyville, Kan.—**Proposes to grant applic. vol. assign. licence to Hugh J. Powell.

**KDKA, Bridgeport, N. J.—**Proposes to grant aud. to install new trans., increase to 30 kw.

**NEW, M. & M. Bozic Co., Marlinton, W. Va.—**Proposes to grant CP 700 kc 250 w uni.

**Examiners' Reports...**

**NEW, Nathan Frank, New Bern, N. C.—**C. L. Pickard, New Bern, N. C.—Examiner Sward recommended that applications involving CP 1390 kc 100-250 w uni., made to as many as to be denied as in default applic. CP change freqs; etc. NEW, Milton, Edg., Robert Stevenson, Jacksonv., Ill., re- 

**Applications...**

**MAY 15**

**NEW, Dr. Willard Carver, Thomas B. Williams, Bryne Ross, Lowton, Okla.—**

**MAY 18**


**NEW, Richard T. Sampson, Riverside, Cal.—**1800 kc 100-250 w uni.

**MAY 25**

**WCOU, Lewiston, Me.—**Commotion on own motion continued to hear further engineering reports.

**MAY 29**

**KFRM, Portland, Ore.—**Granted temp. auth. remain silent 7-1-39 to 9-1-39.

**KDSU—**WABF, Tucalosa, Ala.—Granted license D power.

**KCMG, Kansas City, Mo.—**Licensed change license.

**WCOU, Portland, Ore.—**CP 1900 kc 100-250 w uni.

**KNOX, New York—**CP 1000 kc 10 kw.

**KWWC, Vernon, Tex.—**License for CP change freq. increase power to.

**KSGO, Dodge City, Kan.—**CP 1420 kc 260 w uni.

**KWKW, Longview, Wash.—**Mod. CP change freq. increase power etc., to make further change in equip. and.

**DuMont-Majestic Pact**

**ALLEN B. DUMONT** Laboratories has issued a nonexclusive license to the New York World’s Fair & Tele-

**ducator Corp. to manufacture television receivers under DuMont patents** and has several other such agreements pending, according to the DuMont headquarters, which reports that all licenses carry a clause canceling the license should the licensor lose, directly or indirectly, to RCA, as DuMont does not want to have any cross-licensing agreements.

**RCA will demonstrate television to distributors and dealers at the Radio** 

Page 72 • June 1, 1939

**BROADCASTING • Broadcast Advertising**
**CBS Summer Advance**

A MARKED advance in summer business over all previous summer programs is reported by CBS, whose clients will broadcast 45% more program-hours than last summer, and will use over 60% more stations, in 1938. CBS summer business included 54 weekly programs; this year there are 67. Last year 20 programs laid off during the summer; this year only 12 suspensions are planned of which all have already scheduled resumptions.

**NAB SALES GROUP TO MEET WITH AFA**

UNDER chairmanship of Craig Lawrence, sales manager of the lowa Radio System, the Sales Manager's Division of the NAB will meet June 20 during the June 18-22 All AFA delegations, along with broadcasting executives that have been invited to the sales management meeting, to be held at Woodford, near New York. N. J. Miller, NAB president, will present radio's new program code. Further verification of the stability of the national radio picture as an originating center of commercials was the announcement by Donald W. Thornburgh, CBS Pacific Coast vice-president, that construction of two new 500-seat theatre-auditoriums to the present Columbia Square Bldg. will begin within 60 days. An increased number of sustaining transcontinental shows will also originate from Hollywood, Mr. Lewis said. At present, nearly all CBS sustaining features originate in the East, but under the new plan now being worked out many of these programs will be produced in Hollywood. However, sustaining plans are being held in abeyance until a clearer picture of the commercial setup for the summer is obtained. CBS also plans to try out many of its production innovations during the summer.

**Hollywood Gains For Autumn Seen**

SPIKING published reports that Hollywood is losing ground in the national radio picture as an originating center of commercials, W. B. Lewis, CBS New York vice-president in charge of programs, now on the West Coast, stated that no diminution is indicated for the fall season. In fact, he said, less slump in Hollywood productions. He predicted there will be as many and possibly more important commercial originations from the West Coast with picture talent this fall than in the past.

Mr. Lewis declared that as long as shows built with $25,000 worth of Hollywood talent sell the sponsor's product, there will be buyers. Further verification of the stability of Hollywood as an originating center of commercials was the announcement by Donald W. Thornburgh, CBS Pacific Coast vice-president, that construction of two new 500-seat theatre-auditoriums to the present Columbia Square Bldg. will begin within 60 days. An increased number of sustaining transcontinental shows will also originate from Hollywood, Mr. Lewis said. At present, nearly all CBS sustaining features originate in the East, but under the new plan now being worked out many of these programs will be produced in Hollywood. However, sustaining plans are being held in abeyance until a clearer picture of the commercial setup for the summer is obtained. CBS also plans to try out many of its production innovations during the summer.

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**NEW BUSINESS**


**GENERAL MILLS, Minneapolis (Gold Medal flour)**, on June 5 starts Earle Pipier on NBC-Red stations, Mon. thru Fri., 12:30-12:45 p.m. (CST), agency: Blackett-Sample-Hummert, Chicago.

**Reni einen Accounts**


**BAYUK CIGARS, Philadelphia**, on June 12 renewed contract with CBS for 52 weeks on 24 MHS stations, chiefly Tues., Thurs., Sat. 7-4:30 p.m. Agency: Ivey & Ellington, N. Y.

**PENN TOBACCO Co., Wilkes-Barre, Pa.**, on July 5 continues Wash Baker on 63 CBS stations and shifted from 9:30 to 9:45 p.m. to Wed., 8:30 to 9 p.m. agency: Young & Rubicam, N. Y.

**WASHING TO COFFEE Refining Co., Morris Pliner, N. Y., on May 19 renewed for 52 weeks Uncle Jim's Quality Bee on CBS, Thurs., 7-7:30 p.m. Agency: Cessil & Freyberg, N. Y.

**SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 1 resumes Metropolitan Auditions of the Air on 50 NBC-Blue stations. Show shifted from 9 to 10 a.m. Agency: Warwick & Legler, N. Y.

**JERGENS-WOODBURY SALES Corp., Cincinnati (hand lotion), on Dec. 31 renewed for Alvera Fitch on 52 weeks on 28 NBC-Blue stations, Sun., 9-9:45 p.m. (reb. Par. Red. 11-11:15 p.m.), agency: Leason & Mitchell, N. Y.


**GENERAL MILLS Inc., Minneapolis**, on May 22 renewed for 52 weeks the following five weekly dramatic serials on NBC-Red stations: Betty & Bob (for Korn Kix); Arnold Grimm's Daughter (for Softsilk cake flour); Valentian Lady (for Bisquick); Hymns of All Churches and Betty Crocker (for Bisquick). Agencies: Knox Reeves Adv., Minneapolis, for Bisquick, Blackett-Sample-Hummert, Chicago, for the others.


**Network Changes**

**GENERAL FOODS Corp., New York (Swansdown-Calumet)**, on Oct. 6 transferred Kate Smith from Thursday, 8:45 p.m. to Fri., 8-9 p.m.

**Broadcast Advertising**

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**EVELY THING about The Gotham bespeaks gracious living—in spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent—economy not forgotten.**

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**Scientific Low Temperature Co-efficient Crystals**

Approved by FCC

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<td>Supplied in Insolantite Air-Gap Hold</td>
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<td>$100 million units</td>
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<td>Frequency Drift guaranteed to be &quot;less than three cycles per million cycles per degree centigrade change in temperature. Accuracy Better than 0.1%&quot;</td>
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**Broadcast Advertising**

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**The Crystal Specialists since 1936**

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**Broadcast Advertising**

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**Under The Skies Management**

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**Broadcast Advertising**

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**The Drake**

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**Broadcast Advertising**

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**The Blackstone**

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**Broadcast Advertising**

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**The Towne House**

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**Broadcast Advertising**

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**A. S. Gray, Managing Director**

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**Broadcast Advertising**

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**124 Jackson Ave., University Park, Hyattsville, Maryland**

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**Broadcast Advertising**

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**June 1, 1939 • Page 73**
CBS Takes Time In Preparation for Video Operations

Seldes Says Most Programs Will Come From Studio

THE ONLY television policy CBS has at this time is not to attempt itself to be forced into a position where it will be compelled to put on more programs than it can do well, Gilbert Seldes, CBS director of television programs, stated May 24, in his first press conference since his appointment, where he spent several weeks studying television techniques of the NBC. He said that the first CBS telecast would probably take place in mid-summer.

The radio commitments to either dealers or public," he said, "We have no fixed schedule, and that, for the time being, is a deliberate policy. When we put on our first television program we hope to be able to announce the station or stations that will carry it, whether it will be the next day, or week, or even month, I have no idea. It would be best if we are ready to do it the way we think it should be done. CBS is not concerned with the technique of setting a date, or the number of the seta or equipment, but only with the production of programs and their intended to stick to that angle."

Installation Delays

Difficulties encountered with the installation of the transmitter in the Chrysler Tower have delayed the CBS experimental broadcast. While Mr. Seldes stated, he had expected, he said, to find the transmitter broadcasting test material on his return, and had hoped to present his first program about June 1. Instead, it will probably be nearer the first of August, he said, adding that meanwhile several programs will be added in.

Most of the CBS telecasts will be studio presentations, Mr. Seldes declared, expressing the belief that except for outstanding sports events the most popular features with the television audience will be produced in the studio. The CBS main television studio in the Grand Central Bldg., is probably the largest in the world, and Mr. Seldes has practically no limits to the potential variety program material, as he could put on a tennis match, basketball tournament or afair-sized circus without feeling at all cramped.

The visual advantages have worried the engineers f TV or sound, however, as the average 1-inch disc appears in such a vast space and a great deal of acoustical treating will be necessary before it will be possible to broadcast from the studio, he explained. The room is about 270 feet long, 80 feet wide and 45 feet high.

A motion picture projection room for the telecasting of movies has been built on the 59th floor of the studio, adjoining the control room, and films will be used as program material if necessary, Mr. Seldes said, adding that if good ones are not obtainable he thinks they might have to be made without them. Just as the movies nearly died when they stuck to making pictures of stage shows, he explained, so television will die if it does nothing but televise motion pictures.

TELEVISION the bike races on May 20 at Madison Square Garden, NBC's video crew chalked up another American television "first." Pictured are Bill Stern at the microphone, R. W. Pickard at the camera and Tom Riley, on floor with headset. A few days earlier, May 17, another telecast between Columbia and Princeton was televised by the NBC staff.

Ordinary Wire Successfully Transmits Television Signal for Short Distance

TRANSMISSION of a high-definition television picture over an ordinary telephone line, a feat long considered impossible, was accomplished on May 20, when NBC telecast a portion of the six-day bicycle race at Madison Square Garden over W2XBS. From the Garden to Radio City, a distance of slightly more than a mile, the signals were sent along ordinary telephone wire, adapted for television use. Transformers, amplifiers and equalizers developed by the Bell Laboratories.

Observers, watching the images on television receivers in various locations within the 80-mile radius from the Empire State transmitter, reported that they were able to see the riders from one end of the Garden track to the other.

"This first test of a radically new method of transmitting the television signal, a highly complex group of electrical impulses existing, is of tremendous significance to television. Essentially it means that New York City will be turned into one vast outdoor theatre for television pickups. It opens a thousand roads along which television may be made to travel in its search for important and interesting programs."

Merely an Experiment

It also opened a thousand speculations about the possibilities of sending television programs over wire circuits, similar to the one being used in New York used in the experiment, which already link American sound broadcasting stations into networks, although none of the engineers cooperating in the telecast could be made to speculate on the future significance of the test.

Bell Telephone engineers pointed out that the success of this one program did not warrant any prophecies of immediate cross-country television transmission—that is, the problem of hooking up a number of cities for such a network is a far cry from making a picking-up within the limits of New York City. They further stated that the fact that the apparatus is strictly experimental and that they are not even prepared at the moment to install similar equipment even at all of New York City's telephone exchanges.

The general understanding has been that ordinary telephone wires would not carry the highly complex television signals. But the coaxial cable was the only metallic circuit capable of meeting the requirements of television. The television signal is a composite of frequencies extending from practically zero to several million cycles per second. Attenuation, loss in strength and distortion of the wave form is greater at the high frequencies than in the lower, or middle frequencies, and the problem has been to keep this attenuation within safe limits. A mile of 75 ohm coaxial cable does this, but its cost of approximately $6,000 a mile renders it practically prohibitive for use in a nationwide network. An experimental link was laid down between New York and Philadelphia some years ago and another coaxial link connects NBC's television studios in Radio City with the transmitter on the Empire State Bldg.

Even with the coaxial cable, however, it was necessary to install amplifiers, or equalizers which strengthened the signal and restored the various frequencies to their proper relationships at minimum distances of five miles along the coaxial cable circuit. The engineering has not been known for the time that, theoretically at least, it is possible to transmit any electrical signals over any circuit. It was generally believed that by using these corrective devices at shorter distances they could send satisfactory signals over ordinary telephone circuits. The bike race experiment proved them right.

It proved also that installation of the equalizers and amplifiers every mile is not necessary. The telephone exchanges are not more than a mile apart it will be possible to make television pickups from any part of the city by merely installing this apparatus in each exchange. The need for opening underground cables to make special, between-station installations is the necessity of keeping the wire absolutely clear of any other signals will probably be the only problem in connection with future television broadcasts using telephone wire transmission, as we will be able to pick up in many phones from their normal circuits during the period of the telecast.

In the Madison Square Garden telecast, the track and riders were scanned by a television camera producing a moving picture, the picture being monitored from the control room of the NBC mobile television station in the basement of the Garden. From this point the electrical impulses were sent over telephone wires to the telephone company's Circle exchange where they were transmitted through an equalizer and amplifier and then over another telephone circuit to Radio City. From there they were relayed over coaxial cable to the Empire State tower transmitter and thence broadcast.

RCA Sponsors Fight

RCA MFG. CO., NEW YORK, is sponsoring the broadcast of the15-round heavyweight fight June 1 between Max Scher, former champion, and Lou Nova, a contender for Joe Louis' heavyweight title. The description by Clem McCarthy and commentaries by Bill Stern, was to be carried exclusively on NBC-Blue from the Yankee Stadium (EDST). RCA last season sponsored the broadcast of the Sibiscuit-War Admiral race.

Radio Typewriter Shown

A TYPEWRITER operated by radio impulses, known as the Radio-Graph, has been imported from the World's Fair by International Business Machines Corp., using news bulletins supplied by the New York Herald-Tribune. The apparatus projects messages typed on a transparent tape on a screen and utilizes the medium of the air waves. The inventor is Walter Lemmon, manager of IBM's Radotype Division and director of WIXAL, Boston.
140,000 CALLS WERE MADE IN THESE 13 MARKETS. THESE FACTS WERE REVEALED: 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 Corporation. 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
New RCA 5-DX Transmitter

Offers a New Standard of Value!

Here's Proof!

5-DX, a new version of RCA's famous 5-D Transmitter with new operating conveniences:
- Finger-tip Control
- Smart, Modern Styling
- Unified Front Panel Enclosure

Plus the features which have won such wide acceptance among the broadcasters:
- Lowest Operating Cost
- No Water Cooling of Tubes
- Simple Circuit—Easy to Adjust
- Vertical Chassis Construction
- Complete Reliability
- High Fidelity Transmission

TRULY the 5-DX equipment represents a new standard of value in transmitters. This apparatus is the familiar RCA 5-D equipped with a new Unified Front Panel and Operating Console—containing all of the features which have made the 5-D so popular, plus new conveniences and additional terminal equipment. Write to the nearest office for highlights on the 5-DX.

Use RCA Radio Tubes in your station—for finer performance.

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N.J. • A Service of the Radio Corporation of America