One of the bright young men in our Research Department tells us that the world’s record for breath-holding is barely over six minutes. So we wouldn’t suggest that you take that means of expressing your anticipation for the 1939 Iowa Radio Audience Survey!

However, to judge by the way the returns are shaping up, the 1939 Survey is going to be even more of an eye-opener than the 1938 job. For instance, there’s an amazing comparison of the extent to which Iowa people remember the names of products, as advertised in newspapers and by radio... there’s a comparison of the extent to which Iowa people depend on radio (versus newspapers) for news... there are at least a dozen newly-proven facts that may alter your whole conception of radio listeners’ habits in the great Mid-West.

The Survey is now almost on the press. But don’t hold your breath! Just send your request in NOW for one of the first copies of Dr. Summer’s newest and most interesting contribution to better advertising. You’ll thank us for the suggestion.

WHO
for IOWA PLUS!

DES MOINES... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
Colorado's Governor Carr flipped the first brown hackle into the rushing waters near Evergreen at sunrise on May 27th to usher in the state's 1939 trout season. The opening of the trout season has always been a ceremony for Coloradans. This year KLZ was on the bank to record the ritual for the Rocky Mountain area.

KLZ's 200-watt mobile transmitter accompanied the Governor to the stream. It recorded the action of the first vicious strike...followed the battler into the net...made thousands of Coloradans live anew the sport that thrills them most.

But KLZ never lets the big ones get away. It is always on hand when things important to Colorado happen...there as a welcomed, invited guest. It takes all Coloradans along—satisfies their natural desires to go places, see things and meet people. It is a part of Colorado life.

No other station in the Denver Rocky Mountain area is as well equipped to cater to the public interest, convenience and necessity of its listeners as KLZ. Neither is any other station as well equipped to carry the burden of the biggest selling job a sponsor might outline in this same area.

KLZ Denver

CBS AFFILIATE ↔ 560 Kilocycles

UNDER MANAGEMENT ASSOCIATED WITH THE OKLAHOMA PUBLISHING COMPANY ↔ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ↔ OWNER AND OPERATOR OF STATION'S WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ↔ REPRESENTED BY THE KATZ AGENCY, INC.
In New England—
build buying habits through local contacts

It is peculiarly characteristic of New England people to develop buying habits through familiarity with brand names and through contacts created by sustained local merchandising activities reaching into the homes.

Identification of your product with each of the many market centers of New England can best be accomplished by use of popular local stations established at strategic points from the southern to the northern borders of this six-state region.

The Colonial Network offers you such a group of stations, tying into one unit at low cost those stations which individually command large local followings. Together these seventeen stations command a New England-wide network audience, reaching the very markets where the greatest sales effect can be realized.

EDWARD PETRY & CO., INC.
National Sales Representative

The COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.
WHALES ARE BIG

... BUT THEY DON'T BUY AUTOMOBILES

WSM does not send a portion of its power roaring out over an ocean or a gulf to the possible edification of our piscatorial and amphibian friends. No — WSM transmits from very nearly the population center of America, sends fifty thousand watts packed with real entertainment and convincing sales messages to people at all points of the compass.

As to the ability of these people to buy. Well, to the South and East is that region of TVA and electricity, industrial growth and what FORTUNE calls the “Number One Economic Opportunity of the Nation.” To the North—those industrial towns whose populations find in WSM a refreshingly different kind of entertainment.

This is a bird’s eye view of the WSM market. Farm and factory, city and countryside, every inch of it land on which people live, eagerly growing, eagerly buying, with the saturation point half a hundred years away.

And WSM delivers this extraordinary market to you at one of the lowest costs of any fifty-thousand watt stations in America. May we show you why the WSM market is the logical place to begin your advertising campaign.

WSM
NASHVILLE, TENNESSEE

National Representative
Edward Perry & Company, Inc.

www.americanradiohistory.com
and later, after discussing the campaign with my agency, I called in some people from Radio Station WOR.

“Gentlemen, I have allowed only a limited sum of money for this WOR program,” I explained, “it must begin producing immediately.”

My remark, I knew, was as unfair to myself as it was to the people from WOR. But I was both surprised and delighted at the ease with which they answered.

“You have picked a program and time that have done wonders for others,” they said. “We can see no reason why they shouldn’t do the same for you.”

I began with no distribution and no sales. My problem was, using WOR only, to distribute my product rapidly in New York and, if possible, crack the Philadelphia market. I had doubts—plenty of them. I felt I had placed too great a burden on one station. But in less than one year, sale of my new product had leaped from nothing to more than 2600 dozen tubes per month in Metropolitan-New York.

I returned to my office one morning to find a note from my Philadelphia agent telling me that not only had the product demand been running his dealers ragged, but that Philadelphia sales were 25% of the New York total.

I wanted to say—well, what could one say? Now with distribution one-hundred percent complete in New York and this new product well on the way to eclipsing many well-established ones, there was nothing to do but sit back and marvel and call WOR and tell them what a job they had done.

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This is an authentic WOR success story, selected from our file of more than 60. It is presented as our sponsor might—should he ever decide to write his autobiography.
WHEN 50,000 WATTS WON'T bring enough mail then ask the Post Office Department to get it for you!

Maybe WLW Doesn't have listeners without 500,000 watts If this is so, do WLW advertisers get their money's worth?

But!—The advertiser always gets his money's worth when he advertises on

KGIR - Butte,
Montana's largest city, because he is getting what he pays for, plus,

KPFA - Helena,
Montana's Capital city and the new

KRBM - Bozeman,
The Yellowstone Park Station (Now under construction) at no additional cost.

Representative GENE FURGASON & CO.

May Nineteen Hundred Thirty Nine

Dear Member of the Big Family:

No doubt you have heard of the Federal Communications Commission's decision to reduce radio station WLW's power from 500,000 watts to 50,000 watts. This has affected the Nation's Family Prayer Period tremendously, and, of course, it will be worse as the weather gets warmer.

The purpose of this letter is to ask you to write a letter to the Federal Communications Commission, Washington, D.C., protesting the power reduction of this station. This reduction in power means that the hundreds of little churches we are opening in the mountains will hardly be able to hear our broadcast.

You are, no doubt, mindful of the friendship existing between the Nation's Family Prayer Period and WLW. They have made it possible for us to do a work that we believe is second to none in all Christendom. Our future work will not be as effective because of this reduction in power as some of the southern states do not hear any other radio station but WLW, and it happens to be in these localities where many of our mountain churches are located where we have installed a radio and are acting as their pastor.

I have never asked my radio audience to do anything but what they have done it, and I am asking you to let nothing stand in your way of writing a letter in your own manner to the Federal Communications Commission. You must not be antagonistic but do it in a fine Christian manner explaining to them that the reduction in power of radio station WLW makes it almost impossible for you to hear this broadcast and other programs of like nature. I believe if we can get in about 200,000 to 300,000 letters from our listeners, it will have a tremendous bearing upon the commission to rescind their order and return to WLW their half million watts power.

I am sure each one of us feels our obligation to the Crosley Radio Corporation because of their kindness down across the years of lending us their facilities that we might come into your home each morning to try and make the day just a little brighter. I am sure you are going to grant my request immediately by writing this letter to the Federal Communications Commission, Washington, D.C.

Thanking you in advance for this, I am,

Yours in Him,

E. Howard Cadle

E. Howard Cadle
28 new factories 42 expanded factories add their payrolls to the WBT family

It doesn't take half an eye to see what's happening to payrolls in the Carolinas. Payrolls are buying power!

Twenty-eight new industrial plants were opened and additions were made to forty-two more in North Carolina during the first quarter of this current year.*

In North Carolina (and South Carolina, too) payrolls are spent for WBT-advertised products. Now there's more buying-power in the WBT area than ever before.

And WBT can bring this buying-power to you at the lowest rate per-thousand-homes of any top-ranking station of equal power and popularity in the United States.

*According to the State Department of Conservation and Development

WBT 50,000 WATTS · CBS · CHARLOTTE, N. C.

Owned and Operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Los Angeles, San Francisco
Every good agency knows that making a splash in radio is far more than a matter of hitting the air-waves with a potful of heavy money.

Free & Peters know it too. We know that, regardless of the size of your appropriation, our real job is to help you make radio a more productive medium than newspapers, magazines, outdoor, or anything else. And THAT'S the reason we are far more interested in your making an immediate success in radio than we are in our immediate chances of "selling" you a bigger radio package than you should really have.

On this basis we solicit your confidence. Tell us your problem — the job to be done. You'll find that you are dealing with people who feel the same responsibilities and obligations that you yourself feel. You'll find that Free & Peters can often be more helpful than any other fourteen men in radio.

Won't you give us a call?

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)
Stringent Code Is Submitted to Industry

NAB Would Limit Commercials, Bar Religious and Liquor Sponsors, Isolate Commentators in Proposed Rules

SELF-REGULATION of commercial broadcasting under an industry code that for detailed restrictions dwarfs NRA's erstwhile Blue Eagle to mumming bird size was proposed to the membership of the NAB June 10 by the Code Committee under chairmanship of President Neville Miller.

Designed to meet squarely almost every program and fair practice complaint leveled at radio over the years, the text of the proposed basic code and standards of practice has been dispatched to the 400-odd member stations of NAB for scrutiny and criticism preparation to the NAB convention in Atlantic City July 10-13. It will share the convention spotlight with the ASCAP-copyright issue.

Drafted by a committee representative of all classes of stations and of the major networks, the proposed rules were whipped into present form after months of exploration and study, and following none too tranquil committee sessions. The final meetings June 1-2 in New York provoked fiery debate, particularly over suggested limitations on the length of commercial copy, eventual outlawing of all paid religious or evangelical programs; elimination of paid sponsorship of controversial issue broadcasts; banning of hard liquor advertising, and isolation of editorial commentators in programs other than those of a strictly commentary nature.

Enforcement Deferred

The question of enforcement of code compliance proved so vexatious that the committee decided to await comments from member stations before drafting its final suggestions. It scheduled a meeting for July 8—two days before the opening gavel in Atlantic City—to consider membership recommendations, to polish up compliance provisions, and perhaps to determine strategy in procuring convention approval.

To effect compliance, the committee said it had considered a procedure which eventually would result in public expulsion of a station from NAB membership. Rather than specify enforcement provisions in the proposed code itself, the committee advised the membership that it would consider detailed ways of orderly compliance prior to the convention, and make its preliminary recommendations to the board, which, in turn, will make known to the membership its views on the whole proposition subject to convention action.

The committee said it had considered a procedure under which reported violations would be investigated in friendly fashion to determine justification. For example, if a violation was remedied, the matter would be dropped; if the violation was not removed or was repeated, a "public warning" would be made; if the warning was not honored, the station would be suspended from NAB membership with appropriate publicity; if the station were grievous, repeated or defiant, the station would be "publicly expelled". An appeal to the board would be permitted, and the board either could overrule the action or uphold it.

The convention will be asked to make the code effective Sept. 24, coincident with the change from summer to fall time. In the intervening period, member stations, advertisers and agencies would be in a position to familiarize themselves with its provisions, particularly since, in their proposed form, they would require changes in the styling of many commercials and alter many program practices.

Opposition Foreseen

Because the code provisions cut across every phase of programming operations, and directly affect the immediate revenue of stations, some are certain to develop opposition, especially phases dealing with the length of commercials and outlawing particular types of revenue-producing programs. Some independent stations may seek to combat certain of the taboos, claiming they can ill-afford to lose the revenue. CBS, at the last committee meeting, served notice that it regards the proposal on length of commercials as far too liberal, both as to day and night programs, and that its present rules do not permit blurs of commercials.

Basic Text of Proposed New Self-Regulation Code . . .

FOLLOWING are the basic provisions of the Code of Standards of Practice of the NAB, drafted by a special committee, and subject to revision and action by the NAB annual convention in Atlantic City, July 10-13:

BASIC CODE

I. The Yardstick of Good Taste

Radio is an invited guest in the home. The yardstick of good taste and a decent regard for the social sensibilities, therefore, shall be applied to all matter broadcast.

II. Religious Broadcasts

To every American, the Bill of Rights guarantees the privilege to pursue its conscience dictates, without fear of intimidation or reprisal. Radio, therefore, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Neither shall the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind, to administer to the religious needs of the community and to contribute to the spiritual nourishment and uplift of the individual.

III. The Broadcasting of Controversial Public Discussion

Carrying out their mission as instruments of democracy in providing avenues for the discussion of public matters, member stations shall at all times hold their facilities in readiness for the purpose of receiving the free and open discussion of public questions of general interest.

Because listeners possibly in no other medium can the issue of the opportunity to hear the opposing views on any controversial subject discussed, time will not be sold for such discussions, nor will such discussions be permitted on sponsored advertising programs, unless representative spokesmen from at least two clearly defined and different sectors of public opinion participate in the same program at the same time.

The right of a speaker to express his opinion shall be modified only by conformity with existing laws, including the laws of libel and slander and the standards of good taste.

IV. Political Broadcasts

A political broadcast is any broadcast in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for public office, or in behalf of or against a public proposal which is subject to ballot.

In accordance with the law, stations will extend fair and equal treatment to opposing candidates for the same office.

The same equality of treatment will extend to the allocation of time in behalf of, or in opposition to, public proposals which are subject to ballot.

Every political broadcast and every political announcement must be fully identified as such.

V. News Broadcasts

In the handling of news, accurately gathered and swiftly broadcast, radio readers one of its greatest services to the American people whose democracy demands an immediate access to the facts of the day. Without bias or editorial opinion, member stations shall continue to broadcast factual news stories obtained from accredited news sources.

VI. Propaganda

Broadcasters will make every effort to distinguish between clear and concealed attempts to influence public opinion. In no case shall material be broadcast unless it be honestly identified as to sponsorship or source.

VII. Educational Broadcasting

Radio not only has the duty of filling current program wants in accordance with fixed and diverse program tastes, it recognizes also an obligation to in line with its public service mission, to contribute to the spread of education and culture, which will continue in an elevation of such wants and tastes.

Toward such ends, member stations will continue to provide time and facilities adequate to the area served.

VIII. Children's Programs

Programs designed exclusively for children reaching impressionable minds, and influencing social attitudes and approaches, require the closest

(Continued on page 46)
AFA Meet Slates First Code Airing
Sales Managers to Consider NAB's Proposed Rules

THE PROPOSED new self-regulation code for the broadcasting industry will be the topic of a luncheon session June 20 at the meeting of the Sales Managers' Division of the Advertising Federation of America at the Waldorf-Astoria, New York.

Speakers at the luncheon will present the code and explain its purposes. Because of the direct bearing it will have on handling of radio commercials, Craig Lawrence, sales manager of the Iowa Broadcasting System and chairman of the NAB Sales Managers' Division, expects the meeting to develop brisk discussion.

The principal program at the sales managers' session will be Mayor LaGuardia of New York. As a former member of Congress, Mr. LaGuardia was recognized as a champion of free speech and was largely responsible for the "anti-censorship" legislative move which produced the present statute. His topic will be "Radio on the American Plan". Mayor LaGuardia will speak at a luncheon.

Cows, Code and Huddle

The morning session will open at 10 o'clock, with the guest speaker, Curtis Mitchell, editor of Radio Guide. His topic will be "Sane Cows of Broadcasting" and he will essay to advise the business of broadcasting toward greater promotion and publicity commercial.

The session will be followed by President Miller, who will discuss the code, and by Paul Peter, director of research, and Ed Kirby, NAB public relations director, who have handled code details.

At the afternoon session broadcasters and network managers will meet along forum lines in a closed session with a roundtable discussion centered around the actual selling of time. Mr. Lawrence will preside both at the morning and afternoon sessions.

Radio entertainment will be presented at the luncheon, including Jimmy Scribner of MBS, the Vaas Family and Maria Luisa Lopez of NBC, and the Raymond Scott and Kenneth Roberts of CBS.

Speakers at the general session of the convention include Paul Garrett, public relations director, Greensboro, N.C.; Morton Grodin, AFL, vice-president; and Nelson B. Grady, U. S. Tariff Commissioner; Eddie Cantor, president of American Federation of Radio Artists; Floyd L. Carlisle, chairman, Consolidated Edison Co. of New York; Moore on Print, Rucker's column, and Thomas Carens, vice-president, Boston Edison Co.

The general luncheon June 21 will be presided over by Clarence Claxton, president of General Foods, with Elizabeth Arden and George Stevens serving as master of ceremonies, will present a cabaret for the delegates the night of June 20, arranged by Dan S. Tuthill, assistant managing director of NBC Artists Service.

**Code, ASCAP, Other Pressing Issues May Draw Record Crowds to Convention**

WITH reservations being received at a steady pace, indications are that the 16th annual convention of the NAB in Atlantic City July 10-13 will equal or exceed previous convention results. Edwin M. Spence, NAB secretary-treasurer and general convention chairman, declared June 13 that room reservations already exceed 400, with nearly a month to go.

Principal speakers, at this writing, will be James G. Stahlman, retiring president of American Newspaper Publishers Assn., and Carl E. Milliken, former Governor of Maine who for the past 17 years has been in charge of code administration for the motion picture industry. He will present the Will Hay's, movie czar, who will be unable to attend but will participate in a three-way widebroadcast along with Neville Miller, NAB president, and Mr. Stahlman to present an open forum on radio, the press and the movies in a single broadcast.

It is also likely that there will be other guest speakers. Stephen Early, secretary to the President, has been invited to address the conventions, and Edwin B. Wage & Hour administrator, is a possible key speaker.

**Interest in the Code**

While the convention agenda has only been tentatively drafted, it is understood that the code, embodying program standards for the industry, will vie with the meeting for attention. Both Messrs. Stahlman and Milliken will discuss self-regulation as a means of circumventing Government interference. Mr. Stahlman, leading advocate of freedom of the press, will show the inter-relationship of press and radio insofar as avoidance of censorship and interference is concerned. The overall labor picture with particular reference to the musicians situation, and forthcoming negotiations for renewal of employment schedules with the American Federation of Musicians, will play a significant part during the convention. Joseph L. Miller, NAB labor relations director, will report on the status of these activities.

While the convention does not open until Tuesday, July 11, pre-convention activities get underway as early as July 8. On that day the NAB Code Committee will meet to consider suggestions for amendment of the proposed code sent to the membership June 10. It will report its findings, together with recommendations covering methods of enforcement and compliance, to the board of directors, which meets July 9.

On July 9 also, the annual broad-casters' golf tournament for the Broadcasting trophy will be held at the Northfield Country Club. The trophy will be presented to the tournament winner at the industry banquet Wednesday.

On Monday, group meetings and committee and district sessions will be held, with no general convention meetings. Joseph L. Miller was recognized as a leading advocate of freedom of the press, and is expected to advise amendment to the proposed code. The 17 district directors likewise will convene on July 9 to nominate 12 men for the six posts of directors-at-large for the ensuing convention year. These nominations will be for each channel, regional and local directors, with two to be elected from each bracket.

**President's Report**

With the formal opening of the convention July 11, President Miller will deliver his address and annual report. It will be the first convention address and annual report at which the association was reorganized. Mr. Miller took office last July 1 as the first paid president of the NAB, under a three-year contract. He will be followed by Messrs. Stahlman and Milliken.

Their addresses will treat with the philosophy of the association and individual self-regulation and pave the way for the code discussions. It is expected the code consideration will carry through the Tuesday session and into Wednesday.

Reports of committees, consideration of the labor and employment questions and related problems are expected to be shared with the Wednesday open forum. Concluding the Tuesday sessions will be, if not designed, at least probable, guest speakers on visual broadcasting, and Franklin E. Mason, former vice-president of the association.

The general session of Wednesday will be for the spectacular development of its international broadcasting operations during the last two years, is expected to discuss that subject. The Wednesday session will be concluded with the evening banquet at the headquarters, Ambassador Hotel.

Under the tentative plans, the Thursday session will be devoted to consideration and adoption of resolutions, and election of the directors-at-large, along with other concerns. Convention day is slated for the final order of business, with President Miller, as chairman of the NBS Copyright Committee, to deliver a complete report on the negotiations with ASCAP for a formula for extension of existing copyright contracts beyond Dec. 31, 1940.

Present plans are to consider the code at the afternoonsession behind closed doors, with only member stations admitted. The Thursday session, at which resolutions, directors-at-large elections and copyright debates occur, also would be restricted to NAB membership.

**CBS, Don Lee Dicker With Associated Oil Co. On West Coast Football**

WITH CBS withdrawing from broadcasting of Associated Oil Co. football games on the West Coast, the sponsor will provide play-by-play versions of Pacific Coast Conference games next autumn between Chicago and Los Angeles, if arrangements can be made. Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, and Lewis Allen Willard, Don Lee general manager, will confer in July with Harold R. Deal, Associated adver-
ses manager, on plans for the schedule.

CBS was forced to drop the games because, it is reported, the west coast station was unable to secure primary rights to its member stations resulting from Associated picking only a few spots for each contest, according to Don E. Gilman, Western division vice-president. He stated, however, that some of the more important games this coming season will be carried on NBC, as well as

The three networks—CBS, NBC and Don Lee-Mutual—recently presented a united protest when Associated tied up Pacific Coast track and threatened to have the games carried without commercial fee but with the insistence that the oil company be credited before and after each contest. Mr. Deal got a turnaround from all concerned and the networks passed up the meets completely.

**BROADCASTING • Broadcast Advertising**

**This Way, Hiram! Anyhow, They Say Television is the Fair’s Biggest Attraction.**

**Drawn for Broadcasting by Sid Hix**

www.americanradiohistory.com
Sample Set Count

In Census Likely

But Bureau Is Urged to Take Complete U. S. Tabulation

A COUNT of radio receiving sets by the U.S. Bureau of the Census, as part of its 1940 decennial population census, has been tenta-

tively agreed to as a supplementary proposition, it was learned June 12 following a hearing before the Central Statistical Board.

As now proposed, the radio set count would be handled on a sample basis, probably by sending inquiries at one out of about 25 homes visited by the census-taker. Industry spokesmen, however, urged that radio be included on the main schedule, as it was in 1930, and that the count be based on the actual number of radios, rather than simply the number of radio homes.

Frederick T. Thompson, as acting chairman of the FCC, appeared before the Statistical Board June 9 to urge the inclusion of radio.

Also supporting this proposal were William J. Norfleet, FCC chief accountant, and Paul Peter, chief of the ARA Bureau's research, along with other spokesmen.

Specific or Sample?

Whether the specific question, rather than the sample question, will be asked, will be determined by the Census Bureau within a few weeks. While the Bureau opposes having the question included on the ground that inclusion of the radio question would conflict with the present directive to other demands for "luxury and convenience product" counts. The arguments were used in 1930, when the first radio count was made by census enumerators. At that time the total number of radio receiving sets was put at 10,045,709 but the 1938 estimate is 28,000-

000 sets.

While the FCC has advocated the door-to-door census, on the ground that the information is available from the Federal licensing standpoint, it will be noted in some other considerations the Census Bureau may restrict the radio question to the supple-

mental schedule.

Substantial agreement already has been reached on a rural set ownership item in the 1940 agricultural census as well as on radio advertising placements through advertising agencies which will be included in the census of distribution schedule for 1939.

The agricultural census, also conducted by the Census Bureau, definitely will include an inquiry as to the number of radio sets in use on farms and other farms, as well as among other agencies which will be included in the census of distribution.

The agency questionnaire will include data as to the aggregate advertising expenditures for various purposes by agencies, such as commercial agencies, for clients, broken down by media and other agencies.

The radio expenditures will be separated from other expenses and other charges as distinguished from time charges. It is understood there would also be a figure covering the cost of audience measurement on radio.

The advertising census will cover the year 1939 and be-

in the census of distribution, and since the court's decision was rendered in 1939, the radio set count was made by census enumerators.

While the FCC has advocated the door-to-door census, on the ground that the information is available from the Federal licensing standpoint, it would be noted in view of these other considerations the Census Bureau may restrict the radio question to the supple-

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The radio expenditures will be separated from other expenses and other charges as distinguished from time charges. It is understood there would also be a figure covering the cost of audience measurement.

The advertising census will cover the year 1939 and be-

in the census of distribution, and since the court's decision was rendered in 1939, the radio set count was made by census enumerators.

While the FCC has advocated the door-to-door census, on the ground that the information is available from the Federal licensing standpoint, it would be noted in view of these other considerations the Census Bureau may restrict the radio question to the supple-

mental schedule. Substantial agreement already has been reached on a rural set ownership item in the 1940 agricultural census as well as on radio advertising placements through advertising agencies which will be included in the census of distribution.

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FCC Measures in Congress Heading Toward Quiet Death

Wheeler Drops Reorganization and Inquiry Bills; House Group May Act on Appropriation

BY WALTER BROWN

WITH the simple statement "there will be no action by my committee on FCC reorganization legislation at its next session," Rep. Wheeler (D-Mont.,) of the Senate Interstate Commerce Committee, on June 12 definitely removed from the legislative calendar any hope that, at least by next year, his bill (S.1288) introduced at the request of FCC Chairman Frank R. McNinch to abolish the present Commission and create a new three-man agency to govern the communications field, was being discussed.

He told Broadcasting he was undecided whether to move for consideration of the FCC reorganization bill at the next session, this course depending upon developments.

Senator Wheeler added he did not believe the committee would order an investigation of the FCC and radio and television activities of the House of Congress. Senator White (R-Me.,) ranking member of the committee, has pending a resolution calling for an FCC investigation, informed Senator Wheeler's statement, Senator White said: "I gladly acquiesce in the bill." Asked if he intended to urge consideration of his resolution, Senator White replied he would not. He is the author of the 11-man FCC bill, which he introduced in an effort to stalemate the Wheeler three-man measure.

Entirely Forgotten

The Administration apparently has lost interest in FCC reorganization legislation. Senate Majority Leader Barkley (D-Ky.) stated June 12 it had not been discussed, and he had heard any mention of the FCC bill that he had forgotten about it. He said the subject had not been discussed by any of the Monday meetings the President holds at the White House with the "big four" leaders on Capitol Hill. Meanwhile, the FCC Appropriations Deficiency Committee contemplates a little FCC investigation of its own when members of the Commission are called before it, probably during the week of June 19, to justify the budget recommendation of $2,038,175 for the agency during the fiscal year beginning July 1. Because of the FCC reorganization talk, the Appropriations Committee revision for the FCC in the independent offices supply bill, passed early in the session.

Mr. Woodrum (D-Va.) who will handle the deficiency bill, said he expected to begin hearings during the week of June 19 and representation of $2,038,175 for the agency.

Mr. Woodrum stated that since a new deficiency bill will not be passed until July, the Senate would probably act before the new fiscal year, and put them through Congress in a special resolution.

MOST GIRLS looking to radio as a career dream about fame before the microphone, but pretty Kay Porter, 19-year-old daughter of a Tex., electrical engineer, chose to enter the field via the control room. She has been hired by WJR, Detroit, to do the regular daytime trick in addition to special events assignments. One of the few women holding a commercial license, Miss Porter learned her watts and kilocycles almost before her ABC's. As a co-ed at the U. of Michigan, Miss Porter learned her own amateur station, W5FAH. Manager Larry Sherwood of KCMO nominates her as "the most beautiful girl in the control room of any American station."

LaGUARDIA HEARING DEFERRED BY FCC POSTPONEMENT until Sept. 11 of the hearing before the FCC to consider a petition of Mayor LaGuardia of New York for amendment of regulations to permit rebroadcasting of programs of international and local low power broadcast stations, was authorized June 2 by the FCC upon petition of the New York city prosecutor. The hearing had been scheduled for June 7.

The whole issue of use of radio, in such areas as telephone line facilities, for network program distribution, is involved in the LaGuardia application. The committee appointed by the FCC to hear the case is composed of Commissioners Payne, chairman, Case, and Craven. While the FCC has restricted rebroadcasts of international stations engaged in non-commercial programming, the committee made the bill of particulars covering the hearing all-inclusive insofar as radio versus land line issues are concerned [Broadcasting, May 15].

The request for a continuance was filed by William C. Wiener, corporation counsel of New York, and H. J. McCarthy, assistant director of those who filed appearances to participate in the hearing were the National Commission by Radio, headed by S. Howard Eveland, of Indianapolis, NAB, American Federation of Musicians, KUSD of Union City, Calif., Dakotas, Wide-Broadcasting Corp. and NBC.

Grid Outlets Chosen

GENERAL ELECTRIC, Minneapolis, has selected WIND-WJJD, Chicago, WJR, Detroit, and WGGG, Cleveland, to carry the National League professional football games in those cities this fall, in the interest of Wheaties. Other stations have not yet been contracted for, although negotiations are now going on. Sponsor has purchased the complete NFL schedule [Broadcasting, June 1] except that of the Green Bay Packers, which will again be sponsored by Waukesha, Wis., Wauhaha Oil Co.

Stanco May Expand

STANCO PRODUCTS, New York (File), June 5 added WLV, New Orleans, to the list of ten stations now carrying the transcribed quarter-hour program Corner of Alice Blair five times weekly. According to McConnell, General, a national list of stations may be used by Stanco later this summer, in which no conrad, head of radio publicity of the agency, will travel to the West Coast around July 20, contacting stations along the way.

It seems to be a shake-up. What is done at the next session, as Senator Wheeler suggests, depends on what the Commission does in the meantime. The FCC puts its own house in order, and any proposal that probability is that nothing else will be heard about a reorganization bill.

On the other hand, if internal friction continues and the Commission does nothing to improve its standing on Capitol Hill, Congress may be expected to move in with a "big stick."
McNinch May Leave FCC for New Post

Chairman Might Get Judgeship; Illness Delays Return

RETIREMENT of Frank R. McNinch from the chairmanship of the FCC, probably this month, is due to his ill health. He is returning from his vacation, after a short stay in New York, to New Orleans to make a speech at the annual meeting of the National Association of Broadcasters. Mr. McNinch has been active in broadcasting for many years, and has been a member of the FCC since its creation in 1934. He is well known for his work in the early days of broadcasting, and is widely respected for his knowledge of the industry.

I.R.E. Nominates Horle; Prepares for Convention Soon in San Francisco

INSTITUTE of Radio Engineers has nominated L. C. F. Horle, New York consulting engineer, as its 1940 president. Mr. Horle was chosen by the nominating committee, headed by C. M. Jansky Jr., at its meeting last week. The I.R.E. convention will be held in San Francisco June 19-24 for the 51st annual convention of the American Institute of Electrical Engineers, and is expected to attract a large audience of engineers, educators, and other technical personnel.

BROADCASTING

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Morning Listening
In New York Area
CBS, NBC and WOR Study Metropolitan Habits

MORNINE listening habits of New Yorkers are being carefully studied by research teams of CBS, NBC and WOR, who last week received copies of a survey of some 12,000 families in 19 metropolitanc states made for them by Hooper-Holmes. Report covers the week of April 7, shows number and distribution of listening families by quarter-hours for each day between March 20 and May 1, among New York stations. Approximately 1,000 families who had listened sometime during the survey month were interviewed each afternoon, interviewers calling in person and using a list of programs broadcast during the week as aid to memory of those interviewed.

Interviews were divided among five groups on the basis of 10% A incomes, 10% B, 30% C and 50% D. Of those who listened at some time during the week, 42% had telephones and 49% owned automobiles. Of the car owners, 45% were females.

The 1,000 interviewed families, 3,681, or 56%, had listened during the four days of the survey. The remaining consistent throughout the week.

Saturday Listeners

One surprising result of the survey was the fact that listening on Saturday morning did not differ from that on any other weekday, during the survey period. A figure of daytime NBC shows that were the most popular programs of the Monday-Thursday- Friday- Saturday- Sunday series were not reported by 25%, a figure nearly twice the national average. This, incidentally, confirms the survey team's theory that the WOR of those who listened was in garages and lots in New York, which found 40% of those who were equipped with radios. Of the 12,199 interviewed families, 6,081, or 56%, had listened during the six mornings of the survey and remained consistent throughout the week.

Network Report to Full FCC by Autumn
On Monopoly Investigation Is Foreseen

ANY IDEA that the FCC will complete its report on the far-reaching network-monopoly inves- tigation in time to submit definite recommendations to Congress at this session has been dispelled, and the outlook is now for a report to the full FCC not earlier than September by the committee which conducted the hearings.

At a meeting June 7 the Net- work-Monopoly Committee, with Chairman Malcolm Wilson, Mr. P. O. president and chairman of the board and well-known philosopher, dedication ceremonies June 7 were broadcast with an exclusive pickup direct from the site, at Troydale near Cincinnati, by WCY, short talks by Richard R. Deupree, president of the company, and H. G. French, executive vice-president, handled by Mendel Jones, production manager; Rex Davis, announcer, and Art Gillette, engineer. Pictures here during the ceremonies, with the memorial monument in the background, in the trio at left, Mr. French, Ernest Bruce Haswell, sculptor of the memorial, and R. K. Brodie, P. G. vice-president, who introduced the speakers at the impressive ceremonies dedicating the memorial.

EMPLOYEES of radio's biggest individual advertising client, Procter & Gamble Co., through their subscriptions erected a memorial to the late William Cooper Gamble, son of the founder and board and well-known philanthropist. Dedication ceremonies June 7 were broadcast with an exclusive pickup direct from the site, at Troydale near Cincinnati, by WCY, short talks by Richard R. Deupree, president of the company, and H. G. French, executive vice-president, handled by Mendel Jones, production manager; Rex Davis, announcer, and Art Gillette, engineer. Pictures here during the ceremonies, with the memorial monument in the background, in the trio at left, Mr. French, Ernest Bruce Haswell, sculptor of the memorial, and R. K. Brodie, P. G. vice-president, who introduced the speakers at the impressive ceremonies dedicating the memorial.

Crown Cork Test

CROWN CORK & SEAL Co., Baltimore, Md. (Stero-Vac canning process), on June 5 started Listen to the News a weekly test program using Dr. Malone for Post Bran Flakes to determine whether the radio can be used to sell Post silverware, made by the William Rogers Mfg. Co., New York. Listeners are first to bid in a radio contest of coupons from packages of the bran flakes plus postage to receive the new silver set piece by piece. Henton & Bowles, New York, is handling the account.

General Foods Continues Joe Brown in Summer;
Two Others Back in Fall

GENERAL FOODS Corp., New York (Post Toasties), will continue its weekly half-hour CBS Joe E. Brown Show through the summer, having renewed the series for 13 weeks effective July 6, Thursday, 7:30-8:00 (EDST), with West Coast rebroadcast, 7:30-8:00 (PST). Program will continue to feature Brown, film comedy; Frank Gill and William Demling, comedy team; Margaret McCree, vocalist and Harry Sozniak's orchestra, and Ralph Wilson, announcer. Donald Cope of Benton & Bowles, Hollywood staff will continue in summer. This fall the show presents CBS on the show. William R. Baker Jr., vice-president of the company, has announced that the show continued executive on the General Foods account, was in Hollywood during early June to complete plans.

Good News, sponsored by General Foods Corp. on NBC for Maxwell House Coffee, takes a summer layoff after the final broadcast this week following the June 29 broadcast but will definitely return to that network in the coming season. Future M-G-M activity was not revealed, but following the announcement made several months ago that the new radio series will not be associated with the program. New fall show will be similar in series to those sponsored by M-G-M, it was said. Fanny Brice, comedienne and Meredith Willson, music director, have signed for the new series. Other talent was not announced at this time.

The three-hour Lum & Auber series, sponsored by General Foods Corp. (Postum) on CBS will also return to a summer layoff after the June 30 broadcast. The program will return Aug. 28, to be heard Mon., Wed., and Fri. 7:15-7:45 p.m. (EDST). Bill Stuart will continue as Young & Rubicam producer of the series, with Bert Cochran representing CBS. Lew Crosby remains as announcer.

General Foods also is replacing Mary Margaret McBride on CBS with a threeweekly series, Jobs Have Jobs, sponsored by General Foods Corp., with a daily commercial schedule on WOR, Newark, will be unable to appear on the network this fall, but to the network this fall, but the sponsor expects to adopt this fall. The new program, starting July 3, will be heard Mondays, Wednesdays and Fridays for 15 minutes each program. Bill Stewart, Young & Rubicam, New York, handles the account.

The firm will also sponsor My Story, a one-hour series, this summer, probably on CBS. Product and other details are unsettled. Young & Rubicam, New York, is agency.

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www.americanradiohistory.com
Royal Visit Gets Complete Coverage

All Phases of Tour Are Described in Detail

By Lewis V. Gilpin

INTENSIVE on-the-spot coverage of the United States visit of King George VI and Queen Elizabeth was furnished by NBC, CBS and the networks with special pickups by independent newsmen. The royal party's one-day visit in New York, following its arrival in Washington, occupied the entire day with a wide variety of activities.

Most of the network broadcasts were relayed to Canada and many were shortwaveed to Great Britain and France.

Most detailed coverage was given during the Washington and New York stops, when radio reporter-announcers took part at every important function to observe or broadcast from the spot. In Washington, all three networks carried descriptions of the royal party's arrival at Union Station, commentaries on the garden party held at the British Embassy, and carried a quarter-hour description immediately following the function with first-hand observations by Buckingham Palace announcer, Mr. f e m i n e dual expectations by Mary Mason, WRC announcer, who checked arrivals at the Embassy and also at the British Museum.

The royal party's trip to the Sudan by George Davis garden. George Wheeler handled the interviews with Buckingham Palace and Miss Mason also carried a special program of interviews with visiting Canadian and British newspapers, June 8.

On 9 NBC coverage included the Congressional reception in the rotunda of the Capitol, with George Hicks and Carlson Smith on the quarter-hour from the Tomb of the Unknown Soldier and a quarter-hour from the Capitol with the royal party.

As a local feature, the Royal Tour Coverage included the Congressional reception in the rotunda of the Capitol, with George Hicks and Carlson Smith on the quarter-hour from the Tomb of the Unknown Soldier and a quarter-hour from the Capitol with the royal party.

Salute to Royalty

With Jack Fraser covering the departures, Miss Mason, NBC-WSHLC public relations director, attended those of Queen Elizabeth and Prince Philip at the dungeon and by telephone.

Throughout the whole U.S. visit, the networks cooperated in supplying their pickups for worldwide broadcasts over their own shortwave stations and through BC, BBC, and the French PTT. The U.S. networks previously had carried CBC reports during the earlier coverage, and Shortwave continued through to the time the Majesties departed from Halifax, N. S., for England. One other pick-up, scheduled for June 15 from Halifax, was to make the first world-wide radio broadcast announcement of a short message of farewell to the women and children of Canada. The King also was to broadcast his farewell message from the French embassy.

George Hicks handled the description for NBC at the arrival of the royal party at Niagara Falls June 7, with H. R. Bakhurke reviewing official preparations from Washington. The arrival in Washington next day and description of the parade to the White House were handled by Bakhurke, Carlson Smith, NBC presidential announcer, and Richard Dimbleby, NBC announcer for the royal visit.

King Liked Mikes

KING George's first contact with the world-wide microphones specially installed on the speaking stand was at Niagara Falls. He has an eye for the unusual, and just before his first microphone appearance, he asked Prime Minister W. L. M. King about the peculiar new type of microphones. The Prime Minister's explanation that they were specially built for his use brought a smile and a note of satisfaction from the King.

At New York Fair

Seven CBS reporter-announcers were assigned to cover the New York visit. George Putnam, CBS special events announcer, broadcast the King and Queen's trip to the Battery and Washington, and Charles Stark described the ceremonies after the destroyer had landed. Larry Elliott reported the destruction of the Fair's convention building, and John Allen Wolf was stationed outside Perylon Hall. Inside the hall was Dan Seymour, who later broadcast again from the British Pavilion. The luncheon in the British Field was described by H. E. P. Provenson for NBC, after which the King and Queen were televised by the network as they greeted the crowds from a balcony on the terrace of the building. NBC also made several special television pickups during the royal party's Fair tour.

A special television crew of nine handled the program for NBC, among them Harold P. See, technical supervisor; Burke Croato, program director for the television unit; R. W. Pickard and Justice Allen, cameramen; Alfred Jackson and Stanley Peck, sound men; Edwin Wilber and William Resides, operators of the mobile transmitter, and G. F. Hettich, general television engineer.

How CBS Covered

The visit of the King and Queen to the Canadian Bldg. was covered by Lyle Van and the tour of the British Bldg. by Gene Hamilton.

After their arrival at Hyde Park to spend the week-end, Carlson Smith reported all their activities until their departure for Canada the night of June 11. NBC on Sunday afternoon presented a special hour program for Their Majesties, with King and Queen on the microphone in this country paying tribute to the royal couple. Gertrude Lawrence, English actress, originated the program as mistress of ceremonies. The program was shortened to Europe via W2XAF, Schenectady, and W6XE, San Francisco.

Bob Trout covered the royal party's arrival at Niagara Falls for CBS, accompanying the entourage from that point on its swing from Washington, New York and Hyde Park. The Washington arrivals included the start of the procession from the Capitol down Pennsylvania Avenue to the White House, was covered by CBS from Trout, along with John Charles Daly, Warren Sweeney, Joe King and Reginald Allen, all of WJSV, CBS Washington. Trout also described the garden party, held the same afternoon, which he attended as CBS representative, and along with Daly, described the next day from the rotunda of the Capitol and Arlington National Cemetery.

WJSV also handled a special pickup from Washington for Kate Smith, who was one of the guest artists who were included in the invitation list with their wives were Arde Bulova, M. H. Aylesworth, Alfred J. McCosker, William S. Pales and Derwood.

CBS coverage in Buffalo was furnished through WGR, with Announcers Charles R. and Henry Jones handling the pickups under the direction of I. R. Loonn, WGR general manager. Announcer Bruce Morgan was the voice of the local authorities, left Buffalo for Washington and served as Mutual's observer over the entire route in the United States, with wireless pickup observations during interviews at each stop.

WOL, Washington, directed CBS pickups on royal party's activities in the capital, from arrival to departure, using its own announcer staff exclusively, with many other radio stations from WJAL, Baltimore. In addition to the commentaries of Fulton (Continued on page 70)
RMA Cooperation In Video Problem Urged by Craven

Must Continue Research and Development, He Cautions

HAUNTED by the spectre of problems of its own creation—televisi-
on, facsimile, ultra-high frequency—the radio industry must coop-
erate in planning for the future, FCC Commissioner T. A. M. Con-
way told the Radio Manufacturers' Assn. June 13 at its annual
Chicago convention.

Feeling a general method of attack he recommended acceptance of
the fact that the industry stands on a rapidly changing base and that
existing business practices of the past and provision made for progressive
employment increases. Finally, he cautioned against standardization of
thoughts, methods and apparatus.

Craven voiced surprise that the FCC ever should have asked the
RMA ever should have asked the FCC to approve television standards at such
an early stage of development. Standardization has a tendency to thwart progress and
therefore involves cooperation, he re-

minded, and "premature standardiza-
tion would kill the goose which we hope will lay the golden egg*."

Several Years Away

If television is adversely affect-
ing the stability of the radio man-
ufacturing and broadcasting indus-
tries, it is the fault of a lack of
logical thinking and coordinated planning, Comdr. Craven said.

"Manufacturers and others who sell
broadcasters to the public," he said, "should know that while tele-
vision is here to stay, the early stages
of practical technical development, it is not here and cannot be here for
several years. Even the standpoint of
stabilized operation of a real service on a nationwide scale."

"I am afraid the public to believe that television is here or on a national
or even regional scale would be foolishly, he stated. "The very fact that television has developed so rapidly in the past few years should indicate that with the same intense interest resolved upon in the future as in the past the public can expect greater improvements both in qual-
ity, simplicity and cost. However, credit should be given for the
wonderful strides in technical develop-
ment achieved by the industry to date. The fact that you have al-
ready developed the t e c h n i c a l
bases of television to such an ex-
tenent is a marvelous achievement. For this, the industry deserves the
stupendous acclaim of every thinking
person."

"The further development of tele-
vision requires both strong courage on the part of this industry but also the will to proceed. It is nec-
necessary for this industry to foster the development of television. Un-
less they do this they will be in no po-
tion to cry for protection when someone else invents the job.

"The public, having tasted the fruits of the inventions of modern genius, the results achieved by your indus-
ty, will not be denied the promise of the service which trans-
"The public, having tasted the fruits of the inventions of modern genius, the results achieved by your indus-
ty, will not be denied the promise of the service which trans-
formation offers. Let television be a voice but also vision, in the form
of culture, news and entertainment.

Therefore, I strongly urge all of the representatives of the indus-
try, who are here today, to con-

jorizing on the screen, are now drawing animated cartoons, 11 to 7 in a softball game featuring the recent annual Mailbag
Club picnic sponsored by WILW-WSAI, Cincinnati. Dewey Long, WSAI
manager, signed up the Juvenile sardine team to 10, giving away捋 h of members of the WSAI staff. Gathered together
after the tussle are the three girls umpires, Jan Cadori, Mildred Breit-
hold and Mildred Birnbaum, all secretaries at WSAI, and starting at
left, the WILW team: Don MacEwan, transcription department; Raipur
Brown, assistant continuity editor; John Merviell, agricultural editor;
Bob Heider, news writer; Winfred Hunter, traffic department head;
Jerry Burns, special events announcer; Bill Haas, accounting department, and Bill Malone, research department.

International Censorship Rule To Be Given Hearing by FCC

Deluge of Criticism Brings Change of Attitude; Free Speech Violation Charged in Congress

NEIGHBORING KIDS, shown here at right, representing WSAI as "the little
big brother station" with Mildred Birnbaum, 11 to 7 in a softball game featuring the recent annual Mailbag Cl

Club picnic sponsored by WILW-WSAI, Cincinnati. Dewey Long, WSAI
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Brown, assistant continuity editor; John Merviell, agricultural editor;
Bob Heider, news writer; Winfred Hunter, traffic department head;
Jerry Burns, special events announcer; Bill Haas, accounting department, and Bill Malone, research department.

REELING under the impact of a torrent of criticism provided by its
international broadcast "censor-
ship" rule [Broadcasting, June 6], the FCC was prepared June 13 to
rescind its action and order a gen-

eral hearing within 30 days.

The question was discussed at the
FCC meeting June 13 but final
action on the hearing was deferred until later in the week when appro-

priate notices could be drafted. It was
expected the FCC would order the
hearing on the basis of a resolution and petition filed by the American
Civil Liberties Union rather than
the request made by Neville Miller, president of the NAB, in his letter of
June 6 to the FCC. The reason for a
such move, it developed, would be founded on the conclusion that
the Union's plea was in the

ture of a formal document in con-
acord with FCC procedure whereas the NAB letter did not accord with the
procedure.

Rebuffs the NAB

The Civil Liberties petition was
filed June 9 and followed by three
days a letter which it had sent to
the FCC criticising its action. It held
that Commission should rescind
the order that international stations must "reflect the culture of this
country" and "promote international goodwill, understanding and co-
operation" was so worded that it "smacked of censorship and with inter-
ference of the right of free speech." The Union took the posi-
tion that the radio industry and the public should be consulted be-
fore such a step is taken and asked
that the Commission should recon-
sider or withdraw its previous ac-

tion and hold a formal hearing.

The FCC's intended action of
granting the hearing on the Union
petition, and of thus sidestepping the
NAB request, could only be inter-
preted as a rebuff to the trade
association. It was clear that mem-
ers of the FCC and its staff re-
sented the tone of the NAB letter.
The FCC hearing action was slat-
ed to come after widespread de-
nunciation of the rules had been
voiced in Congress and by the
press. There was not a word of
support for it save that voiced
within the FCC itself.

Wheeler Lashes Out

The final offensive wallop came
June 12. Senator Wheeler (D-
Mont.), chairman of the Inter-
state Commerce Committee in which
radio legislation originates, in ad-
ressing the Senate, called the rule
"a form of censorship which the Congress of the United States nev-

er contemplated when it passed
the law." Advising that Congress
would take action to prevent cen-
sorship if necessary, he expressed
the hope that the FCC would re-
consider and authorize the hearing.

He was joined in his views by Sen-
or Johnson (R-Cal.), elderly Sen-
ator on foreign affairs, and a vig-
orous advocate of free speech.

Senator Wheeler placed in the
record this apology: "Miller's com-
petition to the FCC as well as a
series of 14 editorials and columns
which had been published on the subject, described it as censorship of
varying degrees.

Observing that everybody agrees
radio must be free from censorship, Senator
Wheeler said he hoped the FCC
would not only grant the hearing but would modify the
rule which he said would tend to
libel, obscenity. He described the
United States over both national and international broadcasting. He added
that the rule would even give the
Commission the right to censor the
broadcasting of speeches by mem-
ers of the Senate, inasmuch as it
could stop that any speech at all to
to be made did not reflect the "culture of the country" and might possibly
stir up ill feeling in some other country.

In a discussion with Senator
Johnson, the Montanan remarked
that, if the Commission wants to
impose censorship by radio, the Con-
gress "ought to pass a more strin-
gent law against censorship of any
kind or character in radio." Sena-
ator Johnson observed that the mat-
ter was one which should be taken
care of promptly. The word "cultural," he said, has a peculiar
daughter according to the State
Department.

House Applauds Attack

The first Congressional outburst
came June 2 when Rep. McLeod
(R-Mich.), drew House applause
in attacking the measure and in
suggesting that in view of the serious situation the President
"should forthwith demand the re-
Anderson of the Commerce Committee."

Stating that when the FCC was
created it was not intended that censorship would be a part of its
functions, Rep. McLeod said its primary duties are to "prevent confu-
sion in the air by allocation of
wavelengths and to guard against
public and private interference with
radio stations shall or shall not say
during international broadcasts."

"It is a situation distinctly mis-
tic," said and that while the regu-
lation is but a "small cannot be
in its present state it is the duty of
the FCC to suspend the rule until
it can be modified."

In the history of the nation, Rep.
McLeod said, "no more audible or
tyrannical step has been taken by
any government more crippled right. If not cor-
rected immediately, this regula-
tion can mean the beginning of a
fascist censorship of the press as well as the radio."

The Civil Liberties Union, mi-
in (Continued on Page 69)
Sunday Morning Series Of WBT Carolina
Phenomenon
By GEORGE FULENWIDER
Southern Bearing & Parts Co.
Charlotte, N. C.

EACH Saturday morning for a half-hour beginning at 10, refrigerators are sold through WBT—and sold so successfully that it is hard to tell the world of our experience. My company is the Carolina distributor for Norge household appliances; our sales of Norge products have increased so rapidly and so directly as a result of radio advertising that we are proud to record our discovery of radio's selling value.

The program presents Young America—Carolina children who sing and play and recite. Undertaken as a new experiment in the early spring, Young America on the radio is today a permanent feature on WBT's Saturday morning schedule, under the sponsorship of Southern Bearing & Parts. Originally we considered newspaper advertising in the two Carolinas, but with the many small communities in our territory we found it difficult to properly distribute our advertising copy so as to reach all points.

It was a problem, then, to select an advertising plan flexible enough to cover the various products manufactured by Northern—refrigerators, washers and ironers, electric and gas ranges, commercial refrigeration and heating equipment, and so on. And of course we had to reach so many small towns in a large geographical area. Radio advertising was offered as our solution.

Appeal to the Feminine

We approached our manufacturers about the plan to use radio, and finally were assured of their cooperation in the financing of a radio program if it would have enough public appeal and do a good selling job. We had the budget, the approval, and the products to sell. Then the type of program to employ became the next problem. Home appliance surveys seemed to indicate that women's opinions were the predominant factor in the purchase of electric home appliances, so we sought a program of special appeal to the ladies. Moreover we wanted a local program with distinct local interest.

At the time a children's show was being aired as a WBT sustaining feature, in which youngsters were presented after the direction of one of the station's popular announcers, Holly Smith. The way to a man's heart is through his stomach, remember. And the way to a woman's heart is through her children. So, Young America on the Air was born.

Holly Smith had developed a large personal radio following, and her was retained as master of ceremonies. Jack Phibbs, WBT staff pianist, became our official accompanist. The program's title was adopted because of its natural appeal, and because it is a phrase commonly used—and today when people in the Carolinas think of Young America they think of Norge products. So Young America on the Air would exclusively present voices not heard on other programs, I became part of the cast to handle the commercial announcements. It was not long, however, before children began calling us "uncle"; so we became Uncle Holly, Cousin Jack, and Uncle George.

Three-Year Sponsorship

The program was sponsored early in 1936 for a 15-week trial. Today it is still on the air in its third year, and more popular than ever, judging from our sales success. Young America on the Air appeared Saturday morning in that time, and now is the oldest continuing program on WBT. More than 1,200 children from all parts of the two Carolinas have appeared on our show. While originally only local children were invited on the program, we soon began bringing talent from as many towns in our territory as possible, thus building local interest in our advertising and program. In no small way do we attribute our successful advertising experience.

Before long various dealers in many communities began inquiring about personal appearances of the show. Thus began a series of Young America programs presented in home towns under the sponsorship of our local dealers. The dealers were glad to have these shows, and the response in this form of goodwill and actual sales was gratifying.

Since October of last year, when so many applications for auctions had been received, we arranged to have local civic clubs sponsor our personal appearance shows, and conduct auditions through elimination contests. The winners are not restricted to Charlotte to appear first in our radio program. Now a series of contests is being run, with trips to the New York World's Fair as prizes.

A Real Merchandiser

In short, our radio show inspires local shows which develop home town interest, which in turn builds national and increased sales. One dealer in a rather small town reported selling five refrigerators to his local audience watching the show.

Our 1936 sales of Norge products were more than double the 1935 figures; 1937 gave us another double; and in 1938 we had an even greater selling year. We attribute this directly to our radio series, which creates local interest through close cooperation with our dealer organization.

Young America on the Air has been presented on many programs, not only in building sales and dealer acceptance, but in stimulating a continued civic interest in virtually all the communities in the two Carolinas. It is an experience of which we are—pardonably I am sure—quite proud.

Havana Treaty Conflicts

THE FCC announced June 13 that final action on nine applications pending before it, and involving new broadcasting facilities, were being withheld because the facilities requested conflict with or involve the North American Regional Broadcast Agreement, which is still awaiting approval of the Mexican Government.

The nine applications are those of the Evening News Post, Port Angeles, Wash.; KEEN, Seattle; Michael J. Mingo, Tacoma, Wash.; Tacoma Broadcasters Inc., Tacoma; RKEI, Pocatello, Idaho; St. Lawrence Broadcasting Co., Opdensburg, N. Y.; Cuyahoga Valley Broadcasting Co., Cleveland; WSBT, South Bend; King-Trendle Broadcasting Corp., Grand Rapids.

Telephone Report Covers Net Wires

Seeks Specific Authority to Control Charges

RECOMMENDATION to Congress that the Communications Act be amended so as to make it clear by specific language that the FCC has jurisdiction over charges made by telephone companies for the AT&T for wires used in chain broadcasting, was made by the FCC June 14 in its report on the four-year-old AT&T investigation.

In making this recommendation, the FCC in effect supported the position taken in a recent recommendation made by Commissioner Paul A. Walker in his proposed report issued April 1, 1938. Mr. Walker has recommended that the Bell System Commission Act be amended to prohibit "discrimination in charges for telephone lines used in chain broadcasting or incident broadcast uses," stating that the Bell System has a virtual monopoly in the furnishing of wire facilities to broadcast stations and networks.

Adequately Unanimously

The specific recommendation made in the final report, found on the investigation conducted at a cost of $1,500,000, was as follows:

"Amend Section 202 (b) so as to make it clear by specific language rather than by implication that practices, classifications, regulations and monopolies are, as well as services and charges, in connection with the use of wires in chain broadcasting, are subject to the jurisdiction of this Commission and so that the section of the Act will cover all such cases of interstate or transboundary broadcasting of any nature not exceeding half of the Section 202 (a)."

The final report contains a chapter, as had the proposed report, on the position of the Bell System in furnishing wires to broadcast stations and networks in connection with the telephone carriers, and covering the Bell System policy of interconnections as well as the past participation of the Bell System in broadcasting.

The final report is the Commission's revision of the proposed recommendation of Commissioner Walker, which provoked a furor because of its allegedly "ex parte" aspect. It was subsequently adopted and signed by the entire Commission. The report covers approximately 900 pages and makes point of savings to telephone subscribers of more than $30,000,000 through reductions in rates resulting directly from the FCC investigation.

With the telephone report out of the way, it was expected the FCC would proceed full speed ahead on other urgent matters on its docket, notably in connection with broadcasting.

St. Louis Campaign

RADIO will be used along with newspapers and other media in the new "Visit St. Louis" campaign sponsored by the St. Louis Chamber of Commerce and handled by Kelly, Stuhman & Zahndt, St. Louis agency. The radio campaign will be concentrated in the neighborhoods people will be urged to visit, the "City of a Thousand Sights," this summer, especially to make it a stopover if they are going to the New York or San Francisco fairs.

MORE THAN 1,200 North Carolina children, like the younger here demonstrating her violin artistry, have appeared on Young America on the Air since it started as a sustaining feature on WBT, Charlotte, under sponsorship of Southern Bearing & Parts Co., distributors of Norge products. Holly Smith (right), WBT announcer, developed the show, which presents talented children as a feature, and now carries on as master of ceremonies while the program sells Norge refrigerators and other household appliances like washers.

June 13, 1939 • Page 17
Draft of New Rules to Be Ready Soon

Legal and Engineering Staffs Working on Report to FCC

INSTRUCTED to draft final rules and regulations to govern broadcast- ing with utmost dispatch, the FCC Law and Engineering Depart- ments will be final draft of the important regulations before the full Commission by June 20 under a program which would place the regulations in full effect in July.

After hearing oral arguments during a special session June 1 on objections to particular phases of the proposed rules, the Commis- sion instructed its department heads to move forward as rapidly as possible. Few changes from the final draft of the proposed regula- tions are contemplated despite the vigorous objections voiced by individual applicants, as well as the NAB, to particular provisions.

Because Mexico has not yet ratified the terms of the North Amer- ican Broadcasting Agreement with its substantial reallocation of broadcast frequencies, if the rules promulgated will not include actual frequency shifts. But in all other respects, including the new classification of stations, will become operative.

In other words, the rules, drafted to accommodate the redis- tribution of frequencies, will become effective without actually altering the frequency changes. These will be meshed into the broadcast struc- ture if, as and when Mexico formally ratifies the treaty or makes it operative by administrative agreement.

Treaty Parleys Progress

Formal diplomatic conversations now are in progress between the Mexican Government and the American Embassy staff in Mexico City, and optimism expressed as to the outcome.

If the Law and Engineering De- partments meet the FCC’s dead- line, as is expected, it will discuss the rules that day and probably formally ratify and pro- mulgate them on the following Tuesday meeting day. What effective date it will decide upon is undecided, probably not over 30 days.

At any rate, the FCC will follow the course of amending licenses of all stations so they will fall in the new station classifications at the time the rule goes into effect. Should it fashion it would automatically ap- portion the task of revising li- censes over a six-month period.

Applications in the new cate- gories, if feel aggrieved, would be in a position to protest to the Commission and have a hearing at which they could show cause why they should not be thus classified.

For example, a station given a modified license as duplicated Class I (duplicated clear) in lieu of its present assignment as assigned clear channel station on a regular basis, could protest the Commission’s ac- tion. Similarly, a regional station classified under the new rules as a Class III-B, which might not per- mit it to use 5,000 watts at night as the new rules provide, and which would not be afforded the same degree of legal operation over- wise a Class III-A station, also would have a basis upon which to register a protest and demand a hearing. The FCC might present its claims for the preferable as- signment.

The doubt exists as to the Com- mission’s disposal of the issue pre- cipitated by the proposed rule which would automatically ban commercial operation and experimental authorizations in having experimental grants. Under the rules, all experimental au- thorizations for increased hours or increased power are wiped out and all the stations are accommodated in another fashion. Thus the slate would be wiped clean on such ex- perimental authorizations, which in the past have been described as a “subterfuge” in that the stations have not operated experimentally but regularly.

Objection to the proposed new rule prohibiting commercial broad- casting on an experimental basis was voiced not only by the NAB through its special counsel.

Proposed Changes in Engineering Rules Are Accepted for Submission to FCC

SEVERAL changes in the FCC’s proposed standards of good en- gineering practice for which part of the project new rules and regulations to govern standard broadcast operations, were agreed to at an informal conference June 5-6 called by the FCC Engineering Department and attended by some 50 engineers and attorneys.

Presided over by Andrew D. Ring, chief engineer and assistant charge of broadcasting, who was instrumental in drafting the stand- ards, the conference developed into a roundtable discussion of technical rules. The Engineering Department, through Mr. Ring and Charles McNinch, was ex- pected to submit proposed altera- tions to the FCC, for its considera- tion.

A proposal by Samuel Saraboff, representing the American Com- munications Assn., CIO union, that regulations be modified to require additional operators and techni- cians at stations, was not consid- ered by the conference, and Mr. Ring observed that it was not a subject which the government could consider. The conference also decided that if a formal petition be filed with the FCC itself, Mr. Saraboff also made a plea for introduction of addi- tional safety regulations which were considered during the confer- ence.

Protection of Signals

Highlighting the conversations was the NAB’s exception to the proposed reclassification of Class III-A stations, using 5,000 watts at night, the provision in the rules for protection to the 2 1/2 milli- volt line would not be rigidly ad- hered to. Where warranted, a greater degree of protection will be afforded, it was decided, par- ticularly in the more remote areas where such stations perform a sec- ondary service.

Many stations in the III-B classification, which normally would have a maximum power of 1,000 watts, but which operation was raised as to whether such sta- tions could procure 5,000 watts night power. Mr. Ring pointed out that such instances a technical conference would be taken into account but explained that from an engineer’s standpoint stations would not be protected unless it was shown that the channel could not be cleared with adequate power. Of the additional power would not prevent further use of the channel by other stations.

The most considerable discus- sion on mandatory use of a phase and current indicator by all sta- tions employing directional anten- nas. It was recognized that such an instrument is desirable for certain types of antennas and that the cost might run from $200 to $1,000 per installation. No decision was reached during the conference as to making such a requirement man- datory. Instead, it was felt this matter if the additional power would not prevent further use of the channel by other stations. The most considerable dis- cussion on mandatory use of a phase and current indicator by all sta- tions employing directional anten- nas. It was recognized that such an instrument is desirable for certain types of antennas and that the cost might run from $200 to $1,000 per installation. No decision was reached during the conference as to making such a requirement man- datory. Instead, it was felt this matter should be left to the discretion of the Commission.

The rule governing use of aux- iliary transmitters was broadened so they may be employed for a period not exceeding five days during maintenance and modification of the main transmitter as well as during failures. For this five-day period no experimental authorization either the FCC will be required. More- over, it was decided that stations no longer will be required to notify the Commission when using auxil- iary transmitters.

(Continued on page 58)

MOBILE UNIT of WGBA, Cleve- land, enjoys the distinction of be- ing the first vehicle on Cleveland’s new $6,000,000 steel-arch bridge, opening yesterday evening. It was hauled overnight by crane to the bridge span 120 feet above the old bridge.

B stations, under particular oper- ating conditions, to use 5,000 watts at night, depending on individual circumstances.

NAB’s Stand Outlined

By Loucks, Special Counsel

Opening the six-hour oral argument session June 1 before the full Commission, the exception of Chairman McNinch, Philip G. Loucks, special counsel of the NAB, outlined in industry asso- ciates stand on the proposed rules.

Emphasizing the importance of keeping regulations flexible to ac- commodate industry development, Mr. Loucks termed the proposed rules as “a substantial first step” toward agreement. Moreover, some latitude also may be permitted in allowing class III-
extension of the license term at this time", he added that "far greater stability is needed than that which will be supplied by extending the normal license period to one year."

The NAB considers the recommendation a step in the direction of greater stability from which will flow improved service, he commented, but suggested further study will reveal that the reasons for extending the term to one year may be applied equally or a greater force to a longer period.

**Restriction on Common Antennas Criticized**

Rule 32.06 (e) also drew NAB objection insofar as it prohibits the simultaneous use of a common antenna, where two licensees are owned or controlled by the same person or corporation, or where two licensees have an agreement between them which is satisfactory to the Commission. Mr. Loucks said the NAB felt the rule should be omitted entirely, or modified to permit simultaneous use by separate licensees provided use is in conformity with an agreement approved by the Commission.

Two more NAB exceptions arose from Rule 34.26 (a) and (b), governing entries to be made on the program and operating logs. Mr. Loucks called for clarification of the language "with an indication of the type of announcemen" in paragraph (b), calling for an entry briefly describing each program broadcast, he said, to avoid any possible misunderstanding of whether the entry should show the names of the artists presenting the program, the name of the network in case of network features, or the name of the recording company if it were a recorded program. The rule presents some of the practical problems involved in the construction of Section 317 of the Act, relating to the identifying of sponsored material.

Mr. Loucks' final observation concerned Rule 36.04, requiring licensees to permit the recording of a complete record of all requests for broadcast time made by or on behalf of candidates for public office. "It is the view of the NAB that it will be sufficient for all purposes of the law if the record of requests for political time be turned to the Commission rather than to the public," he declared. "It is difficult to understand how full purpose can be served by requiring the licensee to permit members of the public to record the broadcast. Furthermore, the rule does not prescribe the length of time such records must be kept; it is the sole discretion of the company, nor does it presume to limit the time for their inspection."

BROADCASTING, Broadcast Advertising

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**Clear Channel Group Seeks Power Over 50 kw.**

Appearing on behalf of the Clear Channel Group, Louis G. Caldwell followed Mr. Loucks with a lengthy plea that the regulations be amended to permit clear channel stations to use the power in excess of 50 kw. Pointing out that of the 122,000,000 U. S. (1930) population, some 15,000,000 living in 40% of the area of the country do not receive a satisfactory signal from a single station in the daytime, and some 28,000,000, dwelling in about 60% of the country's area, do not receive a satisfactory signal at night, Mr. Caldwell declared that the "only method of effecting improvement in the area for daytime or nighttime broadcast is by increasing the power of clear channel stations above the maximum of 50 kw. permitted by the present regulations of the FCC."

He added that the Commission's recommendation that the number of clear channels be reduced from "a theoretical 40" to 25 and that a 60 kw. power limit be placed on clear channel stations drew pointed criticism from Mr. Caldwell.

"There is not a fact in the record," he continued, "there is not a fact in the Committee's report, showing that harm would result to anyone from amending the regulations so as to permit clear channel stations to use power in excess of 50 kw., either to the public, or to any network, or to any class of station, with the possible exception of three regional stations and one local station, all four located at Milwaukee and South Bend, which might receive fewer network commercial programs than at present or, at the worst, might cost their present network affiliations."

"For the rest, the Committee provides us only with conjectures, statements, and uncertainties which are not only not supported by evidence but frequently fly in the face of unimpeachable facts. For the most part, they are mere words and, what makes this argument all the more difficult, vague words having an unpleasant flavor but without any tangible meaning, making it exceedingly difficult to understand what issues the Committee intended to raise and decide."

Citing "monopoly" as one of the words "with sinister implications" appearing "here and there" in the report, Mr. Caldwell said "the word, or even the suggestion of its possibility, was never more loosely unjustly applied than has been to the group of 14 clear channel stations comprising the Clear Channel Group, all of which are independently owned and all of which, with one exception, are located in different cities scattered over the country from Rochester and Atlanta to Los Angeles."

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**CBS PREPARES for television service from its studios in New York's Grand Central Terminal Bldg. and its station in the Chrysler Tower.** Pointing out the television installations in the Chrysler Tower, at right Gilbert Seldes, CBS director of television programs, is shown at control desk of the Grand Central studios. Standing by his right is David Law, assistant director of television. At left, John Purcell, the chief technical engineer, who has supervised the installation of the equipment. "CBS PREPARES for television service from its studios in New York's Grand Central Terminal Bldg. and its station in the Chrysler Tower."

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**Objects to Breakdown of Net Income Data**

Mr. Caldwell also took issue with "social and economic factors," "a third phrase with an impressive ring", which has boomed up at every turn since the October, 1935, hearing", and which he described as "a veritable Pandora's box of evils for the listening public in areas now inadequately served."

He added "a constant implication" in the report that the revenue and income of clear channel stations should somehow be considered a factor in the evaluating against the proposed power increase.

According to figures used by the Committee, the entire industry's net income for 1937 was $22,630,174, of which $4,640,900 proceeded from networks and $17,986,284 from the 624 stations of the country, he pointed out, adding that according to the same figures, the 33 stations with 50 kw. or more, including WLW, accounted for about half the net income of the 624 stations. From this the Committee infers that danger lurks in giving these stations more power, he commented.

"The trouble, as usual, is not with the figures but with the statistician who claims that if stations are given more power the revenue and income of clear channels stations should somehow be considered a factor in the evaluating against the proposed power increase. According to figures used by the Committee, the entire industry's net income for 1937 was $22,630,174, of which $4,640,900 proceeded from networks and $17,986,284 from the 624 stations of the country, he pointed out, adding that according to the same figures, the 33 stations with 50 kw. or more, including WLW, accounted for about half the net income of the 624 stations. From this the Committee infers that danger lurks in giving these stations more power, he commented.

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**Regional Object to Superpower Proposals**

Among other "failures" charged to the Committee's report by Mr. Caldwell was his tone of acceptance of the status quo as a reason for preventing change, a reasoning appearing "at many junctures, in the Committee's discussions of the present network system, of the present classification of stations and their relative positions, of the present standards of what constitutes service, and so on."

Concluding, he declared: "The underlying premises of the report, if followed to their logical conclusions, will do more to create vested rights in individual broadcasters than was ever dreamed of by those who, in the early days, claimed priority in the use of wave-lengths in order to protect themselves against interference."

Paul D. P. Spearman, representing the National Association of

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Regional Broadcasting Stations, opposed the Clear Channel Group's plea for superpower and urged duplication of clear channels if not in their current form. Mr. Porter, former chairman of the NAB, said that he considered the position of the NAB on the Havana Treaty provisions. Emphasizing that NABs did not question the technical feasibility of superpower, he said that from a social viewpoint there should be duplication of clear channels, and declared "our only quarrel is in preservation of regional and local outlets".

"We have no networks," he commented in observing that broadcasting during the last decade would have been "a mess" without them. If the network audience of regional stations were taken from them, as might result in the proposed conglomeration of stations, to advertisers and listeners were influenced by superpower operations of clear channel stations, the regions probably would be driven out of business, he declared.

Answering the question as to whether the regions would oppose superpower operations of the networks in the new networks, Mr. Spearman said he didn't know if they would be in a position to do so. The idea is, he said, that if networks are indicated, Mr. Cagle will state them were indicated, Mr. Spearman said he didn't know if they would be in a position to do so.

Independent Group Opposes Clear Channels

Citing testimony of Andrew D. Ring, FCC assistant chief engineer, whom he has described as "a sincere and capable advocate of high power", at the June 6 hearings last year, Mr. Spearman said that in the light of the testimony the FCC should decide whether a regional station on the Pacific Coast could duplicate the channel of a 500 kw station in the East Coast, whether in New York or Boston, without interference. The fact that high-power stations are operated in Europe is no argument for such powers here, he said in refuting Mr. Cagle's statement.

"We have no networks," he added, declaring "if and when we have networks, we shall talk to regional stations in the East Coast, and will not have much objection to superpowered stations".

Mr. Cagle is representing National Independent Broadcasting Association, and Mr. Sutton also held that superpowered operations would prevent maximum use of channels. "There should be no arbitrary allocation of a frequency to insure use solely to one station," he declared.

Commenting on the proposed "public inspection of program records", Mr. Ring said, "It is one step farther in imposing an undue burden on licensees", and agreed with the position of the NAB that the FCC should protect the public interest in these records rather than placing them on public display.

Inspection of Records Opposed by CBS Counsel

Paul A. Porter, CBS Washington counsel, expressed CBS' general favor with the Committee's proposal for a few exceptions among them that between commercial use of facilities operating on a special experimental authorization (R.B.), a three-year extension of the license period to only one year instead of the full statutory term of three years, and future concessions in effecting subsequent treaties when the needs and demands of these countries become the most sincere of the United States.

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More than 69,000 boxtops were received by a manufacturer of a children’s confection from his first month’s advertising on WLS --- and from a program broadcast at 8:30 A. M. Chicago Time (six days a week). This response --- not unusual to WLS---was for a new advertiser --- with a tested WLS program. *WLS Gets Results!*
NAB and ASCAP Prepared To Start Contract Dickering

Industry Copyright Committee Holds Preliminary Meeting on Proposals for New Royalty Pact

CONFERENCES between representative committees of the NAB and ASCAP will begin June 15-20, following the expiration of current station and network contracts—for performance of ASCAP's repertoire by radio. Following a two-day session in New York City, a meeting of members of the NAB Copyright Committee, presided over by President Neville, and a session of the Copyright Negotiating Committee itself on a third day, it was agreed to begin conversations with the society on the contract renewal issue. A report on the negotiations will be made by President Miller, as chairman of the Copyright Committee, at the forthcoming NAB Convention in Atlantic City July 10-13.

Nearly a score of committee members and network officials and attorneys attended the conferences at the Ritz Hotel. On the following day the New York ASR Committee, comprising Messrs. Miller, Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, president of WCBS, Baltimore, and Samuel R. Rosenbaum, president of WFNJ, Philadelphia, discussed plans in connection with the ASCAP meeting June 15. It was stated that real progress had been made toward determining the position of the broadcasting industry in the negotiation of a new ASCAP contract.

Four Plans Pondered

While the discussions were of a preliminary nature, the committee looked to acceptance of the fact that past membership meetings of the NAB have voted in favor of a "per use" basis of payment in lieu of the present blanket license. Industry sentiment appears generally to favor a per basis on the premise that stations, which pay only on those programs using ASCAP music.

There was no effort at the sessions to reach a determination of the issue. It is entirely possible that at the convention the committee will simply recommend what it deems the most satisfactory plan, leaving final decision up to the membership.

There was unanimous agreement at the general committee session that the industry must present a united front in dealing with ASCAP, with no network or affiliated stations and independent broadcasters working together to a common purpose.

The committee was advised, it is understood, that newspaper stations, which hold a type of "per program contract" with ASCAP, pay only on programs using ASCAP music; have saved substantial sums as compared to independent station payments; and were advised that it was estimated that in the case of some 80 stations, this saving during a single year amounted to approximately $400,000.

In addition to the basic three proposals under consideration—per piece, under which the composer would place a price on each particular composition; per program, and the present blanket license—a fourth proposal recently introduced by ASCAP is a pool, the broadcasting industry should pool a stipulated sum to be paid as a royalty on each program that is broadcast among stations and networks on a mutually satisfactory basis. This suggestion, understood to have been advanced by Mr. Rosenbaum, was discussed along with the other proposals.

In addition to the five Negotiating Committee members, those who attended the sessions included E. C. Craney, KGIR, Butte, Mont.; Vice-President A. N. Kessel, Rochester, Minn.; Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Shepard 6d, Yankee Networks, New York; McCollough, WGAL, Lancaster; Mark Woods, NBC vice-president; Joseph Repp, CBS general attorney; George C. Streibert, MBS vice-president; I. R. Lounsbury, WGR-WKBW; Harold Wheelahm, WNB, New York; E. Spencer, Andrew W. Bennett and Paul F. Peter, of the NAB Washington staff.

AFM Considering Rules On Nets Band Booking

Desirability of an alteration in the rules of the American Federation of Musicians to permit networks to recognize the booking business was expected to be discussed at the union's 44th annual convention, in Kansas City June 12. In his print-ed report to the delegates, President Schulte, included a number of pages to a discussion of the problem of securing network broadcasts for orchestras, pointing out that the networks, until recently, have not been able to adopt the same rules that the smaller stations must follow.

Changes in the AFM rulings on phonograph records were also suggested by Mr. Weber, who proposed that the "unfair competition" between recording and theatrical orchestras be eliminated by a new ruling limiting the number of records to be made in any recording session. He further urged the convention to adopt a law prohibiting AFM members from recording phonograph records containing commercial copy.

WHEELING STEEL Corp., a Musical Steelmakers, institutionally sponsored program heard over WMAA, Wheeling, W. Va., will take its entire troupe of artists to Hollywood for the first time in its history, with its families, to the New York network, to participate in West Virginia Day ceremonies June 24. The June 25 program will be carried from the exposition grounds.

PONDERING a new recipe in her scrapbook is Mary McConnell, entry of KOB, Albuquerque, N. M., in the "most beautiful home economist" competition. From her expression of rapt inspiration, it can be gathered she's cooking up some culinary surprise for hubby's dinner—sorry, boys, she's married! or she just might be practicing for a role in some Albuquerque community theatre production, with which organization she is active when not tied down by domestic or radio duties.

New Royalty Bill Offered in House

ANOTHER bill, designed to give to recording artists a performing right in phonograph records and transcriptions to enable them to collect royalties, was introduced in the House June 6 by Rep. McNary (D-Pa.). Similar in many respects to the measure (HR-5791) introduced by Rep. Schulte (D-Md.) earlier in the session, the new measure is understood to have the support of the National Association of Performing Arts, which has aggra-vated several years ago as a means of preventing unenforced unauthorized use of copyrighted records by broadcast stations. The McNary Bill (HR-6699) is identical with the Schulte bill, which was included in the provision which would exempt private, personal, civic or political records of a public nature.

The specific purpose of the bill is to prohibit and penalize the recording or other mechanical reproduction of music or other program material without consent in writing of the performers. It prescribes that the consent must be obtained before the program can be recorded or mechanically reproduced for profit or gain. This includes each member of an orchestra and each participant in a program, including announcers. Penalties for violation would be a fine of not more than $10,000 or imprisonment for not more than two years, or both. The bill outlines the types of recording which would be unlawful.

At the annual meeting of the National Association of Performing Artists in New York May 16, President Fred Warner stated that the "fair compensation" was the object of the bill, and urged its enactment. "The performers," said Mr. Warner, "have suffered a further taking more positive action.

Purity to Use 50

PURITY BAKERIES Corp., Chicago (Tayste bread), has cut a series of 100-word one-minute announcements for its Aerogam Corp., Hollywood studios for placement thru Campbell-Mills Agency, on all of its radio stations in a national campaign, starting date of which was not announced. Agency placed the ten 15-yellow and five 15-seconds radio spots. The "Purity Bakers, Inc.," the re-director of the agency, was on the Coast during early June to supervise the recording.
MR. TIME BUYER:

Send for this Valuable Guide to Profitable Radio Advertising!

Detroit and Michigan Markets
PROBLEMS of writers got a going over June 3 at the radio session of the American Writers' Congress, held in New York. At the table (I to r) were: John Brown of AFRA and TAC; Evan Roberts of Federal Theatre Radio Division; Lewis Titterton of NBC and Jerry Danzig of WOR talking it over.

writing Called Key to Better Programs

Authors Given Insight Into Technique of Radio Scripts

By BRUCE ROBERTSON

"WHEN better broadcasts are built, better writers will build them," Max Wylie, director of research and education for CBS, told the writers attending the radio session of the American Writers' Congress, held at the New School for Social Research, New York, June 3. Urging his audience not to "shrub radio aside" nor to regard broadcasters as a "bunch of intellectual castaways," he pointed out that radio can "bring your finished result to an audience far greater than any you have ever had before."

Permanency Next

"This concept," he continued, "should be of some interest to the man or woman of words because he believes he has something to say. Now he has a vast audience to whom to say it. . . . an audience that is perpetually membrane . . . that is willing to enjoy his joke . . . to join in his bitterness . . . to share his laughter, to go along with him in his enthusiasm, his angers and miseries . . . to participate in the experiences of the characters he brings us . . . to appraise and digest the flavors that make him the precise sort of writer he is. That is one of the gratifications which broadcasting can bring to the writer: The findings of his own life and the beliefs of his mind have instantaneously affected a multitude of people. The impact of his thought and feeling have been delivered everywhere at once."

Answering the criticism of writers who have shunned radio because "a radio program which may have taken its writer two weeks or two months to prepare is over and forgotten in 30 minutes," Mr. Wylie said the best of the better broadcasts are being perpetuated through reprints in books and magazines from the recordings. He predicted that this "will come an important and regular companion to all broadcasting enterprises within the next three years and that it will continue as a regular accessory of radio as long as radio endures."

Evan Roberts, director of the Federal Theatre Radio Division, reported that his organization had had many successful whole sets of recordings of its Men Against Death series on CBS and its Epic of America on MBS, chiefly from educational boards and institutions, which he classed as the foremost market for such recordings today. However, he added, "I should say that all of those who buy recordings of symphonic music pretty nearly the very ones who make up the book-buying public would like to see the recordings of works by their favorite au-thors to play again and again, just as they play their records of symphonies."

He also stated that the American Booksellers Guild had offered to carry records of outstanding broadcasts in book stores throughout the country, in addition to the printed editions of such programs as Archibald MacLeish's Fall of the City and Air Raid, or Norman Corwin's They Fly Through the Air, which the bookstores are already selling.

An anthology of 14 Columbia Workshop plays to be published by Whittlesey House in July, coinciding with the Workshop Radio on CBS, a summer series of eight repeat and five new Workshop dramas, was announced by Mr. Wylie, who added the monthly radio anthology, "Best Broadcasts of 1938-39," will be published in the fall, to take its place with the annual "Best Plays" of Burns Mantle and the O'Brien collections of best short stories.

Never Any Censorship

Censorship, a nother bugaboo that keeps writers away from radio, was scouted by Arch Oboler, leading radio writer, who said that he had never been aware of any radio censorship. "In my plays," he declared, "I have discussed the most controversial subjects without raising the slightest objections from listeners or officials. On the air, it is not what you say, it is what you say it."

"Nothing influences the audience as much as a strong script; it is the script that influences the listeners. Scripts are the only influence you have."

An actor's view on radio writing was contributed by John Brown, member of the IRTA-b of U. S. Office of Education, H. V. Kaltenborn of CBS, John Brown of AFRA and TAC; Evan Roberts of Federal Theatre Radio Division; Lewis Titterton of NBC and Jerry Danzig of WOR talking it over.

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with the networks in presenting some 11 series, planning and writing the programs for which NBC and CBS supplied actors, music, scripts, etc., said that the purpose has been to demonstrate new techniques in radio education," citing Americs All—Immigrant, All—Freedom River, Brave New World and The World Is Yours as examples of the prog--made. Only through the"
The astute advertiser will find in the nine Southern California Counties a "ten strike" in advertising results during the Summer months, for 1,000,000 SUMMER VISITORS will enter Southern California during late June, July, August and September. These visitors will spend $96,196,329* while in the State of KFI.

They will enjoy our hospitality, revel in the thrills of the playground of the nation, spend liberally for their current needs and the impulse buying of the away-from-home purchaser and of course listen to their favorite NBC programs over KFI.

This vast purchasing power plus the normal income of 3,837,400 people who constitute the Billion Dollar State of KFI is delivered to you by the far-flung power of KFI and the unchallenged popularity of KFI-NBC features.

*Estimate of All Year Club of Southern California.
Great crowds of visitors are enjoying the exhibits at the RCA Building at the New York World’s Fair. And, across the country, many thousands are being thrilled by similar exhibits at the San Francisco Exposition. Chief attraction is the demonstration of television which offers many visitors their first opportunity to see how television pictures appear on the screen of a television receiving instrument.

But these exhibits show you many other things. You can see a complete representation of everything RCA does in carrying out its world-wide services for the benefit of the public.
The home of Radio Corporation of America—the headquarters of the only organization engaged in every phase of radio

Set in the heart of New York is a city within a city. As you know, it is Radio City. Its "city hall" is the seventy-two story RCA Building. From here are directed all of the manifold services of RCA. Basis of all is RCA Laboratories. In them vital research is carried on in radio and television. Great universities are usually thought of as the homes of research. The fact is that in RCA Laboratories there is now a group of research men who probably exceed in number and can certainly match in ability, those engaged in any one phase of research, in any university in the world.

The Radio Corporation of America serves the listening public through the Red and Blue Networks of the National Broadcasting Company. In the home, RCA Victor Radios, RCA Victrolas, and Victor and Bluebird Records afford the finest in radio and records. Now RCA Victor Television Receivers are bringing the thrills of television to families in the New York Metropolitan Area. And, added to these services for the home are those rendered in manufacturing a complete variety of radio equipment, sound equipment, and motion picture equipment such as RCA Photophone, the Magic Voice of the Screen.

Through R.C.A. Communications, worldwide communication service is provided to and from 43 foreign countries. There is also service among leading cities in the United States.

Radiomarine, another of the RCA family, offers communication service to ships at sea. It also builds radio devices for safeguarding lives and property on ships.

When you are in New York, you are cordially invited to visit Radio City. You are also invited to visit the RCA Building at the New York World’s Fair, where you can see a demonstration of all the activities of the Radio Corporation of America and get a clearer idea of what they mean in your industry.

May Net Billings Reach New High Mark And Approach All-Time High of March

WITH a combined total of $7,000-195, gross billings in the 617 new wide networks in May set a new record for the month and came close to reaching the $2,392,178 total billings of July 4, 1955, established in March. Reversing the usual downward trend for this time of year, May billings were 8.5% better than those for April, and 15.7% better than the $6,800,684 for May, 1958. For the first five months of 1959, network billings totaled $34,671,220, a gain of 6.9% from the $32,422,932 reported for the same period of 1958.

CBS in May had the best month in its history with a gross of $3,068,900 that beat out the previous peak of $3,034,317 in March, 1958. Cumulative CBS billings for the year to date are $1,405,638, up 4.4% from the $1,361,060 for the same period of last year. Mutual, whose $324,764 for May was 20.3% below the May, 1958 average of $406,510, came in with an 18.2% increase over the May, 1958 total of $1,347,410. Mutual's share of network billings in the first 13 consecutive months in which MBS billings were better than those for the same period of the previous year, shows the largest percentage gain of any network for the year. So far this year, Mutual has billed $1,396,049, 22.5% more than for the first five months of 1958.

Johnson Remains Head As KTSA Changes Hands

Mr. Johnson, San Antonio, from Hearst Radio to the Sunshine Broadcast Co., of which O. L. (Ted) Taylor for KTSA in San Antonio, it was announced that George W. Johnson will continue as the station's manager and that other personnel changes will be made. Mr. Johnson from 1933 to present.

Mr. Johnson 1936 was treasurer of the old Southwest Broadcasting System, affiliated with KTSA as a salesman when it was purchased by Hearst in 1936. He was named manager of KTSA in 1939 when Harold Burke was transferred to WBAL, Baltimore, as manager.

Following the transfer of KTSA, it was disclosed that 20% of the stock has been distributed to others than the Gene Howe-O. L. Taylor and group which operates KGRC, Lubbock, and KGRV, Weslaco. Mr. Howe, publisher of the Amarillo Globe-News, is 56% stockholder; Mr. Snowdon, at 10.5%, lumbertman, 29%; Mr. Taylor, director of the stations, 10%. The other stock holders are E. J. Brannen, 6.5%; Harold Burke, 5.3%; Aubrey Mitchell, 4.3%; Elliot Roosevelt, president, president of Texas State Network, 5%; E. L. Williamson, 2%; and H. J. Robinson.

Vicks Spot Plane

VICK CHIMICAL Co., Greensboro, N. C., has begun an extensive spot campaign for Vapo-Rub and Vapex to start early in September. Scheduled for 10,000 hours in major markets. George Durham of Morse International, New York, agency handling the construction of the station, is now on tour through the country lining up the 90 to 120 stations.

KWFT, Wichita Falls, Joins CBS, Starts Soon; Buck Is Named Manager

Plans for the new KWFT, Wichita Falls, Tex., authorized last week by the FCC to replace KBWT which was dissolved last week after that station had been moved to Fort Worth, are progressing and the new station is being installed along with a 400-foot Lehigh radiating tower, according to Joseph B. Carrigan, general manager and president of Wichita Broadcasting Co. The station is expected to start operating on July 15, using 250 watts and 620 kc.

According to Mr. Carrigan, Morgan R. Buck has been elected vice-president of the company and will be the station's manager. He formerly was with WHEC, Rochester, and most recently has been engaged in radio activities on the West Coast; William P. Hodd, formerly of KGKO, has been named assistant manager; Wilhelm Thompson, formerly program director of KWTY, Sheridan, Wyo., reports to the company as program director. John H. Adams, formerly plant engineer of KGKO, is chief engineer.

The transmitter site three miles west of the city comprises 55 acres. Studios are being constructed on the Kemper Hotel in downtown Wichita, and will be completely outfitted by the end of June. According to Mr. Carrigan, the station will become an affiliate of CBS as soon as it starts operating. Paul H. Koster Co. has been named national representative.

March Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Network</th>
<th>1959</th>
<th>1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>1959</td>
<td>1958</td>
<td>% Gain</td>
</tr>
<tr>
<td>NCB</td>
<td>$4,035,500</td>
<td>$2,959,516</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,455,625</td>
<td>$2,485,053</td>
</tr>
<tr>
<td>Mar.</td>
<td>$2,569,894</td>
<td>$2,810,565</td>
</tr>
<tr>
<td>Apr.</td>
<td>$2,041,804</td>
<td>$2,314,322</td>
</tr>
<tr>
<td>May</td>
<td>$2,834,272</td>
<td>$3,034,317</td>
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CBS

<table>
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<tr>
<th>1959</th>
<th>1958</th>
<th>% Gain</th>
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<tbody>
<tr>
<td>Jan.</td>
<td>$2,674,057</td>
<td>$2,797,946</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,541,442</td>
<td>$2,689,305</td>
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<tr>
<td>Mar.</td>
<td>$2,356,906</td>
<td>$2,564,818</td>
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<tr>
<td>Apr.</td>
<td>$2,854,098</td>
<td>$3,414,339</td>
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<tr>
<td>May</td>
<td>$2,758,810</td>
<td>$3,424,457</td>
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</table>

MBS

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<tr>
<th>1959</th>
<th>1958</th>
<th>% Gain</th>
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</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$315,078</td>
<td>$326,984</td>
</tr>
<tr>
<td>Feb.</td>
<td>$276,058</td>
<td>$298,000</td>
</tr>
<tr>
<td>Mar.</td>
<td>$324,642</td>
<td>$349,075</td>
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<tr>
<td>Apr.</td>
<td>$262,626</td>
<td>$287,695</td>
</tr>
<tr>
<td>May</td>
<td>$296,764</td>
<td>$326,700</td>
</tr>
</tbody>
</table>

Churc Station Sold

Another broadcasting station licensed to a religious institution passed into new hands June 6 when the FCC authorized a transfer of WBNO, New Orleans local, from the Coliseum Place Baptist Church to the new organization, in which the stock is owned by James A. Noe, oil operator and former Gov- ernor, Louisiana. The station has been long operated commercially, its transmitting plant already being owned by WBNO Inc., the new owner, which is proposed to move the station to the Kemper Hotel in downtown Wichita, and will be completely equipped by the end of June. According to Mr. Carrigan, the station will become an affiliate of CBS as soon as it starts operating. Paul H. Koster Co. has been named national representative.

New Ohio Outlet

UNLESS exceptions are filed within 20 days by opposing attorneys and the FCC rules on oral arguments before the FCC, a new 250 watt daytime station on 1570 kc. will be authorized for construction in Mansfield. A petition to construct the station was filed Jan. 26 and the station's hours of operation are set July 3. The station will be affiliated with the Ohio-wide federation in which the owners and stockholders are George Satterlee, Mansfield; Willis C. Hoard, Mansfield; Elmer A. Kessel, local auto dealer, vice-president, 54 shares; John F. Clark, secretary and treasurer, and stockholder, 50 shares; W. L. Rees, Cleveland auto dealer, engineer, 30 shares. It is proposed to operate the station with a staff of four, including the charges of the station.
Construction has already started on the above building for the United Gas Pipeline and Union Producing Company office building in Shreveport. It will be seven stories high, completely air-conditioned and modern in every respect. Upon its completion about January 1, 1940, more than 300 families will be moved from Houston to Shreveport.

In the meantime a half-million dollar apartment unit for 120 families is nearing completion. A new million dollar 17 story bank building will soon be started. Carpenters, bricklayers, electricians and other building tradesmen are working night and day in Shreveport. Business is booming.

Construction has already started on the new KWKH transmitter plant of 50,000 watts.

You can't afford to leave Shreveport and KWKH off your radio schedule. We're doing a mighty fine job for advertisers in this rich, able-to-buy market.

50,000 Watts SOON

SHREVEPORT KWKH LOUISIANA

A SHREVEPORT TIMES STATION CBS REPRESENTED BY THE BRANHAM CO.

BROADCASTING • Broadcast Advertising
WJR, WGAR Sign New CBS Pacts

Lengthy Negotiations End as NBC Offer Is Rejected

WJR, Detroit, and WGAR, Cleveland, continue as CBS affiliates for several years with the signing June 5 in Hollywood of new contracts by that network and G. A. (Dick) Richards, chief owner of the stations. The WJR renewal is for five years dating from September 1940. The WGAR becomes effective in the fall of 1943.

Included in the agreement is a stronger affiliation with its NBC, KPAC, Bernstein, Cal., also owned by Mr. Richards. The latter station will continue to carry local and network programs which cannot be released over the CBS owned and operated KNX in Hollywood because of local commercial commitments.

Leo Fitzpatrick, executive vice-president and general manager of WJR, who conducted the negotiations along with Mr. Richards, declared that contracts were signed on terms agreeable to both parties. No other details were divulged. Mefford Runyon, vice-president and director, and Herbert V. Akerberg, vice-president in charge of station relations, handled the negotiations for WJR, resulted from the sessions in early June. Left to right, in Vice-President D. W. Thornburgh's Columbia Square office, are W. B. Lewis, program vice-president; Mr. Thorn-

Hollywood Points to Its Sales Record, Belittling Talk of an Exodus Eastward

By DAVID GLICKMAN

DESPITE talk to the contrary, Hollywood's importance as an originating point for national network commercials will continue and next fall will bring another boom season to its doors. Present Hollywood radio season, drawing to a summer close, has completed the most spectacular selling job in advertising history, according to agency and network executives. They point out that even an unlikely d i o entertainment elsewhere for origination. A dvertisers want "name" attractions and therefore must come to Hollywood for the

WBNX Gets Renewal

WBNX, New York, cited by the Federal Radio Commission, renewal of license because of program renditions, was granted a regular renewal of license June 8 in line with the recently inaugurated policy of eliminating temporary license renewals involving programs. The Commission issued a petition for reconsideration and simultaneously cancelled a hearing which had been scheduled involving its renewal. The programs allegedly involved in the temporary suspension bid with the motion picture advertisement titled "Girls in Danger", another dealing with an allegedly improper song in Italian and a third alleging Fascist propaganda broadcasts.

AFRA Negotiates In Hollywood Area

Starts Drive to Bring in All Independent Stations

FOLLOWING the move started by its parent organization in New York, Los Angeles Chapter, American Federation of Radio Artists, has launched a campaign to get all Southern California independent stations under contract, setting up new rates and working conditions. Station classifications of A, B, C, and D have been established on the basis of rate tables and considerations.

Los Angeles Chapter is now negotiating a new sustaining contract calling for a minimum scale units for radio KPFW, Hollywood. A sustaining pact has also been submitted to KFRC, KFWB, and others, which comes under the independent station classification, although NBC and Blue network outlets.

Agreements to use WJR, Holly-wood-owned and operated by CBS, is already in effect.

Scalor hour songs for singers, actors and announcers are sought by AFRA under local and regional broad-casting systems. Lee Broadcasting System, Los Angeles, and AFRA have a contract covering wage scale and other agreements on sustained programs originating from KFWB, KFRC, that city and KFWB, San Francisco.

Transcontinental scales and conditions will be brought to effect within a few months to networks several months ago by AFRA failed to provide for the Pacific Coast agreement, which will now be covered.

Beginnners Restricted

A concentrated drive to regulate Southern California radio schools and eliminate those of questionable character will also be launched shortly by Los Angeles Chapter, I. B. Kornblum, executive secretary and associate attorney of Los Angeles Chapter has been authorized by AFRA national executive board to draft a regulation similar to that devised by Actors Equity for control of the Little Theaters. Such programs will be limited to move students and amateurs from competition with professional talent members of AFRA.

It is now the belief that legitimate radio schools will be licensed and certain provisions made for radio appearances of students on independent stations. Every encouragement will be given legitimate radio schools, but certain regulations of those licensed is planned as protection to both radio actors and the public, according to Mr. Kornblum.

An agreement will also be worked out with various independent stations giving radio appearances of students and amateurs on radio programs, which will require announce ment that the performance is being given by students or amateurs, eliminating belief that talent is professional. No hardship will be placed on beginners, it was emphasized. The move is merely to segregate amateurs from experienced talent and regulate appearances of students and amateurs on independent stations. Every encouragement will be given legitimate radio schools, but certain regulations of those licensed is planned as protection to both radio actors and the public, according to Mr. Kornblum.

A GEOGRAPHICAL rarity for CBS is depicted in this photograph, and shows the New York executives of the network in Hollywood, in which they discuss Detroit and Cleveland network affiliations. Renewal of the CBS affiliations of WJR, Detroit, and WGAR, Cleveland, following a competitive proposal from NBC for WJR, resulted from the sessions in early June. Left to right, in Vice-President D. W. Thornburgh's Columbia Square office, are W. B. Lewis, program vice-president; Mr. Thorn-
Enjoy maximum Studio Control Flexibility

... with this new and modern Speech Input Bay and Control Console

ASK YOUR ENGINEER about these features

Inputs (Equipment as stocked): 3 studio microphones, 1 booth microphone, 2 transcriptions, 2 remote lines or networks, 1 spare.

Overall Gain: Approximately 166 dB.

Overall Frequency Response: Uniform within ±1 dB from 30 to 10,000 cycles.

Output: 600 ohms.

Output Level: ±12 vu.

System Noise Below Program at Output: (as measured in laboratory with 70 db net system gain)—

Weighted (as the ear would hear it): ... 69 dB.

Unweighted: ... 56 to 60 dB.

Distortion: Less than 1% under normal operating conditions.

Power Required: 105 to 125 volts, 50 to 60 cycles with a power consumption of approximately 160 watts.

Bay Cabinet Dimensions: Approximately 8¼' high (77' panel mounting space) x 21½' wide x 13½' deep.

Control Cabinet Dimensions: Approximately 8' high x 20' long x 7½' deep at the base (sloping panel).

You've got something extra when you can tell your prospects and sponsors that your station is

Western Electric EQUIPPED FOR BETTER BROADCASTING

The Western Electric 704A Speech Input Bay—plus the 721A Control Cabinet—gives you a convenient and compact, AC operated, single program channel assembly—with space for adding a second program channel for stand-by, audition or dual program operation.

This equipment provides maximum control flexibility—circuit and equipment adaptability to varied operating requirements, with highest quality performance.

Doolittle Operates Staticless Station

Frequency Modulation Used By Mountain-Top Transmitter

ANOTHER New England experiment with Maj. Edwin H. Armstrong frequency modulation system is "staticless" transmission and reception is now under way from the highest point of West Peak, a mountain in central Connecticut under the direction of Dr. Franklin M. Doolittle, owner of WDRG, Hartford. The transmitter was designed by Prof. D. E. Noble of Connecticut State College, using essentially the same elements as those in the Yankee Network system now also undergoing tests [BROADCASTING, June 1].

A 94-foot turnstile antenna has been erected near the face of a cliff at an elevation of 2,000 feet. According to Dr. Doolittle, it is substantially the same that employed by Maj. Armstrong except that it is fed by a concentric transmission line instead of open wire. The antenna is fed by W1XPW and operates with 1,000 watts power on 44.6 mc.

"Although we have made certain preliminary tests, and Doolittle reports, our information on coverage is as yet incomplete. We can say, however, that the signal in Hartford is so strong that it completely overrides all noise even in the valley downtown where reception has been reported from points as far distant as New York City and Worcester."

Difficulties Met

The accompanying photograph gives some idea of the topography of the station's site and the resultant difficulties met in construction, which was completed May 13. The transmitter and transmission towers and the nearby cottage are the only structures on the mountain with the exception of a few summer camps. The station had to dig its own water well and generate its own power. According to Dr. Doolittle, the station will receive its power and transmission via a ultra-short wave frequency modulated transmitter on a hilltop roof of the house, 17 miles away. The line to the transmitter will operate on 199.7 mc.

Dr. Doolittle states that he confidently expects the station "will produce a noise-free service over the entire State of Connecticut and a considerable portion of Massachusetts." Surveys are now being made. The special receiving sets required for receiving the frequancy modulation programs are not in production at General Electric and Stromberg-Carlson plants, and both of these companies are also planning transmitters.

Libel Ruling

SUPREME COURT Justice Ernest L. Hamer of New York State supreme court on June 6 reserved decision on a libel suit for $100,000 brought by Edward A. Frese, securities dealers, against NBC, Benton & Bowles and Gen. Foods Corp. against their firm, Arnold & Frese, was slandered on a humorous program broadcast Nov. 11, 1937, by General Foods Corp. on NBC.

Institutional

ANOTHER heavy industry which does not sell its goods direct to the consumer became an institutional radio sponsor last month when United States Rubber Corp., manufacturers of cable and wire rope used in building construction, mines, hoists, elevators etc., began featuring a Wednesday evening program. The series of institutional talks on KITE, Kansas City. Only "plug" during the show tells about the company's team in the local softball league whose play-by-play is covered by KITE.

Pa. Facility Boosts

FULLTIME operation for WKOK, Sunbury, Pa., 100-watt on 1210 kc., which has been operated on specified hours, was authorized by the FCC in June 6 decision. The day shift was increased to 12 hours, and the proposed findings of fact and conclusions to grant WJAC, Johnstown, Pa., authority to change from share of network time on 1311 kc., used to WFBG, Altoona, to fulltime on 1370 kc. with 100 watts night and 250 day. The proposed findings are tantamount to a grant unless exceptions are filed in opposition within 20 days.

AN EARLY MORNING CHECKUP

WTMJ Giving Away 3,650 Radios to Those Who Tell Bill Evans Name of Gift Song

A SIGNIFICANT attempt to change listening habits in the early morning hours has been undertaken in the spectacular promotion built around "Joy of the Morning," daily participating feature on WTMJ, Milwaukee, from 6 to 8:30 a.m. each weekday. WTMJ is giving away 3,650 radios each day for a year to listeners during the campaign, using the theme, "Get your eyes and ears open," and its entertainment, news and service features, conducted by Bill Evans.

A unique device is used to distribute the 10 radios each day. During each program a musical number is played and announced as the "gift song." Immediately after the program Bill Evans makes personal calls in various parts of the city. He rings doorsbells, introduces himself and asks if the residents heard his program. If anyone in the household can name the "gift song," the home is awarded a radio which carries the inscription, "Courtesy of WTMJ, The Milwaukee Journal station".

Householders who hear the program but cannot name the song receive a consolation prize as a goodwill builder, while those who haven't heard the program are given a souvenir card explaining the stunt.

WTMJ believes the idea will yield valuable listener survey material, since Evans keeps a record of all calls, which will be tabulated into a composite of early morning listening habits. It is planned that he will call at each household again at a later date to note any changes.

The station is promoting the stunt elaborately, running teaser ads in the Milwaukee Journal and announcements on WTMJ, putting signs on Journal booths and tent cards. Presenting Evans in guest appearances on other programs of the station.

Coincident with the promotion, several changes were made in the program format. A news period was added at 6:30 a.m., giving the feature five news spots; a new programming policy permits more repeat numbers and popular music. The program carries such service features as time, temperature and weather reports, as well as helpful reminders about taking the car keys, kissing the wife goodby, and such.

New Display Medium

A NEWS and advertising medium utilizing neon moving words and known as Telesign, offering advertisers the same manner as radio spot time, has been introduced by Ski-Line Motion Bulletin, affiliated with Telesignwriter Co. of New York, at Poshay Tower, Minneapolis. The device is operated by teletype and flashes a continuous message, having been introduced in latter May by the Minneapolis Journal and KSTP, St. Paul, who distributed it to newspapers. The huge electrical bulletin board is mounted atop Poshay Tower and is full width and 12 feet up per portion of the building. Among sponsors said to be interested are Pepsi-Cola, Nash Coffee and Holsum bread.

AP GETS INQUIRIES ON NEWS Sponsors

ALTHOUGH the Associated Press headquarters staff has received about 100 inquiries from newspapers concerning the recent action of the AP board of directors providing AP news products available for use on sponsored broadcasts [BROADCASTING, June 1], no actual sales have been made. The purpose has not been reported, according to W. J. McCambridge, assistant general manager of the AP. However, the inquiries, chief ly regarding rates to be charged and other details in connection with this innovation in AP operations, indicate that most of the 210 AP members with radio affiliations are extremely interested in the field of news broadcasting, it was stated.

One explanation for the lack of sales may be that the 25% increase in the basic assessment, which the paper must pay AP if its news is sold for sponsorship, makes the news too expensive for use by a single advertiser and that unless the station could spread the cost over several sponsors it could not sell AP news in competition to that of other news services. The AP is suggesting that this flat increase should be replaced with a sliding scale that takes into consideration the number of news periods sold by the station.

BROADCASTING was told by the manager of a station owned by an AP member that he said that the present setup he could not offer AP news to advertisers on an equitable basis.

Circle to Leave

KELLLOGG Co., Battle Creek, Mich. (Corn Flakes), will discontinue its weekly half-hour Kellogg Circle on NBC for the summer, following the July 9 broadcast. The sponsor is still mulling the idea of returning that program next fall, the NBC newsmen has indicated, with network time extended to July 1. Likelihood is that either the Circle will be resumed this fall on a half-hour basis or a similar program may come up and at a new network time. From its inception on Jan. 15, the Circle, now in its 15th week, has been featured with, with changes in both cast and production, Sandy Barnett of J. Walter Thompson Co., Hollywood, staff took over production of the show June 12 for the balance of the series.

Magic Key Continues

RCA MFG. Co., New York, has decided not to withdraw its Magic Key of RCA program for the summer months but on June 26 will resign the time from Sunday afternoons to Mondays, 8:30-9:30 p.m. Series stays on NBC-Blue, but the number of outlets are cut from 118 to 55. Program format will remain the same. The company has also renewed its Magic Key sponsorship, however, for two days through Saturdays, 7:30 to 8:00 p.m., on WEAU, New York.

IX A NEW institutional campaign, Oklahoma Gas & Electric Co. has started sponsorship of KOML, Oklahoma City, for a four-week news period, Sunday through Friday, and the weekly half-hour Concert Hall series.
One or all, these 15 stations will do an outstanding spot advertising job for you. Backed by nationally-famous NBC Network Programs, they dominate 10 of the richest markets in America. These "super-spots" command great audiences, kept in a buying mood by the best entertainment. Let us tell you of the sales results they have achieved for well-known advertisers. We can help you plan a coordinated sales effort to reach these super-markets. Write, wire or phone the NBC sales office in any of the cities listed above. Offices also in Detroit and Hollywood.
TH

Fifty Thousand Watts...Power

PROGRAMES...NBC Red

SIGNAL Finest Quality in the Whole

AUDIENCE 58% Population of U

DOING THE BIGGEST AND BEST
ful as any Radio Station in the Entire United Stat

and Blue

Wide World . . . Very Latest RCA

S. within ½ Millivolt Night Signal

McNary & Chambers

JOB FOR THE ADVERTISER...

VERY SOON...

www.americanradiohistory.com
Fire Damage at WBLK
Held Down by Alert Staff

Alert action on the part of its staff saved WBLK, Clarksburg, W. Va., from more serious damage May 31 when a $600,000 fire swept the Robinson Grand Theater building in which the station is located. Only 45 minutes of operation was lost, and the station was back on the air almost immediately to recount the story of the city's most disastrous fire. Temporary emergency studios have been set up in the WBLK transmitter building.

Equipment, furnishings and transcriptions valued at $10,000 were moved from the WBLK studios and saved except for water and other damage, so that the loss will not exceed $7,500, according to Odus Robinson, chief engineer of the West Virginia Network. All damage is covered by insurance.

Manager Mike Layman supervised the staff in evacuating the burning building and saving its equipment.

Don't Leave, Boys!

WHEN WFAA, Dallas, recently made a remote pickup from the annual Fiddler's Contest at Athens, Tex., Cecil Hale, scouting for talent before broadcast time, heard one unit he liked and decided to put it on the air. Hale couldn't get to the bandstand to talk to them because so many cops were standing around, so he yelled to the band, "Don't go away. I want to put you on the air." The musicians just smiled. The outfit turned out to be The Swingsters from Texas State Prison, making their first public appearance!

OFFICIAL government figures show that 2,143,742 radio receiving licenses were issued in Canada during the fiscal year ended March 31, 1939, as compared to 1,164,057 the preceding fiscal year.

New NBC Red Splits

MODIFYING its previous policy that the Basic Red network can be sold only in its entirety, NBC now permits advertisers to use a split Red network between 1 and 4 p.m. on Saturdays and between 10 a.m. and noon on Saturdays, with the provision that contracts for split networks shall contain a 30-day removal clause enabling NBC to shift the schedule to any available period within those times and that the splits be such as do not block circuits from service.

Telephone Co. Sponsor

SOUTHERN New England Telephone Co. has begun sponsorship of Jerry Belcher's Interesting Connecticut Neighbors on a special hookup of WTCI, Hartford, and WICC, Bridgeport, Mondays, 9:30-10 p.m. (EDST). Belcher takes the microphone into village barber-shops, country stores, factories, farms, etc., for interviews and backgrounds of State scenes.

Station at Windsor
Is Planned by CBC

Canadian Press Refuses to Allow News Sponsorship

By JAMES MONTGOMERY

IT IS NOW fairly certain that the CBC will build a new station at Windsor, opposite Detroit. The station will hit the air, if there is no financial complication, by late autumn or at latest by Jan. 1.

The station will be called WFCA, and will use the 1,000-watt equipment of the former CBW, closed down a year ago at the behest of CKLW, Windsor. The CBC states it is reopening the station to supply the area with more CBC service, and will also handle commercial programs.

The commercial department of the CBC plans to place the two new 50,000 watt stations, CBA, Sackville, N.B., and CBK, Watrous, Sask., on the "must" list of stations which national and regional advertisers have to take on contracts for next autumn. No arrangements have been completed as yet as to duplication of these two stations with privately-owned stations now on the CBC national and regional commercial nets in those districts.

"The Canadian Press will not allow its news to be sponsored commercially," J. F. R. Livesay, general manager, stated when asked if the Canadian Press will follow the Associated Press in authorizing sponsorship of radio newscasts. Canadian Press at present supplies free to all Canadian broadcasting stations a daily news service, for which broadcasters pay a flat weekly telegraph toll of $10. Under a new agreement with the CBC, that organization will supply the news to the stations and the Canadian Press will supply the CBC with four daily regional news services at an annual charge of $20,000.

This service has been delayed in operation because of the preparations and extensive coverage given by the CBC to the Royal Visit, but will be in operation shortly.

While Mr. Livesay resigns as general manager on June 30, and cannot speak for future developments by the Canadian Press, he is of the opinion that at least for the immediate future there will be no change in Canadian Press policy on sponsored newscasts. In broadcasting circles it is felt that perhaps the Canadian Press will watch developments of AP sponsored newscasts and formulate its policy accordingly. The last meeting of the Canadian Press directors was definitely opposed to sponsorship of its news, even at increased assessments on member newspapers selling news as AP is doing.

In addition to Canadian Press news bulletins, Canadian stations buy the services of Transradio and British United Press and many broadcast local news gathered by their own staffs. They are allowed to sell time to newspapers for news commentaries.

EDWARD J. KELLY, assistant manager of manufacturing for RCA Mfg. Co., has been appointed manager of radio and record manufacturing and of production engineering at the Camden plant.

GEORGE WALSH . . . .

WHAS again is able to offer George Walsh as sportscaster during the 1939 football season. Walsh has covered an average of 12 games each season for the past five years. His sportscasts have won outstanding recognition.

Big 10,
Big 6,
and
Big 13

SCHEDULES AVAILABLE

Nebraska vs. Indiana
Vanderbilt vs. Louisville
Georgia vs. Kentucky
University of Louisville vs. Centre
Ohio State vs. Indiana
Georgia Tech vs. Kentucky
West Virginia vs. Kentucky
Purdue vs. Indiana
Tennessee vs. Kentucky

WHAS is owned and operated by the Louisville Courier-Journal and Times.

Football OFFERS BLANKET COVERAGE

From Labor Day to New Years . . . America Crowns Football King! Young and old alike, knows; plays; watches; LISTENS to the KING of Collegiate Sports! And in Kentuckiana those who listen to sports set their dials for WHAS.

WHAS

50,000 Watts — 920 Kilocycles

Nationally Represented By Edward Petry & Co.
ACCLAIMED By the Nation's Leading Broadcasters — By Word—And By PURCHASE!

Released since January in restricted areas. General national release June 15th.

SAX ROHMER'S

The Shadow of FU MANCHU
RADIO'S GREATEST SERIAL PROGRAM!

RADIO ATTRACTIONS, INC.
RKO BUILDING • RADIO CITY • NEW YORK

www.americanradiohistory.com
"That's an interesting comment of yours in the new issue of BROADCASTING, Murray. I haven't had a chance to give it a thorough reading yet, but wait 'til I'm settled in my easy chair tonight."
"Thanks, Frank. I have a hunch I'll go for that easy chair business tonight, myself. The mailman showed up a few minutes ago with my copy of BROADCASTING."

Murray Carpenter, Time Buyer, Compton Advertising, Inc., New York City. Compton Advertising placements in 1938 totalled well over $3,000,000.
**WORLD PEACEWAYS**, New York, on June 11 started an intensive promotional campaign to interest women listeners in its Brooklyn Downtown shows. The series, produced by George Helfer, features interviews and informal chats with prominent personalities, including the famous gentleman detective, Sherlock Holmes. The program is sponsored by Budweiser and is broadcast on WOR, New York, at noon and 6 p.m. each day. The series is hosted by Al Babbe, a well-known radio personality in the city, and features guests from a variety of backgrounds, including actors, politicians, and business executives. The program is aimed at raising awareness about the importance of world peace and promoting a positive image of the city.

**WOR Puffs Baseball**

WOR, New York, on June 9 started a new series focusing on baseball interviews and non-technical aspects of the game. The series, called "Red Barber Interviews," features interviews with prominent baseball figures, including Red Barber and Al Helfer. The program is broadcast on WOR, New York, at 9 a.m. each day. The series is aimed at raising the profile of baseball and promoting interest in the sport.

**CBS' Whodunit**

CBS, on June 16, will broadcast "The Famous Gentleman Detective, Sherlock Holmes," a new weekly series. The series, produced by John Durfee, features interviews with prominent personalities, including the famous gentleman detective, Sherlock Holmes. The program is broadcast on WCFL, Chicago, at 9 a.m. each week. The series is aimed at raising awareness about the importance of world peace and promoting a positive image of the city.

**Tea at 2:15**

**TEA PARTY**

TEA PARTY for listeners is conducted by Ruth Lynden, a new Saturday feature of her weekly "Woman's Hour" program on WKRC, Cincinnati. Lynden, who was the youngest to attend the annual meeting of the Suffrage Movement, tells the story of the movement's history and its impact on women's lives. The program is broadcast on WOR, New York, at 11 a.m. each week. The series is aimed at raising awareness about the importance of world peace and promoting a positive image of the city.

**Speakers of Another Day**

QWN, Chicago, has started a new Friday evening series called "Gems of American Eloquence," featuring dramatizations of famous speeches in American history. The series is broadcast on WOR, New York, at 9 p.m. each week. The series is aimed at raising awareness about the importance of world peace and promoting a positive image of the city.

**Fun With Freiberger**

**EMPLORING 15 BEHINDS TO REGISTER LISTENERS' ANSWERS**

Fun With Freiberger is one of the most popular programs on WOR, New York, at 9 a.m. each day. The program features interviews with prominent personalities, including George Helfer and Al Babbe. The series is aimed at raising awareness about the importance of world peace and promoting a positive image of the city.

**Emphasis on Safety**

**HIGHWAY safety broadcast, THE MEAS in the bread of the city's busiest intersections, is calling to KWOS, Jefferson City, Mo. The announcer has the cooperation of the city police department, who assigns a motorcyclist to patrol the broadcast. The patrolman guns his cycle and sounds his siren to flag down motorists for the broadcast.**

**Stompers**

**NEW SLANT ON QUIZ SHOWS AND SPORTS BROADCASTING**

Spelling Stompers is one of the most popular programs on WOR, New York, at 9 a.m. each day. The program features interviews with prominent personalities, including George Helfer and Al Babbe. The series is aimed at raising awareness about the importance of world peace and promoting a positive image of the city.

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*Sponsored content by American Radio History*
Simple Broadcast Accounting Methods Debated by NAB and FCC Economists

PLANS for a simplified accounting procedure for broadcast stations that would be the subject of management the information it requires and at the same time would provide data that may be called for by the FCC, were discussed by the NAB Accounting Committee, headed by Harry C. Wilder of WSYR, at a June 1-2 session at the Ritz Tower, New York. William J. Norfleet, chief accountant for the FCC, and De Quincey V. Sutton, FCC head accountant, also attended the meeting.

The group reviewed in detail FCC station questionnaires which have provoked much controversy, suggesting and discussing certain changes that might make answering such documents easier for broadcasters without withholding any information sought by the FCC. The Commission accountants entered freely into the discussion, in many instances agreeing to the suggested changes and promising to recommend them to the Commission, and in other cases explaining to the Committee why the FCC has to have particular information in a certain way.

It was agreed, in substance, to divide the 1939 questionnaire into two separate schedules—one covering financial breakdowns, the other programs and employment. The schedule, as proposed by the FCC, involved some 25 pages, according to the FCC. The financial questionnaire, under the new plan, will fill about 20 pages and the program-employment schedule will cover two pages.

The questionnaires probably will not be dispatched to stations until early fall. There will be ample time for stations to gear themselves for the production of the data, it was stated. A typical week, or possibly a somewhat longer period, will be selected for the program-employment schedule, while the financial return will cover the 1939 calendar year. At the conference, questions propounded in the FCC's original draft, in many instances were restated in simpler language, it was said.

Grouping of Stations

There was substantial agreement between the committee and the FCC accountants that the financial questionnaires should be classified by stations into three brackets to relieve smaller stations of undue hardship. Tentatively, it was understood the FCC would seek to devise one type of questionnaire which would cover stations having time sales (after discounts but before commissions) of less than $25,000 per year; a second covering stations having time sales of $25,000 to $50,000 per year and the third classification covering those doing business of $50,000 per year and over.

The lowest bracket, affecting approximately 125 stations, probably would be required only to submit data showing total expenses, labor revenues and that balance sheets. Those in the middle bracket, encompassing some 250 stations, would supply the same information plus additional balance sheets. The main group of $50,000 and up would be required to provide the detailed data finally decided upon.

All of the financial returns would result in a mutual understanding that should produce tangible results in the form of simplified questionnaires that can be more easily answered.

Attending the meeting, in addition to Chairman Wilder and the Commission accountants, were Frank White and S. R. Dean, CBS; H. F. McKeon, NBC; N. L. Kidd, WSYR; Edward E. Hill, WTAG; C. H. Strickland, WKAQ, and Edwin M. Spence, NAB secretary-treasurer.

Radio Media Reports

FORMATION of a new service, National Radio Records, designed to compile monthly reports showing the radio advertising of national, regional and local accounts, has been announced by N. Charles Rorabaugh. Headquarters will be at 347 Broadway, New York. It is planned to furnish the same kind of media reports for radio that Media Records and Publishers Information Bureau furnish for printed publications.

Allentown Stations' Plea To Quash Hearing Denied

WITH Commissioner Craven dissenting, the FCC June 6 denied the motion of WBA and WSAN, Allentown, Pa., time-sharing stations, to quash the hearing scheduled this month embracing the newspaper ownership issue. The motion asked the FCC to grant the applications for consolidation of the stations under newspaper ownership on the ground that the Commission has no authority to consider the newspaper issue [Broadcasting, June 1].

The case has been designated for hearing in Allentown June 26 to get local reaction on the newspaper ownership question. Because Congress has not yet appropriated funds for the FCC for the new fiscal year, there is some question as to whether the hearing will be held as scheduled.

WHIG, Greensboro, N. C., has been authorized by the FCC to increase its day power to 5,000 watts, continuing with 1,000 watts nights on 1440 kc.
WORLD stations find World's library service profitable for two reasons.

First—as the pioneer in inaugurating a program service for stations, World early set out to build a comprehensive library of recorded music. Today, this library is recognized as the greatest repertory of music ever recorded for radio.

Second—World quality is unique. Stations recognize World vertical cut Wide Range transcriptions as the ultimate in high fidelity recordings. So generally are these transcriptions accepted as the hallmark of quality that every important station in America has installed expensive equipment solely to broadcast World programs.

Assuredly, World quality attracts audiences for stations and advertisers. And serving the best is both pleasant and profitable.

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

IS THE FCC something more than a traffic cop of the ether? We have contended long and loudly that it is not. On the Commission there is another school of thought—one that bodes no particular good for a free and unfettered American radio.

There is one way, however, of removing from the FCC the temptation to delve more deeply into the problem. That is by making the industry itself do a clean-cut job of self-regulation through adoption and adherence to voluntary program standards. The way is now open. A proposed code, comprehensive almost to extreme, has been drafted by a strong committee representative of the industry. It is designed to let the industry take care of its own program morals, scruples and ethics—something which the original Radio Act of 1937 prescribed and which the existing law also guarantees (at least as we construe it).

Even radio's severest critics, plus the less responsible though more vocal pressure groups, will find difficulty in criticizing the proposed industry credo when the code is compared to the Atlantic City convention. It is hereby committed to concur in principle with its overall conclusions though we recognize the danger of attempting to apply the same yardstick to little fellows and big.

A code must be adopted at the Atlantic City convention. The industry is committed to it. The proposed code now is in the hands of NAB members. Whether the formula for the length of commercials is too liberal or too niggardly; whether the taboos will injure smaller stations; whether it overstrains with its commitments, it is certainly an excellent base for threshing out the whole question.

From where we sit, it's not solely a question of self-regulation. It amounts to self-sacrifice. But if it keeps the FCC off its technical-regulatory beat, and prevents it from barging into program matters with a censorship warrant from Congress, it will be worth the price.

Words Over Music

Radio's perennial battle of words over music is mounting to a fortissimo as another annual convention of the broadcasting industry approaches. The preliminaries, generally speaking, appear to be little short of reenactment of previous intra-industry parleys, with each group preaching its particular philosophy for solution of radio's most vexatious business problem.

But there are several noteworthy developments which augur for something entirely different from past performances, which always have seen ASCAP make an eleven-hour hundred-yard dash toward the contract deadline with several different species of performing rights companies tussling for control, and the broadcasting industry itself split wide open. First, the industry is doing its music shopping early, under the leadership and guidance of NAB President Neville Miller, since contracts do not expire until the end of 1940. Secondly, industry segments have pledged themselves to a united front, with no sidestool ASCAP negotiations.

It is yet too early, of course, to do more than appraise the general status. ASCAP has done a little sham-battling, with speeches here and there. For a spell it unlimbered some of its heavier artillery with a few uncut articles in its weekly Parents' Radio, and ASCAP's entire broadcasting industry itself split wide open. First, the industry is doing its music shopping early, under the leadership and guidance of NAB President Neville Miller, since contracts do not expire until the end of 1940. Secondly, industry segments have pledged themselves to a united front, with no sidestool ASCAP negotiations.

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Meanwhile, the NAB copyright committee has held periodic sessions, conducted surveys and otherwise informed itself. It will know most of the answers, we believe, when the across-the-table conversations begin.

In these exploratory operations, President Miller has made no commitments either to ASCAP or to the industry. He knows that all music, and particularly ASCAP music, is important to radio. He is acquainted with the fact that the industry does not expect to get its music from ASCAP gratis, or even at a lower overall rate. But he is under the mandate of previous actions of the NAB membership for a "per use" method of royalty payment, rather than the existing blanket percentage royalty method based on total station receipts. And, of course, he is aware of the insistent demand within independent ranks for a reduction in the prevailing method and rate.

Before the final negotiations with ASCAP get under way the entire copyright issue will be aired at the Atlantic City convention next month. There should be calm, deliberate and forthright discussion of the question. To the showman's roof should be provided that payment of royalties on a use basis—on programs in which ASCAP music is employed—is workable. ASCAP contends it is not; that stations would be put to no end of expense in maintaining libraries and in jeopardy for possible infringements if they attempted it. But if, as we think, the latter is under-owned, the stations which have held contracts of substantially that nature since 1935, and it shouldn't be too difficult for all stations to orient themselves to similar operation.

The NAB membership, we repeat, in past conventions has duly resolved its support of a "per use" method. Until General Mis and station officials decide that action is rescinded, the NAB is duty-bound to plump for it, and to exact from ASCAP a declaration as to the type of royalty it desires since ASCAP has said it is willing to deal on any reasonable basis the industry desires.

So long as the industry approaches copyright and kindred industry-wide questions as a plan. We have no fear of the outcome. Radio cannot afford another 1932 or 1935 experience, nor anything smacking of a music Munich Pact in 1940.

Radio and Royalty

THE ESSENCE of America—and of American radio—was represented in the program of entertainment which the Library of Congress selected for the dedication of Their Britannic Majesties after the state dinner at the White House the other night. Kate Smith, Lawrence Tibbett, Alan Lomax and John Lair's quartet of Coon Creek Girls from Kentucky's hills, it is only all top-flight artists in their particular spheres. Each was typical American; each won greatest fame via the wavelengths, and each was representative of a phase of American culture.

It might be mentioned also that Marian Anderson, another highlight performer, had no radio counterpart. The most frequent appearances on the radio such as gained her such a magnificent buildup when she was recently refused a hall in Washington. And if Bascom Lamar Lunsford's Soco Gap Square Dance from Asheville, who completed the program, are not quite as well known on the air, it is only because television isn't yet a widespread service.

Aside from the White House program, the Canadian and American radio systems have every right to be proud of their work in making the Royal Tour such a success. As the press officer of the tour told Washington's Outdoor Writers, every Canadian and American who turned out enormous turnouts as the Royal Train stopped over, turnouts of far back country people who must have followed the sovereigns' activities almost entirely by radio.

For a tastefully restrained and efficient job of covering an important and difficult assignment, we doff our hats to the radio reporters of Canada and the United States. Recognized on a parity with the press—with the Royal Train, at all stopovers, even at the vaunted embassy garden party in Washington—they rose to their task splendidly and gave their listeners a faithful and thorough picture of the pageantry and pomp of the whole tour without the accompanying cordiality and simplicity of the Royal Guests. It was not merely a series of stunt broadcasts; it was North American radio at its best.
We Pay Our Respects To

ROSWELL WILLIAM METZGER

RARE in radio is the man whose background combines business and creative, dramatic experiences. Call on the radio director of Ruthrauff & Ryan, Chicago, and you'll find a well-built, dark-haired lad of 32 who seems to be made of springs. He'll likely be kidding someone on the phone, singing an order and winking at you all at the same time. Rather than bullying someone into doing what he wants, he kids. Rather than swinging in his swivel chair, he rocks.

Out of his chair, he paces the floor, sticks bands in hip pockets and looks profoundly down on the Chicago River from his office window, seems to ponder the possibilities of landing a seaplane there. His mind is almost too fast for his larynx and if you walk with him from his door to the agency's front desk he's apt to speak to a dozen people about countless agency details.

Such a man is Ros Metzger, who has composed many popular songs including five million-sellers and has spent three years as sales manager of a large Chicago investment firm, and since 1934 has played an important part in turning a one-man radio department into what is credited with being one of Chicago's largest.

Ros was born in Chicago, Feb. 8, 1906. He organized a dance orchestra while attending Senn High School in 1921. At various times in those early days he waved the stick over such ladas as Benny Goodman, Harry Goodman, Wayne King, Hal Stokes, Herbie Kay.

In 1928, after several years with his own orchestra at Chicago's Edgewater Beach, Drake Hotel, and on the Keith-Orpheum circuits, Ros disbanded his band to become pianist and arranger for Paul White- man's Collegians. Later in the same year he joined the staff of CKY, Winnipeg, where he announced, sang, and conducted an orchestra.

Early in 1926, Ros organized another band and was signed as staff pianist and arranger on WGN (then WADP, Chicago Board of Trade) while he played a series of Chicago engagements.

We Pay Our Respects To

PERSONAL NOTES

CLEM H. YOUNG, national advertising manager of the Everett L. Rothruck Co., has, that post to become consumer manager of the Illinois State Department of Commerce and Industry, has recently acquired by the Chicago World-Herald, according to Vernon H. Bing, Symgo, manager. Mr. Young will be in New York at least September had been with the Chicago newspaper for more than seven years.

H. LESLIE ATLAST Western division vice-president of CBS, returned early to Chicago from his 75-foot yacht Aeolus, on which he cruised to French Polynesia. WBBM accompanied him on the 3,000-mile three-week cruise from Florida via Los Angeles, and Hawaii.

MERRY J. FISCHMAN has been named commercial manager of WTAX, Springfield, Ill.

MR. EDWARD A. DAVIES, since 1937 sales director of WIP, Philadelphia, on June 5 was elected vice-president in charge of sales. A veteran radio executive, he was WIP's general manager in 1926 but left the station in 1932 to become director of radio for an advertising agency.

FORD BILLINGS, sales manager of WNOX, Nashville, went to Wayne A. Pfeifer in the 5th annual convention of Wrigley Field, Chicago. The northern New England, an alumnus of the college, was a panel member of the section discussing "What Does Freedom of the Press Mean Today?"

WALTER BEADDELL, formerly in charge of advertising and the new sales staff of WISN, Milwaukee, has been appointed sales director of WOOG-WGRT, Fort Wayne, Ind.

MARION LYONS has been appointed Moffett representative of WOOG, Norfolk, Va., and sales manager of the Kansas City, Mo., station.

Mike Hollander, general manager of KGGM, Albuquerque, N.M., has taken over supervision of KQRA, Sauk Falls, Minn. Previously he was associated with the owners of KGGM (Broadcasting in the Desert) and now owns and manages KGGM. He has sold the station, has severed his connection with it. Various staff changes are planned.

ALMA KITCHELL, commentator and assistant director of NBC's women's activities department, on June 1 turns to her former home in Superior, Wis., to sing at the golden jubilee banquet given by the town in honor of Crown Prince Olaf and Princess Martha of Norway.

C. J. CATER, formerly account executive of KKAI, Los Angeles, has joined KFWB, Hollywood, in a similar capacity.

LOU KELPLINGER, manager of KARM, Fresno, Calif., on May 16 married Paul Poulson of Colorado Springs, Colo., in the studios of Ruthrauff & Ryan where Ros took it from the game room of his home in suburban Winnetka on Chicago's north shore.

It was 1931 when Ros married the charming Adrienne Grant. Where this well-liked young agency executive recently married no one. But in the agency section of Chicago's Loop his many friends have observed that far the only thing stopping them is the raising of the Michigan Avenue Bridge.

JOHN S. YOUNG, director of radio of the New York World's Fair, was one of the influential University of Wisconsin alumni who received George Arnaud Pioneer Medals June 5 for outstanding achievement being a member of the Class of '24. Others honored were Dorothy Alison, columnist, and Dr. William M. Smallwood, head of the university's zoology department.

H. V. KALTEINOR, CBS newsman, received an honorary law degree from Hamilton College, Clinton, N.Y., June 19, a Doctor of Laws degree will be bestowed upon him by the University of Wisconsin, Madison, he will deliver the baccalaureate address.

EARL J. GLADE, director of KSL, Salt Lake City, organized high school commencement addresses at Salt Lake City, Ogden and four Idaho cities during the month of May.

JACQUES PARSON, general manager of Communications of Publicité, 16 Rue de la Paix Parisien station, Radio-Luxembourg, Radio-Alger, Radio-Tunis and Radio-Jeune, serves for the month of June in the United States on the Normandie to contact advertisers and agencies.

MORTIMER LOEWY, vice-president and board chairman of Allen B. Du Mont Laboratories, Passaic, N.J., is leaving for London to confer with foreign clients and with executives of Paramount Pictures.

W. A. WINTERBOTTOM, vice-president and general manager of RCA Communications Inc., on June 1 was invited to attend the first anniversary of an annual dinner at a dinner in New York's Downtown Athletic Club, where Edward J. Nally, president and chairman of the board of the company, presented him with a gold watch commemorating his 25 years with the company.

Jack Liberman, out of Chicago, is manager of WTOP, Norfolk, is recovering from a recent operation. He is expected to be back on air about a month from now.

HENRY M. JACKSON. Northern California sales manager of CBS, has been appointed chairman of the Radio-Television Sales of the San Francisco Advertising Club.

WILLIAM CARLSON, sales manager of WOL, Washington, D.C., recently married Kathryn McGovern. Kaye Kremer, WROK director of women's activities, recently married Carl Ham- merton, of Rockford.

ALBERT E. STEPHAN, former president of WOOG, Portland, Ore., has joined the law firm of Ridgway, Johnson, Kendall & Stambach. Frank G. Kendall, senior member of the firm, is a practitioner before the Supreme Court.

BOB THOMAS, director of Radio Luxembourg, powerful long-wave commercial broadcasting station in the Duchy of Luxembourg, arrived with Mrs. Masson in New York on the Normandie June 5 for a business visit.

DAVID SARNOFF, president of RCA, on June 15 was present at the commencement exercises of the University of Saigon, sailed to the Normandie, and was present in New York City, on May 16.

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AMOS BARON, president of WOR, is now a practicing attorney in the office of the Social Planning Council of the Atlantic City Community Chest.

BOB TAYLOR, of the Yankee Network radio department, recently married from Gloucester, Mass., as one of the amateur crew of the schooner Yankee, bound for Bermuda.

ANNA NEWMAN, formerly with the art department of Esquire and B D & G, is now the business staff of WAPI, Birmingham.

AMOS BARON, KFI-KGK, Los Angeles, account executive, will marry Mary Ziegler on June 15.

HARRY L. EARNshaw, secretary-treasurer of Earnshaw-Yeung, Los Angeles transcribers, in early June was recovering at his Balboa, Cal., home from a streptococcal throat.

BROADCASTING • Broadcast Advertising

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Jack Harris Promoted

JACK HARRIS, publicity director of WSM, Nashville, on June 8 was appointed director of the newly-created special events department, in charge of all outside broad- casts handled by R. STONE, general manager. Mr. Harris will continue to handle station publicity as well as the SC Schedule and the nightly news feature The World in Review for WSM. Simultaneously, Mr. Stone announced that Tom Stewart, recently placed in charge of programs on the new experimental ultra-high frequency station WAXA, has been relieved of his duties as continuity editor of WSM's Otis Devine. The WSM staff was given that post.

CHARLES WRIGHT, program director of WBOI, New London, was given a surprise party June 1 by the station staff in honor of his marriage June 17 to Judith Temple, daughter of Mrs. Temple of Baltimore. Miss Temple is a graduate of Mount Mary College, Baltimore. Fathers of the couple were Dr. and Mrs. Samuel Temple, Baltimore, and Dr. and Mrs. John W. Temple, Washington, D.C.

DOROTHY DRAKE, recently appointed publicity director of WEEI, Boston, by McGraw-Hill, was the only woman to cover the sinking of the submarine Squalus. Apparently its name was not flashed to the station. Miss Drake joined the engineering group who immediately went to the Portsmouth Naval Yard to set up apparatus for broadcasting bulletins of the Navy Department.

R. ROBERTS, Howell, N. J., has succeeded William E. Stokely as publicity manager of Heine Bros. Brewing Co. Mr. Stokely has been named manager of the New Jersey branch of the firm.

A. B. IBARRA, manager of the WGBH Mexican Radio Program, has announced his resignation. He has been with the station for the past two years.

J. F. JENSEN, public service director of WJBO, Burlington, Iowa, has resigned. He is now with the WBI, Chicago.

BROADCASTING • Broadcast Advertising

ELIZABETH ANN TUCKER, program director of the CBS shortwave department, has been appointed to W. Gillette Bird, a member of the New York Stock Exchange.

FRANKIE BASCH, formerly of WOR, New York, has been appointed the station's publicity manager and will confine her duties to the WOR daytime programs and the WOR News Service.

JULIA L. WALLACE, secretary to Jay Yoder, general manager of Lake Forest's WFLZ, has returned to her desk after a long absence following an operation.

J. B. CLARK, sports commentator of WPTF, Raleigh, N. C., recently was elected the manager of the North Carolina State Junior Chamber of Commerce. He is also secretary of the Raleigh City Executive of the organization.

JAMES ALEDEN BARMAN, program director of KVOO, Stillwater, Okla., has announced no future plans. Edythe Dixon will be in charge of the Chicago office.

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Eddie Lyon, Texas State Network announcer, recently married Margaret Hart, of San Antonio, in Fort Worth.

Robert Hurd, formerly a student in the radio department of the Cornish School, Seattle, has joined the announcing-production staff of KFWY, Spokane.

Stillman Pregno, member of the NBC San Francisco music library staff, is the father of a girl born recently.

John Allen Wolfe, CBS announcer in New York, is the father of a boy, born on his wedding anniversary, May 22.

Robert Ewing, of the transcription department of NBC-Chicago, on June 3 married Florence Moeller, sales department secretary.

Hamilton R. Deoel of the KXX, Hollywood, news bureau, and Beatrice Rase have announced their engagement. The wedding is planned for early July.

Hugh (Bud) Ernst, production manager of KNX, Hollywood, news bureau, and Beatrice Rase have announced their engagement. The wedding is planned for early July.

Mr. and Mrs. Erle Warneke, former residents of San Antonio, have arrived in Los Angeles to join their son, Erle Warneke, who is the manager of KNX.

Paul Hamman, account executive on the sales staff of KMOX, St. Louis, died in St. John's Hospital, St. Louis, after a long illness.

Funeral services were held in St. Louis, May 31. Besides her husband, she is survived by three children, Mrs. Harold McKay, Charles H. and Royal Miller Jr., all of Sacramento.

Murrell Poor

Murrell Poor, 40, known on the air as "The Old Pardner", died June 1 as a result of an auto accident when returning from a personal appearance with his Trading Post Gang. A veteran showman, he had been with WMMN, Fairmont, W. Va., for two years, serving at one time or another as program director, announcer, and producer of the Sagamore Roundup, the largest travelling radio show in West Virginia. Before joining WMMN he was with stations in Wheeling, and Springfield, Ill.

Mrs. Emilie Seif, wife of Paul O. Seif, producer of WLW's Cincinnati, died May 23 in Fort Worth, Tex., following an operation. She had been ill for about six months.

Texas State Net Names Podeyn Sales Manager; Fenton Gets New Post

Appointment of George Podeyn, prominent Eastern radio man, as sales manager for the Texas State Network was announced June 5 by Elliott Roosevelt, TSN president. Frank S. Fenton, Eastern manager for TSN, becomes executive assistant to the president, in addition to his sales duties. He will continue to headquarter in New York, along with Mr. Podeyn.

Mr. Podeyn will work directly under John T. Adams, who last month became executive vice-president and general manager of TSN.

He is the former Eastern sales manager of NBC and was radio director of BBDO for several years.

Mr. Fenton, also well-known in Eastern radio circles, was associated with Mr. Roosevelt while he was president of Hearst Radio Inc. He opened TSN's New York office in March. Because of Mr. Roosevelt's added duties as commentator on MBS, under sponsorship of Emerson Radio, he plans to divide his time between Fort Worth and the East. Mr. Fenton will supervise Eastern activities and coordinate his operations with those of Mr. Roosevelt.

Gardner to Direct New Texaco Series

TEXAS Co., New York (gasoline), thru Buchanan & Co., that city, has renewed its CBS Texaco Star Theatre series, but will take an eight-week summer lay-off following the June 30 broadcast, returning to the network Aug. 20, Wednesdays, 9-10 p.m. (EST). With resignation of Bill Bacher, producer of the series, because of "outside interference by agency and Texaco officials", Ed Gardner, will take over production of the weekly CBS Texaco Star Theatre when it returns. Gardner, who recently produced the CBS This Is New York, was also Bacher's successor last year on the NBC Good News, sponsored by General Foods Corp. (Maxwell House Coffee). Bacher had resigned that post when difficulties arose with M-G-M over production of the show and Gardner had worked with Bacher as comedy director.

Current Texaco Star Theatre cast has been re-signed for the fall series. Gardner in addition to producing, will also do his "Archie" characterization. The dramatic spot will be dropped and if the sponsor is satisfied with Alexander Woollcott's efforts for the balance of this series, he will be resigned for fall, it is said. Woollcott made his debut on the show June 14 for three weeks.

Things Happen Fast Out West...

And KDYL is on the Job with a Microphone

Alert, complete and showmanlike coverage of special events is one of the things that Salt Lakers have come to look for from KDYL. For we're always on the job when something of community interest is occurring.

And there are plenty of things happening all the time here in the west... plenty of things that keep dials tuned to KDYL. It is the sparkling showmanship we put into every program that has won KDYL first place in popularity in the Salt Lake area.

83.4% of Milwaukee listeners tune regularly to their only community station

WEMP

THAT IS WHY WEMP GETS AMAZING RESULTS!

*National Advertising Marketing Survey

BROADCASTING • Broadcast Advertising

THE POPULAR STATION
Salt Lake City, Utah

Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

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THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WMAI, San Antonio
All Year Club, Los Angeles, 8 sa, thru Pullman & Thomas.
American Chicle Co., Long Island City, N. Y. (Dentaly), 7 sa, thru Del & Thomas.

WQAQ, Chicago
American Chicle Co., Long Island City, N. Y. (Dentaly), 72 sa, thru Pullman & Thomas.
Gulf Refining Co., Pittsburgh (Gulf-spray), 82 rt, thru Young & Rubicam, N. Y.

WQAL, Atlanta
Leath Washburn, 26 sa, thru Mitchell- Faunt.

WQED, Pittsburgh
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's shortening), 3 sa weekly, thru Wilson-Crook, Dallas, direct.
Shinner Mfg. Co., Omaha (Raisin-brand), 160 sa, thru Ferry-Hanly, Kansas City, N. Y.

WQDC, Washington
Burris Mill & Elevator Co., Fort Worth, 5 weekly, thru Oy Land, Fort Worth.

WFAN-WBAP, Dallas-Fort Worth
Procter & Gamble Co., Cincinnati (Florto Shortening), 75 ft, thru Compton Adv. N. Y.
Pullman Co., Chicago, 4 sa weekly, thru Blackett- Sample-Hummer, Chicago.
James H. Indust. & Sons, Downers Grove, Ill. (fishing equipment), 30 sa, thru Rogers & Smith, Chicago.

WPTF, Raleigh, N. C.
Black Flag Co., Baltimore (insecticide), 52 sa, thru Al Paul Lefont Co., Pullman & Thomas, N. Y.
Larson & Bros. Co., Richmond (Domino cigarettes), 65 sa, thru Warwick & Legler, N. Y.

WFGR, Louisville
Atlantic Greyhound Lines, Raleigh, 32 pt, thru Bumstead & Holmes, Cleveland.
American Tobacco Co., New York (Hoi Tau), 81 ft, thru Lord & Thomas, N. Y.

WLAW, Lawrence, Mass.
Sears, Roebuck & Co., Chicago, 6 sa weekly, thru local store.

Air Conditioning Training Corp., Youngstown, 3 sa weekly, thru Well & Wilkins, N. Y.
Diamond Spring Brewing Co., Boston, 6 sa weekly, direct.

Washington Crosby Co., Boston (coffee), 6 weekly.

WTAE, Green Bay, Wis.
International Harvester Co., Chicago (trucks), 6 sa, thru Aubrey, Morris & Wayman, Chicago.
Leath & Co., Chicago (furniture), 300 sp, direct.

Baker Bros., Chicago (milk), 52 sa, thru Matteson-Fogarty-Jordan, Chicago.

WOMA, Oklahoma City
Watch Tower Bible & Tract Society, Brooklyn, weekly sp, thru Acorn Agency, N. Y.

RCA-Victor Co., Camden, weekly sp, direct.

KSL, Salt Lake City
American Chicle Co., Long Island City, N. Y. (Dentaly), 72 sa, thru Badger, Browning & Hersey, N. Y.

WTMJ, Milwaukee
General Mills, Minneapolis, 300 t, thru Blackett- Sample-Hummer, Chicago.
First Wisconsin National Bank, Milwaukee (small loans), 360 t, thru Scott-Telender agency, Milwaukee.
Chrysler Corp., New York, (DeSoto, Chrysler), 40 sa, thru J. Sterling Gettsel, Detroit.
Barton Corp., West Bend, Wis. (washing machines), 30 sa, thru Kirkgusser-Drew, Chicago.
Richards Brothers, Cleveland (men's clothing), 13 sp, thru McCua-Erickson, Cleveland.

WKN, New York
Federal Life & Casualty Co., New York, 18 sa, 13 weeks, thru Lewis King, Jersey City.
Kemm Laboratories, Jersey City (liquid plant food), 3 sp weekly, thru Williams & Saylor, N. Y.

WPAI, Chicago
Stahl Co., Aurora, Ill., (rug liquid), 3 sp weekly, thru Etherton & Curry, N. Y.

KJZ, Los Angeles

 ול גי, New York
Bakeries, Culver City, Cal. (home delivery), 6 sa, thru Marten Allen Adv., Los Angeles.

WJZ, New York
Brown's Watch Co., New York, 3 sa daily, 62 sa, thru J. D. Tucker Co., N. Y.

Amusement Beverage Co., New York (Dr. Brown's Cel-ray tonic), weekly, thru Lawrence C. Gumbiner, N. Y.

WRCB, Cincinnati
Zonite Products Corp., New York (Zonite products), 12 sa, thru Cown & Eudler, N. Y.

CKC, Hamilton, Ont.
Cousins & Hanley, Los Angeles, 3 t, thru A. McKim Ltd., Toronto.

WLS, Chicago
Firestone Tire & Rubber Co., Akron, 2 sp weekly, thru Sweeney & James Co., Cleveland.
Midland Flour Milling Co., Kansas City, 2 sa weekly, direct.
All Year Club of Southern California, Los Angeles, 10 sa, thru Lord & Thomas, Chicago.

Chocolates Products Co., Chicago, 3 sa weekly, thru McCord Co., Minneapolis.

Stanco Inc., New York, 3 sp weekly, thru McCann-Erickson, N. Y.

WNEW, New York
Lake Hiawatha, Caldwell, N. J., 3 sp weekly, thru Jaspel, Lynch & Fishel, N. Y.

Lelis & Fink Products Corp., New York (Hindle Honey & Almond Cream), 12 sa weekly, thru Wm. Esty & Co., N. Y.

KGO, San Francisco
Johnson, Carrell & Murphy, Los Angeles (Kellogg's Ant Paste), 3 sa weekly, thru Wm. A. Ingoldis, Los Angeles.

RCA Mfg. Co., Camden, 6 sp weekly, direct.

KWSJ, Jefferson City, Mo.
Marlby Coffee Co., Sedalia, Mo. (Goldola Roast Coffee), 6 sp weekly, thru 32 weeks.

Saratoga Sweet Potato Chip Co., St. Louis, 3 sa weekly, 13 weeks, direct.

WOY, New York
P. Lorrillard Co., New York (Old Golds), weekly ap, thru Loisens & Mitchell, N. Y.

WIIAC, Boston
Boseco Co., Camden (milk amplifier), 72 sa, thru Ewenson & Eckhardt, N. Y.

Union Pacific Railroad, Los Angeles, 4, thru Wm. Caples Co., Los Angeles.

WABC, New York
Berkley & Gay, New York, division of Furniture Distributors of America, 6 sp weekly thru Wallace-Lindeman, Grand Rapids, Mich.

KLY, Tacoma, Wash.

WRDC, Hartford
Alfred Dunhill Cigarettes, New York, 65 ft, thru Blow Co., N. Y.

WOR, Newark
Stanco Inc., New York (Filt), 5 t weekly, thru McCann-Erickson, N. Y.


Studebaker Corp., South Bend, Ind. (Champion automobiles), 2 t weekly, thru Rheo, Williams & Canby-Munash, Chicago.

Union Pacific Railroad Co., Omaha, weekly sp, thru Caples Co., Los Angeles.

KXN, Hollywood

Antrol Laboratories, Los Angeles (aerosol air freshener), 5 sa weekly, thru J. Walter Thompson Co, Hollywood.


Chesterfield Corp., Detroit (auto), 27 sa, thru J. Sterling Gettsel, Detroit.

Supreme Bakery Co., Los Angeles (bread), 20 sa weekly, thru W. E. Long Co., Chicago.

KSBF, Santa Rosa, Calif.
Turner Baking Co., Oakland, Calif. (soup), 6 sa weekly, direct.


Diamond Match Co., Chicago, Cal. (lumber hardware), 3 sa, thru direct.


WHK, Cleveland
Firestone Tire & Rubber Co., Akron, 2 sa weekly, thru Sweeney & James Co., Cleveland.

Cleveland Publishing Co., New York, 2 sp weekly, thru McCann-Erickson, N. Y.

Seilinger Rubber Co., Akron, daily sp, thru Meldrum & Freeman, Cleveland.


WFIL, Philadelphia
Stanco Inc., New York (Pilt), 5 t weekly, thru McCann-Erickson, N. Y.

Utilities Engineering Institute, Chicago, weekly t, thru First United Broadcasters, Chicago.

WCLE, Cleveland
Everybody's Poultry Magazine, Cleveland, 5 sp, thru Campbell-Sanford Adv. Co., Cleveland.


WLW, Cincinnati
Stanco Inc., New York (Filt), 5 sa weekly, 52 weeks, thru McCann-Erickson, N. Y.

Industrial Training Corp., Chicago, 2 sp weekly, thru James Rice & Luake & Associates, Chicago.

KPO, San Francisco

Studebaker Corp., South Bend, Ind. 2 t weekly, thru Rheo, Williams & Munash, Chicago.

KDYL, Salt Lake City
Anne Breweries, San Francisco, 75 sa, thru Emil Brissacher & Staff, San Francisco.

Chicago Sunday News, as series, thru J. Sterling Gettsel, Detroit.

"We're on top in Washington too, since we bought WRC."
Resort Advertising

KWTO, Springfield, Mo., sees a ripe field for commercial accounts in resort advertising this summer, having itself signed five resort regions for a total of 210 programs per week plus two additional resorts using spot announcements. The Ozark region is promoted, and John E. Pearson, KWTO national advertising manager, states that business firms continue to the resort area also buying time to get their share of the increased purchasing by summer visitors.

WIND, Gary, Ind., on June 5 started a six-week afternoon race track series featuring Ted Williams and sponsored by Axton-Fisher Tobacco Co., Louisville (20 Grand); R. B. Smiler Inc., New York (Kremi hair tonic); Walgreen Drug Co., Chicago, and Burlington Brewing Co., Chicago. For the present the 1½-hour daily broadcast consists of complete summaries of all races aired as soon as the races are run, with recordings and CBS sustaining programs broadcast between races. Agencies for the accounts are McCann-Erickson, N.V.; Erwin, Wasey & Co., N.Y.; Schwimmer & Spott, Chicago. The Burlington account is placed directly.

BERKLEY & GAY, New York, division of Furniture Distributors of America, on May 17 and June 1 started two five-minute programs on WCIR, New York, A Tune for To- morrow, 8:55-9 a.m., and Odd Side of the News, Tues., Thurs., and Sat. 8:35 a.m. M. The company also sponsors three-weekly news programs on WHN, Chicago, and the Weather radios.

HOLLYWOOD CAR Co., Detroit, has started 10-minute programs on WCIR, New York, A Tune for Tomorrow, 8:55-9 a.m., and Odd Side of the News, Tues., Thurs., and Sat. 8:35 a.m. M. The company also sponsors three-weekly news programs on WHN, Chicago, and the Weather radios.

Sears, Roebuck & Co., Chicago, on July 3 started Grand Central Travelers, a weekly quarter-hour disc series on WABC, New York, and WIBG, Philadelphia, 6:15-6:30 p.m., and Stations in the U.S. and Canada.

TAYLOR WASHING MACHINE Co., Chicago, has started The Jackie Coogan Show, 6:15-6:30 p.m., and Stations in the U.S. and Canada.

The Federal Trade Commission has issued a complaint against Re- jeration & Air Conditioning Institute, Chicago, for allegedly implying in its advertising that all graduates of its courses will be absorbed by the two industries, and that it is the official teaching agency of the industries.

WHOM

JOSEPH LANG, Manager

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market.

Full-time foreign language programs in New York area.

Italian German Polish Yiddish

5,000,000 POTENTIAL AUDIENCE
Harms to File Test Suit On Arrangement Rights

A TEST suit will be filed by Harms Inc., music publishers, against RCA Mfg. Co. in the U. S. District Court in New York soon to determine whether the compulsory license clause of the national copyright law gives the manufacturer of a phonograph record the right to make a special arrangement of a copyright number, or whether the copyright holder can force the recorder to use a stock arrangement or take out a separate license for special arrangement rights. Reason for the suit is the desire of music publishers to collect additional royalties from records used commercially, either on the air or in coin machines.

Suit will be based on one of the several Victor recordings of "Benedevous Time in Paris", on which Harms holds the copyright. Harms advised RCA that it was not permitted to use any arrangement other than that made by Harms. Each of the records uses a special arrangement. It is understood that

CHIEF OF POLICE for a day, May 27, during the Shrine Convention and the silver jubilee of Mosiah Temple, Sam H. Bennett (left), manager of KTAT, Fort Worth, is handed his official badge and gun by Chief of Police Karl Howard, candidate and eventual winner of the Shrine ring.

both the publishing and recording industries have agreed to accept the ruling of the court as final on whether the special arrangement right is separate form or contained in the compulsory license.

Kay Kyser Disc Repeat

TO GAIN an even wider audience for the Lucky Strike program, Kate Kyser's College of Musical Knowledge, heard on NBC-Red Wednesday evenings, American Tobacco Co., New York, has arranged for Millerfilm Co. to record the full hour program each Wednesday for rebroadcast the following evening on WOR, Newark, 8-9 p.m., starting June 15 on a 15-week basis.

Iodent Returns

IODENT CHEMICAL Co., Detroit (tooth paste), is using a series of one-minute spot announcements on KITE, Kansas City. It is understood the firm will use announcements on four Midwestern stations in a test campaign. Vanderbi & Rubens, Chicago, handles the account.

CBS on June 15 inaugurates its fifth season of concert broadcasts from Lewiston Stadium, New York, with music by the New York Philharmonic-Symphony Orchestra under the direction of leading conductors.

Standard Building Tax Free Library Already Has 900 Numbers on Its List, Blink Divulges

STANDARD RADIO on June 5 disclosed that during the last 15 months it has been building up a library of "tax free" musical selections and is now releasing an average of 48 new tax-free selections monthly. The announcement marked the company's first disclosure of its policy concerning tax-free recordings. Milton Blink, head of Standard's Chicago office said, "We set out quietly more than a year ago to build up the tax-free section of our library service. By constant and judicious choice of selections, we have recorded approximately 900 separate selections on which no copyright fee is required, and for which no special performing rights license is necessary. By December, 1940, we will have almost 2,000 musical selections tax-free for stations subscribing to the service."

The Standard Program Library, according to Mr. Blink, releases 100 new musical selections each month, so that the tax-free portion now constitutes nearly one-half of its output of new material.

All Types of Music

"We are now prepared to furnish any station desiring it a completely tax-free library service with both basic library and new releases free of copyrights. Practically all types of music are available in this special library, but we are not attempting to grind out an arbitrary number of so-called new dance selections. Danceable numbers for the present consist mainly of tangos and rhumbas and novelty material," he said.

"Tax-free music is generally thought of as consisting only of selections on which copyrights have expired, or whose copyrights were not perfected owing to some fault or flaw in the filing. However, a large percentage of Standard's tax-free selections are manuscript (MSS) selections, written by well-known musicians, conductors and arrangers professionally active and of high standing in radio and music fields. Among the composers whose outstanding selections are included in Standard's tax-free category are Gene Austin, Frankie Trumbauer, Gary Speare, Andy Iona, Aaron Gonzalez, Ken Darby and Jerry Shelton."

C. P. MacGregor, head of C. P. MacGregor Co., Hollywood transcription concern, was to leave June 1st on a 30-day business trip to the East. He will be joined in New York July 8 by his sales manager, M. J. Mars.

KFYR

picks a mighty wallop out here in the great Northwest

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand

AND

the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

Let Us SELL Your Story

KFYR

550 Kilocycles
NBC Affiliate

Meyer Broadcasting Company
BISMARCK * NORTH DAKOTA
GENE FURGASON & CO. National Representatives

590 Kilocycles

John J. Gillin, Jr., Mgr.
* On the NBC Red Net
OMAHA, NEBRASKA

WOW

Page 50 • June 15, 1939

BROADCASTING • Broadcast Advertising
CBS Selects New Name, Columbia Recording, for Subsidiary Record Firm

AMERICAN RECORD Corp. of Bridgeport, Conn., recently purchased by CBS as a subsidiary operation, will be known hereafter as Columbia Recording Corp., according to an announcement June 7 by Edward Wallerstein, president.

Simultaneously, Mr. Wallerstein announced appointment of H. S. Maraniss as assistant to the president. Coming from the RCA Mfg. Co., where he handled distribution, merchandising, advertising and sales promotion, Mr. Maraniss has been in the record business for many years and has a wide acquaintance with distributors, dealers, coin operators and sales people. A graduate of Harvard, he was a captain in the Army and has been engaged in the record business since the war.

In announcing the change in name, Mr. Wallerstein said no other functions of the company will be altered. The new name serves to identify the organization more closely with its parent company, Columbia, Manhattan, and its Brunswick and Vocalion records. Executive and advertising offices were moved May 19 from New York to enlarged quarters at the company's factory in Bridgeport. The factory has been modernized and renovated, and is devoted exclusively to the manufacture of records for home use.

CBS' plans involving transcription production for broadcast use have not yet crystallized. Negotiations for the acquisition of World Broadcasting System by CBS were broken off some weeks ago. At that time WBS announced its intention of expanding its present operations in the transcription field and while CBS stated that it would make an announcement at a later date regarding plans in the broadcast recording field.

Skelly to Use 20
SKEELY OIL Co., Kansas City, on Sept. 25 will start Captain Midnight, five-weekly quarter-hour series, on its network of 20 stations throughout the country. Blackett-Sampie-Hummert, Chicago, is agency.

PLEASURE THAT'S PART OF OUR BUSINESS is finding and developing talent. Carol Lucas was discovered by Dick Aursadi, KSFO musical director, won Gateway to Hollywood competition, and now gets a try at pictures. You can win Gateway to Northern California competition any day with KSFO.

WDFC (for WHAT'S THE DIFFERENCE?)

1,548,109 people are within WDFC's good listening area. These people, who listen regularly to WDFC, have money to spend. Increase your sales by reaching this potential market over WDFC!
One Out of Six Dailies Carries a Radio Column

OF THE 1,936 daily newspapers in the United States, 340 carry radio columns, according to a survey recently conducted by William Ray, director of public relations of NBC-Chicago. A breakdown of the 340 papers publishing radio columns indicates that 289 carry the columns daily, 133 use them in Sunday editions and 44 only on Sundays.

Advance program information only is given in 269 of the papers with 177 using it daily, 64 printing it daily and Sunday, and 38 papers using it only in their Sunday editions. It was found that 20 of the papers having station affiliations with NBC used NBC advance program releases exclusively; similarly, 16 used CBS releases and seven used MBS releases exclusively. The survey showed that 19 used only material on some one station not affiliated with a network. The radio column of Associated Press was found to service 84 of the 340 daily papers. Of the total, 52 papers used art work daily and 71 used it in Sunday editions. The majority of the radio columns were unsigned and it could not be determined how many daily papers have radio editors. Mr. Ray's survey was based on tear-sheets of radio pages from newspapers all over the country which were analyzed in cooperation with the Advertising Checking Bureau.

Just Starting

A LONG-DISTANCE chess game is still being carried on between Frank Nelson of the NBC program traffic department in San Francisco and Mannie Segal of the Radio City staff in New York. They send the moves to each other by mail. Nelson reported that neither has any advantage yet — they've been playing only 16 weeks.

Elliott's MBS Hookup

EMERSON Radio & Phonograph Corp., New York, through MBS has expanded the scope of the news commentaries broadcast three times a week by Elliott Roosevelt from a regional to a national basis, by adding WOR, Newark, WOLL, Washington, and WABA, Boston, to the 23 stations of the Texas State Network previously carrying his commentaries. Title of the broadcasts, Tuesdays and Saturdays, 5:15-6:30 p.m. (EST), has also been changed from Texas in the World News to America Looks Ahead. Grady & Wagner Co., New York, is agency in charge of Emerson advertising, but Warren Lightfoot of Lightfoot Associates, New York, who acts as sales promotion counsel to Grady & Wagner, is handling the Roosevelt broadcasts.

KFRO, Longview, Tex., has been authorized by the FCC to shift its frequency to 1340 kc. with 1,000 watts full time. It now operates with 260 watts daytime only on 1370 kc.

THE HOUSE THAT
Programs BUILT

Give your audience programs they understand ... music they love ... service to meet their problems. Sales and inquiries will then take care of themselves.

Broadcasting Axiom

For fifteen years, WIBW has built Kansas programs for Kansas people . . . simple, "homey" programs . . . informal in their speech and music as the visit of a friend and neighbor. Newscasts abound with local items. Service features answer questions directly affecting the listener's welfare. WIBW programs are a definite part of Kansas home life.

That's why we've been able to build this finest of modern transmitters. Now, with tremendously increased coverage, WIBW is ready to take your sales message, with programs that sell, into 361,980 friendly, buying homes.

WIBW
"The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS

Ben Ludy, Manager
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

BROADCASTING • Broadcast Advertising

AGENCY Appointments


PETE DOELGER BROADCASTING CO., Harriman, N.Y., to Rossetti & Hartwig Adv., N. Y.

POSTAL TELEGRAPH-CABLE Co., New York, to Bow Co., N. Y.

WEST COAST-Manchester Mills Inc., Los Angeles (sterling souvenirs, etc.), to Logan & Rouse, that city.


HEIDELBERG BREWING Co., Covington, Ky., to Reeter & Skiles Co., Cincinnati.

Bristol-Myers Plans

BRISTOL-MYERS Co., New York, on July 5 will double up its two NBC programs into the Wednesday evening 5-10 spot with What's My Name?, the summer substitute for Fred Allen, using the first half-hour, for Espana and Sal Hepatica, and the second half replacing the Vitalis program For Men Only, currently heard Tuesday nights. Contract for both programs is 13 weeks on 53 NBC-Red stations. Poclar & Ryan, New York, is agency.

Texas Station Elects

GEORGE BENNETT, co-publisher with his brother Russell Bennett of the Sweetwater (Tex.) Reporter, has been elected president of Sweetwater Radio Inc., which on May 24 was authorized by the FCC to erect a new 250-watt daytime station (KXOU) in that community to operate on 1210 kc. [BROADCAST-INC, June 1]. He succeeds R. M. Simmons, cottonseed oil merchant, who remains as a minority stockholder, the Bennitts owning 75 of the 125 issued shares. It was erroneously reported by BROADCAST-INC that Houston Harte and Bernard Hanks, Texas station and newspaper operators, held an interest in the Sweetwater Reporter, but they sold it to the Bennitts several years ago.

STANDS OUT

WBNNS
COLUMBUS
All you need in Central Ohio
5000 WATTS DAY
1000 WATTS NIGHT
John Blair & Co., Representatives
BOOKLET ON NBC POLICIES

AFTER several months of preparation, NBC has issued the text of its new policies in a booklet, "Broadcasting in the Public Interest," being distributed to all NBC clients and their agencies. The 80-page booklet covers policies applicable to all programs, special type programs, commercial standards and unacceptable business, all in a final form arrived at after preliminary comment and criticism by the NBC Advisory Council, a number of NBC representatives, and board members of NBC and RGA. Basic program standards were sent out to the above groups in April before final revisions and public distribution [Broadcasting, April 1]

W TAG
WORCESTER, MASS.

From morning to midnight—350,000 radio dials tuned regularly to 580 Kilocycles.

NBC BASIC RED NETWORK
WEED & CO.
National Representative

- more than call letters
- many advertisers think of it as a good buy to be used in moving goods and speeding up distribution
- but to most folks, we listeners here in this grand region of Central New York, we're a friendly voice at 57 on the dial.
- and that's what we hope to be always. That's why for 18 hours each day we broadcast the finest programs of both NBC Red and Blue networks and top-notch local features. To listener and advertiser alike 57 on the dial means something worth having!

WSYR
SYRACUSE

570 Kc.

SYRACUSE, N. Y.

NEW YORK'S STATION OF DISTINCTIVE FEATURES

EXCUS IN RESPONSE TO ESTABLISHED FEATURES IN

ENGLISH
JEWISH
ITALIAN
POLISH

570 Kc.

June 15, 1939 • Page 53
FIFTIETH anniversary of Thomas A. Edison's invention of the kinetoscope, the first motion picture camera, was observed for June 10 with a joint half-hour CBS-Paramount Pictures, program over 11 stations from the Ambassador Hotel, Los Angeles. Program preceded Paramount's Seventh annual international sales convention banquet. Jack Benny and Cedric the Milligan were joint masters of ceremony. Entertainment featured Bob Hope, Dorothy Lamour, Tito Moreno, Linda Darnell and Anson Weeks' orchestra, conducted by Victor Young. Irving Reit, formerly CBS producer, now a Paramount writer-director, and Bob Hussey of the studio, produced and directed the program.

DURING his Sevtekr has THE BRANHAM home 1000 Transradio broadcasts "Genial American receive WATTS NIGHTS on broadcast struck Representative are outstanding Portland that it became Composers and teletype installed WBNS, results we have that TENNESSEE National service his client, PORTLAND i Omaha WAAF, ball quiz that Victor contributed cases. Clothing donations contributed Young. Results Edison's invention Hollywood, sponsored and 3,500 children. cases. Charity contributions amounting to 210 picture "Career", was observed during Stoll, will have in world premiere in Des Moines that day. WAAF, Chicago, recently tallied the receipts of its Shedd Aquarium charity program since last fall and found cash contributions amounting to $1,000 which had been raised for 210 cases. Clothing donations contributed to the comfort of 942 men, 476 women and 3,500 children.

NABC is extending indefinitely the run of Arch Oboler's "Playhouse and 5,000 children. The new series, "The Fair," will premiere on NBC Red.

SUNSHINE DEDICATORY ceremonies and speeches commemorating baseball's 100th anniversary were broadcast by NBC and MBS on June 12 at the formal opening of the National Baseball Hall of Fame in Cooperstown, N.Y. The event was sponsored by the American League and Major League Baseball. The program included several speeches and a brief address by Commissioner Judge Kenesaw Mountain Landis. The event was broadcast live from Cooperstown on NBC and MBS.

EXTENSIVE COVERAGE of the large scale Army maneuvers in Plattsburg, N.Y., Aug. 10-15, is planned by NBC and CBS, each of which will have several mobile units on the scene to cover the maneuvers. The NBC and CBS radio teams will broadcast the maneuvers live from the field, with plans to expand. The radio programs will be played to expose fully the activities of the Army's first "battle" of the war. The activities will be broadcast through the entire network and will be carried on NBC Red, which will carry the event on a weeknight.

AS PART of a nationwide campaign to combat anti-Semitism, the Jewish Peoples Council of New York will inaugurate a radio campaign this fall using the New York City Commission for the Prevention of the Jewish Community, and with plans to expand. The radio programs will be designed to expose fully the activities of the Army's first "battle" of the war. The activities will be broadcast through the entire network and will be carried on NBC Red, which will carry the event on a weeknight.

WHOM, Jersey City, New Jersey, on June 9 organized a special network to broadcast speeches by Mayor Frank Hague and New Jersey officials at the "New Jersey Rally for the Passage of the Racial Bil Journal "A View of the Future," which will be broadcast on WHOM and WNJ, and KXSC, Ashbury Park. and to the E. Brinkerhoff Studios to be recorded for broadcast on the next "The Fair," which will be broadcast on WHOM and WNJ.

AS AN INCENTIVE to high school students to consider broadcasting as a possible career, CFNH, North Bay, Calif., at the start of the last school term offered three junior and three senior cash prizes totalling $100 for the best public speakers. The contests were held during the school year, and the winners were chosen at the North Bay Collegiate and Vocational School and on CFNH.

WEPH, Philadelphia, will sponsor a "WEPH Day" at Riverview, Penns- ville, N. J., July 12, including a two-hour boat trip to the resort, entertainment by station personnel, and athletic tournaments.

WHH, Kansas City, Mo., recently signed with WMCA, New York, for full news service. CBS again this year gave its listeners exclusive coverage of the 43rd National Open Championship in a series of broadcasts from June 5 through June 10 with Ted Husing handling the play-by-play and directing the Studio Mill Course, Philadelphia. Bryan Field is the major hope return to the annual Aqueduct, Long Island, summer meeting which will be broadcast exclusively by CBS through July 5, with WMCA, New York, covering the metropolitan area by arrangement.
BROADCASTING

Radio and Education

PUBLICATION of Americans at Work in weekly booklet form was anounced recently by Stavros Fielden, director of CBS' education and talks department. First issue of the 24-page booklet, ontaining radio broadcasts throughout the United States' it will be published on June 3. Publication plans include a monthly syndication service for radio broadcasts. The series is being provided by the 68 industries alread dealt with on the program.

IN RESPONSE to requests from parents and teachers, groups of the September 14, 1936, Children's Hour, will cover the air by radio during the vacation season. The programs have drawn favorable comment from parents for making their children more eager to tell them just what they are doing in school.

WIRE, Indianapolis, has published a new national radio program in its June 15, 1939, revised rates effective June 15. Re- vised rates apply only to programs; air time rates remain un- changed.

WIBG, Glen Ellyn, Ill., has started broadcasting time signals at every call letter announcement.

MORE THAN 1,500 members of 20 WLW Radio Club clubs met for their annual picnic and meeting at Shaw Woods, just west of Cincinnati. The clubs were founded through the WLW Radio Club program. WLW, WROV, and WSKY carried a special broadcast from the picnic grounds. The meeting was moved to Wednesday, June 15, 1939, as a result of the WLW Radio Club program.

CLIFTON UTELY, Chicago, director and radio commentator, Sunday, June 9, 1939. Mr. Uteley is a well known writer and speaker on radio topics.

INSTRUCTIONS FOR WIRING

Time and money can be saved and mis- understandings eliminated by the use of a standard code for wiring. One such code is the "Ham Code," which is used extensively in radio and other electrical work. The following is a list of some of the most commonly used symbols in this code:

WX - World
EX - Exchange
BL - Blind
GR - Green
YW - Yellow
Red

Such a record beats the old-fashioned theory that nobody listens to the radio in the summer time. Oh yes, and May 1938 was no flop either.

IT'S WWVA ALL THE WAY!

5,000 WATTS AT WHEELING,

COLUMBIA Station at Eleven Sixty

On 20853 kHz. 660 Hvaks.

JOHN BLAIR CO. - NATION'S LEADER

Radio Station Representatives

Such a record beats the old-fashioned theory that nobody listens to the radio

Summer Slump?

Oh Yeah!

WWVA time sales for May 1939

DOUBLED

those for May, 1938!

Such a record beats the old-fashioned theory that nobody listens to the radio in the summer time. Oh yes, and May 1938 was no flop either.

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JOHN BLAIR CO. - NATION'S LEADER

Radio Station Representatives

www.americanradiohistory.com
Basic Text of Proposed NAB Code for Industry Self-Regulation...

(Continued from page 9) supervision of the Code in the selection and control of material, character and policy. It does mean that the vigor and vitality common to child adventure and imagination means simply that programs be based upon sound social concepts and good taste, and submitted with a degree of craftsmanship.

Establishing acceptable and improving standards for children’s programs, the National Association of Broadcasters and other leaders in the media and consultations with parent and religious groups. These studies will be applied to all children's programs as a basis of minimum requirements necessary before any program becomes acceptable for broadcasting by member stations.

X. Standards of Practice

In order that this basic code may be interpreted and understood to meet changing social conditions, the National Association of Broadcasters, through its Headquarters in Washington, will establish such facilities as may be necessary to the continuous evolution of a Standard of Practice through which each member station determines and practices in accordance with the application of basic principles herein outlined. The Standards of Practice will include such other operating and ethical procedures as may be determined necessary from time to time to assure the public the standard of American Broadcasting in its continued ability to provide a free and unobstructed means of mass communication, and to foster the general welfare and social development of the nation.

STANDARDS OF PRACTICE OF MEMBER STATIONS

(Code interpretations for the guidance of member stations)

I. The Yardstick of Good Taste

1. Reference to the Deity shall be made only in a manner befitting reverence.

2. Profanity, language used and subject matter discussed must be acceptable in mixed social groups.

3. Broadcasters will bar dialogue or statements which are, or which border on the obscene, sacrilegious, profane or vulgar, especially as these appear to sex, bodily functions and expressions fraught with double meaning.

4. No unkind reference ridiculing racial or religious characteristics, or to physical imperfections such as lameness, blindness, shall be permitted.

5. In all dramatic situations a reenactment of religious rites, such as baptism, marriage or funeral ceremonies, shall be treated in a manner respectful and sympathetic.

II. Religious Broadcasts

1. It shall be the policy of stations, in broadestcast religious programs, to consider the particular religious affiliation of the radio audience rather than those of any particular church or churches or religious groups. At the end of each program, stations may transmit a well-balanced program of religious programs best suited to the spiritual needs of the community, truly reflective of its religious complexion.

2. For reasons clearly stated in Section 11 of the Basic Code, religious broadcasts shall not contain any attack upon another religious faith or race and should be on a high spiritual and devotional plane.

3. Stations shall not be considered under obligation to accept religious programs on a commercial basis.

In fact, such a practice might give the station a tone and complexion entirely wrong or at variance with the actual religious tone and denominational makeup of the community served.

Recognizing the constructive work which has been accomplished through nonsectarian, religious programs planted upon a noncommercial basis, it is felt, nevertheless, that the best service to religion and to the public will eventually and necessarily be the elimination of commercial religious programs.

III. The Broadcasting of Controversial Public Discussions

Throughout the country, as has grown up, of late, the practice of re- storing something akin to the colonial "town hall" meetings, wherein the clash of opinions and ideas are broadcast in a radio-forum debate so that the greatest number of citizens may hear the issues, evaluate the different opinions, and act upon them. Such forum practice is recommended.

Air Consideration to All

1. Without prejudice, radio stations will consider, fairly, the request for time of even a responsible individual or organization. Should time be secured for a speaker or program through the request of some group or organization, the identification of such group or organization shall be clearly stated before and after the broadcast period.

Different Points of View

2. It is recognized that, in discussions of a controversial public question, stations will make every effort to provide fair and equal opportunity for each responsible point of view to be heard. However, the failure of an opponent viewpoint to avail itself of this opportunity should not, in itself, preclude any discussion of a given question.

Handling of Discussions During a Program

3. No time may be sold for the discussion of issues arising from a strike. If time is given for such discussion, it will be given on a fair and equal basis to all interested parties.

4. The program commentator will determine in his own mind what he has attempted faithfully to serve the public interest in such an action.

IV. Political Broadcasts

1. No dramatizations of political issues will be permitted. Such dramatizations would shift the campaign out of political discussion and be put on a wholly emotional level and might conceivably obscure real issues or raise artificial ones.

For these reasons, both sides will be limited to logical exposition with no persuasive ability the speakers possess.

V. News Broadcasts

In the handling of news matters, radio stations are expected to maintain the highest traditions of news integrity, fair play and accuracy. News programs shall be limited to a straight reporting of the news as received from accredited news sources. Any explanatory or background matter added by the news announcer shall be limited to reporting current news with known facts, past or present. In no case shall the personal opinion of the announcer, news editor, or station management be reflected in any news matter broadcast.

Commercial News Broadcasts

News reports may be sponsored by commercial advertisers. The control of all programs, however, shall be the policy. The policy of the commercial sponsor shall be reflected in any news matter broadcast.

If a commercial sponsor wishes to introduce a news item about his own product or industry, he must qualify for such news announcements so as to avoid any confusion between such news item and commercial news matter; viz., "Motor car news," "News from the motor car world.

No date line may be used in conjunction with a commercial announcement.

Where news broadcasts are commercial in character, it must be clearly stated that the commercial sponsor is presenting news matter gathered and reported from accredited sources; viz., "Jones and Company present United Press news," or "Jones and Company bring you the news of the day as gathered by the International News Service." In no case may it be inferred that the news has been gathered and edited by Jones and Company or by Smith and Company, direct.

6. Use of the word "flash," or the words "news flash," or "news bulletin," as reserved for the announcement of special legitimate news bulletins and may not be used in such a manner as to provoke confusion or lend a semblance of negligence.

7. The above practice shall be construed as denying the obligation or privilege of the individual broadcast sponsoring such "special event," and as denoting that the broadcasts as he determinates might be the same.

4. In the broadcasting of court proceedings about or comment upon

cases subject to the influences of professional or tabloid court procedure, such shall be made to conform with the orderly administration of justice.

5. No participants in criminally morbid sensational news stories may appear on the air. Reference to such cases shall be limited to the reporting of legitimate news accounts thereof.

VI. Propaganda

1. This Code clause relates likewise to commercial propaganda wherein under the guise of "public interest" and advertising, it is intended to build up a commercial interest. This may be found in paragraphs under Business Ethics.

VII. Educational Broadcasting

1. Each NAB member station shall maintain a department or else appoint one responsible person to receive and transmit all time for educational and commercial purposes may be cleared, and to give equal time to educational programming groups shall look for guidance, in development and development. In line with the spirit of this Code, the educational department itself will continue to furnish educational studies and aids in printed form, audio-visual aids and educational broadcasting groups.

2. Should a demand for education-
EDITORIAL CORRESPONDENCE

To the Editor-

I am writing to express my disagreement with the recent editorial that addresses the issue of children's programming on broadcast stations.

Firstly, I would like to point out that the editorial's claim that children's programming is inherently aimed at promoting low-quality, commercial interests is not accurate. Many children's programs are designed to instill values such as teamwork, cooperation, and perseverance, which are beneficial for their development.

Secondly, the suggestion that children are not capable of discerning the difference between commercial and educational content in these programs is misleading. Children are capable of understanding the context and motives behind the content they consume, and they can differentiate between informative and advertising content.

I believe that it is important to continue providing children with educational and entertaining content on broadcast stations, and to continue to assess and regulate the quality and appropriateness of such programs.

Sincerely,

[Your Name]
National Advertisers return to CCF year after year because experience has shown that broadcast advertising in Canada's Metropolitan market can be done more economically and successfully through CCF.

CCF's renewals throughout the years are the testimonials that really count.

CCF and Short Wave CFCF owned and operated by CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC Affiliate

Proposed Rules Changes
(Continued from page 18)

The channel was agreed upon after considerable discussion. It was decided that, instead of using the predominant signal, the root—sum—square of all the signals on the channel should be measured. The consensus was that while this deduction probably would not be entirely accurate, it nevertheless would be more acceptable than the measurement of a single signal.

The suggestion reached was that for the time being the RSS would be taken only of the stations that are 70% of the strongest signals. This determination was regarded as important because it will enable stations under the new rules to determine where the 2½ millivolt line falls and also to determine responsibility for interchannel interference from directional antennas.

In using calculations based on sky wave curves, it was concluded that these are not of sufficient accuracy to be valuable at less than 250 miles from the transmitter.

The necessity of combining operating power was discussed and unanimous agreement was procured that the time had arrived when stations should determine their power by the direct method. This means that the antenna resistance need only be placed in parallel with the transmitter; the resistance and antenna current will determine the station operating power. At the present time the majority of stations use the indirect method, which permits of a wide fluctuation actual operating power of different designs and types of transmitters. The direct method, it was agreed, is equally fair to all transmitters.

Attending the conference were: Rector E. Skiffer, KSTP; William B. Lodge, CBS; Robert M. Morris, NBC; Raymond F. Guy, NBC; Earl H. Hilt, WXY; J. E. Young, RCA Mfg. Co.; R. M. Wilmette, NAB; C. B. Joubert, KFBE; B. Haxton, NBC; W. C. Lent, NBC; A. D. Rinehart, FGC; G. P. Adair, FCC; K. A. Norton, FCC.

George C. Davis, National Association of Independent Broadcasters; L. P. Wheeler, WGO, New York; Western Union; F. W. Cunningham, Bell Laboratories; E. L. H. Mowry, NBC; J. B. Balfe, RCA; R. Morris, NBC; W6XAO, Los Angeles, including two major improvements, the equipment, synchronizing apparatus, image monitor and portable transmitter. Units are now ready, for broadcast. The size of the carrier is not limited to 50 pounds. The transmitter will operate on 325 watts, with a directional antenna beam signal to W6XAO, was added to extend Don Lee's television activity in outdoor pickup of sports and civic events.

J. S. Magee, E. & M. Co., on June 8 was authorized by the FCC to move W6XAO, its Pittsburg transmitter, to Springfield, Mass., changing its frequency to 424.5 k.c. and power to 1,000 watts. At the same time W6XIB, its Springfield high-frequency station was increased to 42.38 m.w. and 1,000 watts.

KIEB, Glendale, Calif., under supervision of Don Lee, chief engineer, has installed a new Gates 2700 peak limiting amplifier. Installation was by World Broadcasting System, Springfield, Mass.

WTCI, Hartford, Conn., is constructing two Blau-Knox 450-foot vertical radiators in part of its new directional installation to prevent interference with KXRDL. Dallas, which recently installed two 475-foot Blau-Knox radiators to carry out the plan. The towers are guyed uniform cross-section type.

KQW, San José, Cal., has adopted a new Western Electric transmitter and has started driving piles for the foundation of its new plant on salt marsh, at the foot of San Francisco bay. A directional antenna will then be installed to throw a signal toward San Francisco and Oakland. Plans will be ready, it is expected, by Sept. 15.

WWV, Brooklyn, has ordered a new 1-G, 1,000-watt RCA transmitter.

KRLC, Lawton, Okla., reports that it has replaced its 177-foot quarter-wave, short-erbium, horizontal radiating with a new 354-foot halfwave radiator, also short-erbium, with no changes whatever in the 250-watt transmitter or ground system.

WHEN Frank Falknor, chief engineer of WBBM, Chicago, returned from a conference he found "WBBM Mobile Unit No. 2" parked in his office. John Ford and Holly Pearce, WBBM engineers, had rigged up a portable bar, radio set, umbrella, table and three light combination that, according to Mr. Falknor, was "most amazing".

Defer Monitor Rulecing
POSTPONEMENT until Sept. 15 of the rule requiring installation of frequency monitors for all relay, international, high frequency, noncommercial educational, facsimile, teleconferencing, and developmental broadcast stations was announced June 9 by the FCC. The provision originally was to take effect Sept. 15, 1936 but the date was extended from time to time due to lack of commercially available equipment which would fulfill the technical requirements of the rule. The monitors required are not a part of the transmitter, but the combination shall have an accuracy of one-half of the allowed tolerance of the class of station with which used.
YOUNG-MEN-GOING-SOMEWHERE in radio are these 1939 graduates of the Capitol Radio Engineering Institute, Washington, who received their diplomas and certificates from E. H. Reitzke, president, and Mark H. Biser, chief instructor, at graduation exercises June 8. The 54 graduates, who ended a year's training in radio and television engineering, comprised the largest class in the school's history. Drawn from all parts of the country, they included three U. S. Coast Guardsmen. A large percentage of the graduates annually go into various branches of the broadcast engineering and operation field.

LYNNE C. SMIBY, former technical supervisor of WXYZ and the Michigan Radio Network, is in San Juan, P. R., on a consulting assignment for International Telephone & Telegraph Co., which owns and operates W2AL, standard broadcast station. He will supervise an overhaul of the station's technical operations and probably will remain in Puerto Rico, with Mrs. Smiby, until fall.

ALFRED SPAN, CBS Hollywood sound effects director, is perfecting a novel audio-frequency device for comedy shows. It is used with the amplifying system and creates a variety of unusual voice effects.

LEROY WOLFE and Nicholas Franceschi have joined the engineering staff of WIP, Philadelphia.

GORDON L. FAIRWEATHER, engineer of CKWX, Vancouver, on June 8 married Joan Holmes.

HYDE BEATT is chief engineer of KFOX, Klamath Falls, Ore., which recently broke his collarbone during a baseball game between the San Antonio radio announces and newspaper.

JOE D. CARROLL, former chief engineer of KTOK, Klamath Falls, Ore., has joined KGDM, Stockton, Calif., as chief engineer and head of the commercial department.

BOB MUNDINE, control engineer of WOWT, San Antonio, recently broke his collarbone during a baseball game between the San Antonio radio announces and newspaper.

JOSEPH M. TRÖEBSCH has joined KQV, Pittsburgh, as studio control engineer.

RUDOLPH ISENBERG, formerly with WOWO, Fort Wayne, is now on the technical staff of KQO, St. Louis.

FRED G. TAYLOR, sound technician of KSB, Salt Lake City, is back at work after a long confinement in the hospital.

L. B. WESTON, former chief engineer of KFOX, Long Beach, Calif., is now with CBS at the new KNX transmitter in Torrance, Calif.

LARRY ADAMS, formerly on the technical staff of the defunct Associated Cinema Studios, Hollywood, has joined Crusader Publications.

EUGENE A. MURRAY has been promoted to chief engineer of KCLA, Kilgore, Tex.

MATTIE F. PRADEZ, formerly with KFIZ, Fond du Lac, Wis., has joined the engineering staff of WEMP, Milwaukee.

Take Your Station to Your Customers with Live Demonstrations

RCA Victor PICK-UP PORTABLE RADIO


Yoursalesmen have had plenty of statistics and pie charts to sell station time to your customers. Now they can take the station itself, its programs and its signal strength to call on advertisers and agencies. Equip your sales force with RCA Victor Pick-Up Portable Radios and they'll do a better selling job than ever. These brilliant little portables are easy to carry...no connections. And their performance will do real justice to your station. Fact is, you'll probably fall for one yourself.

Write RCA Manufacturing Company, Inc., Camden, N. J., for information telling how the Pick-Up Portable can be used by your salesmen and by agencies to help your station.

*Price f. o. b. Camden, N. J., subject to change without notice.

MERGE TALK AGAIN HEARD IN AFRA-AGRAP MOVES

AMERICAN Federation of Radio Artists, AFL-talent union, is moving in on the independent stations in New York, Chicago, Los Angeles and San Francisco, aiming to secure contracts with every station in these cities covering staff artists and other employees. Talent represented by the network key stations is already covered by AFRA agreements, Union's national board also resolved to push toward the objective of securing contracts covering the transcription field as well, if possible.

Belief that AFRA will soon absorb the American Guild of Radio Announcers & Producers, independent union, general in informed circles, has been strengthened by the switch of the sound effects men at WABC, New York, from AGRP to AFRA, following an earlier similar shift in union affiliation by the sound effects men employed by NBC in New York. Neither union has made any announcement of a merger, however. Resolution to set up a reserve fund of $500,000 to cover the time of strike and other emergencies has been adopted by the AFRA board.

PLANS TO PRESENT SPONSORED RADIO PROGRAMS FOR CHARITY PURPOSES ARE UNDER WAY BETWEEN THE AMERICAN Federation of Radio Artists and the Actors' Equity, although no details have been decided and the matter is still at the indefinite stage. Programs would probably be similar to the Seniors' Sunday broadcast sponsored by Gulf Oil Co., and proceeds would go to the relief funds of Equity and AGMA.

NEBRASKA'S MARKETING CENTER

KMMJ has moved to a most strategic and desirable marketing center—Grand Island, Neb. KMMJ is the only stock auction center of the Midwest, with its million dollar radio market, and is the home of many prominentJOBBS, wholesalers and manufacturers.

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

We're now ready to give you "on the spot" help in adding new listeners and打造ers. . . . pepping up established outlets. . . . building additions, and the like. All of this is for your product. Let us tell you how it can be done.
Indiana U. Plans Radio Conference Industry Figures Listed on Agenda for Roundtable

THE FIRST radio work conference in the Midwest will meet at Indiana University, Bloomington, June 6-17 under sponsorship of the University’s radio division, headed by Lee R. Norvelle, director and Robert E. Allen, program director.

Described as a meeting in which “radio people of the Midwest and other Central States may sit down around the table to discuss their mutual problems,” the conference has on its program representatives of 33 stations in that area. Questions to be discussed include low cost price production, balancing the program schedule, experimental radio, musicians’ union and ASCAP cooperation, listener interest surveys, and educational and social service programs.

All questions will be considered through panel discussions with the only formal address to be made at the Conference the formal address on June 16 by Tom Wallace, editor of the Louisvile Times, who will speak on “Radio-Newspaper Relationships.”

The program follows:

June 16

“Experimental Radio”—Chairman: W. Guenther, coordinator of facsimile and television, WLW, Cincinnati.

“Low Cost Program Production”—Chairman: Robert Kennett, WHAS, Louisville; Warren; WHIO, Dayton; Mendel Jones, WCKY, Cincinnati; C. A. McLaughlin, WWJ, Detroit; Charles R. Cook, WBAB, Des Moines; C. W. Smelley, WINS, Dallas.

“Balancing the Program Schedule”—Chairman: Irwin Leslie, KDFW, Dallas; Columbus; Eldon Park, WLW; Harold A. Miller, WGAR, Cincinnati; Mendel Loveman, WMBL, Chicago; C. L. Richardson, WDBN, Danville, Ill.


June 17


“Better Cooperation with Musicians’ Unions and AFCAR”—Chairman: Edward Emmett, WRR, Gary; Mervin Johnson, WQIV, Des Moines; Ralph H. Past, WPAP, Portsmouth, O.; Mortimore, WFPC, Philadelphia; H. A. Trelfa, Cincinnati; Vernon Pribble, WTAM, Cleveland.


“Educational and Social Service Programs”—Chairman: Charles L. Cowles, WBOA, Evansville; William Schult, WRC, Cincinnati; Lavinia Wrights, CBS, Chicago; Larry Roller, WER, Cleveland.

WGO Who to Movies

EVA MAE GREENWOOD, known to the audience of WHO, Des Moines, as “Louisiana Lou,” has signed a seven-year contract with the United Republic Pictures. Although she will make four films a year, the winner will continue her work at WHO. Present plans call for a trip to Hollywood in July for her first picture in which she will be teamed with Red Foley, featured vocalist of Avalon Time, in a vehicle starring Roy Rogers, Western film artist. Her radio name will be used in the movies. A former music teacher, Miss Greenwood began her radio career on WJDX, Jackson, Miss., where an audition won her a post as staff artist. She has been with WHO for the last seven years as one of the brightlights of the Barn Dance Frolic and other productions. In addition to her radio work, she has recorded for Victor and Decca.

SWIFT & Co., Chicago, will hold another Reclit Sales Meeting of the Air July 17, 15-8-8 a.m. on an NRC broadcast in acquiring field staff and dealers with latest sales developments and methods, will have pickups from Chicago and New York with company officials participating. The firm sponsors Saturday Smiley Parade, a daytime variety show on NBC starring Ransom Sherman.

NEGOTIATIONS between WCAI, Philadelphia, and Broadcast Local 28, American Communications Association, are under way for a new contract covering staff technicians to replace the present contract, in force for the last two years.

Rural Radio Scholarship

Winners Picked by WLW

MERTON V. EMMERT, 23-year-old Kansas State College senior, and Charles F. Grasham, 24, of A. J. a b. Poynter Institute, have been named winners of the agricultural scholarships in practical radio training offered by WLW, Cincinnati. Both will receive $500 and a training course in all phases of radio work, beginning July 1, under supervision of George C. Biggar, director of rural programs for WLW. The winners were chosen after a competition of writing ability, scholarship and programming initiative.

WLW also has announced the board of nine judges who will choose preliminary winners in the WLW-Cincinnati College of Music scholarship auditions [Broadcasting, June 1]. J. Herman Thumam, director of the Chicago of Music, is general chairman. The stringed instrument judging group includes Joseph Kolmalski, Emil Heermann and Walter Heermann of the Cinncinati Symphony; Joseph Cherniavsky, WLW musical director; Umberto Neeley, radio extension director of the College. The brass and woodwind judging group comprises Robert Cavally, Herbert Treymeyer and Corwin Taylor of the Symphony; Joseph Surdo, of the College of Music.

Preliminary auditions are scheduled June 15-17, when nine performers will be chosen for final judging. At the same time MBS stations in the East and Midwest will choose other preliminary winners, whose work will be recorded and sent to Cincinnati for the finals. The 12 will announce which each of whom will receive a year’s free training at the College, will be announced in August.

Industry Figures

THAT the manufacture of radios, radio tubes and phonographs in the United States centered in 162 establishments, employing an aggregate average of 48,434 wage earners during the year, turning out $277,807,000 worth of products, was disclosed in 1937 census of manufacturers of the Bureau of the Census. Cost of materials, fuel, power etc. was placed at $184,506,000 with $122,302,000 as the value added by manufacturers. The industry ranked 44th in number of wage earners employed, 64th in the value of products turned out.

KMB Charms in Movies

THE MUSICAL Texas Rangers of KMB, Kansas City, recently went on location on the West Coast to appear in a Republic Picture, tentatively titled “Colored Sunset,” starring Gene Autry, the singing cowboy. In the picture the Rangers are part of Autry’s gang, back up all his musical numbers and participate fully in the hif-bang of Western movie technique. Arthur B. Church, president of KMB, recently flew to Hollywood to check progress of the film. Meanwhile the Rangers have relinquished their 2:00 n. m. coast-to-coast CBS spot to KBMA’s Brenda Creek Polka, originating in Kansas City.

MISSISSIPPI

Pay Rolls ON!

A general rise in employment and payrolls throughout the State:—

Highway construction... 34% increase.

Swallowing... 21.5% increase.

Retail trade... 6.3% increase.

Railroads... 2.1% increase.

Manufacturing... 11.7% increase in workers.

Increase in payrolls... 23.8%.

Invest your advertising dollars with WJDX. Mississippi’s Dominant Radio Station gives you a market where trade and pay rolls on!

ORDERS FOR 1,000 SILVER SETS

At $7.50 PER LINE

Each day—following Martin Block’s popular Make Believe Ballroom—over 200 “phone calls ordering silverware sets (5 5/8 each) swamped the WNEW’s switchboard. In less than ten days, 1,000 had been sold.

THERE IS A REASON: By all independent sources WNEW ranks first among sellers of any New York or New Jersey network station.

*On request

SERVING NEW YORK and NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY...1000 WATTS BY NIGHT

1250 Kilocycles

BROADCASTING • Broadcast Advertising

June 15, 1939 • Page 61
Television Seeks to Improve Methods

Programming Problems Met, Often Solved, By NBC Staff

By BRUCE ROBERTSON

"FIRST television fight broadcast scores tremendous hit" says a current advertisement for RCA television sets in New York newspapers, which continues, "New Yorkers fought a heavyweight battle two nights ago. They not only heard but saw Nova defeat Baer in the heavyweight battle at the Yankee Stadium in New York.

The word "first" also appears in much of NBC's television publicity. In the last few weeks, which, incidentally, have been television's first few, the network's press releases have heralded not only the "first televised prizefight," but also the first baseball game, fashion show, ballet, televised prizefight, "a most important news event," and "first televised feature presentation of a picture (Continued)

NBC Expands Video Program Schedule, Drops Repetition of Technical Films

A REVISION of NBC's television schedule that increases the number of studio programs and overnight transmissions is in the works. The schedule switch, which will take effect when NBC's pool of television executives to six weeks experience with actual public television, during which they have closely studied not only the programs but the reaction to them of public, press and dealers.

The new schedule calls for three events: the "Saturday Night Special" at 8:30-9:30 on Tuesday, Thursday and Friday, one more than the present schedule of an hour on Wednesday and Friday. From 4 to 6 on Wednesday, Friday and Sunday, noon outdoor programs are scheduled, and during four noon hours each Tuesday, Wednesday, Thursday and Friday of the program. The program will present programs of interviews, variety acts, movie shorts and the like, each ending with a five-minute newsmat.

Abandon Films

NBC does not expect any complaints from the movie lovers during the 24 hours of commercial film it has been televising weekly to demonstrate the new art of picture

Movie Television Cooperation Urged

Loewi Says Merging of Skill Would Bring Best Results

THE FULL cooperation of the broadcasting and motion picture industries is essential for television development, according to Mortimer W. Loewi, president of the Metropolitan Theatres Corp. and chairman of the board of Allen B. Du Mont Laboratories. The broadcaster, he said, has the technical skill necessary for the transmission of sound and pictures through the air by means of radio waves, but lacks experience in the field of motion picture entertainment. The motion picture producer has a background of 30 years of motion picture entertainment, but lacks knowledge and interest in broad casts. The two, he said, must unite in order to get the best results from television and motion picture entertainment.

To present good television entertainment now, without keeping the producer busy for years while either broadcaster or picture producer attempts to learn the other's art, radio and the motion picture field, Mr. Loewi said, with each side contributing its own skill and experience, are setting the perfection of this new art.

Fronts Glass Studio

It would be silly, he said, for television to go through the long, laborious process of experimental that characterized the first years of sound broadcasting. That was monotonous, because radio entered the entertainment field it had no precedents to guide it. But the situation is now quite different, he stated, because television is no novelty and the movie industry knows what kinds of pictures the public likes and how to present them.

As he views it, the logical route of television development is for the broadcaster to confine his activities to furnishing facilities for programs by the motion picture people. The motion picture industry realizes that it must produce programs which meet the entertainment needs of any kind of entertainment that might cut into movie attendance, he said, and will not be so foolish as to do so. The situation today, he said, is no novelty and the movie industry knows what kinds of pictures the public likes and how to present them.

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GENERAL ELECTRIC's new television station, WENX, in Schenectady, New York, was expected to begin operation after Labor Day. Its tentative schedule calls for one hour in the afternoon and two hours at night each day. GE engineers reported early this week that, contrary to the theory that television programs can be received only 45 or 60 miles from the transmitter, they have picked up a complete two-hour program from Empire State Bldg. transmitter, which is 500 miles away. A standard GE television receiver, they stated, reception was excellent.

HOLLYWOOD will have the highest television radiator in the United States when WENX shifts from its present site in downtown Los Angeles to the mountain peak site adjacent to Hollywood recently acquired by Don Lee Broadcasting System, Harry R. Lubcke, televeision director of that network, stated upon his return from New York in early June. New equipment has been purchased and switching of the stations to Holly- wood will be made as soon as the FCC permit is granted. "Plans for the new site of the WENX call for an antenna at least 100 feet above the transmitter building overlooking Hollywood," Mr. Lubcke said.

"Since the mountain recently purchased by Thomas S. Lee, president of the network, is 1700 feet high, the antenna will surpass the altitude of New York's Empire State Bldg. by one and one-half times. Mr. Lubcke estimates there are now 500 receivers in operation in the Los Angeles area, which by New Year he expects will increase to about 2,000.

FIRST American demonstration of the large-screen television reception installed in a number of London theaters was scheduled to be held June 14. Equipment developed by Baird engineers, including the newly-improved tube used for the first time in reception of the Daily Telegraph in London, had arrived in this country and was being installed in the New York offices of Gaumont British Picture Corp., with which the Baird firm is affiliated. It was said last month that I. C. Javilj, commercial director of Baird Television, is in New York to supervise the installation. Baird, Mr. Javilj also reported, has opened free fortnightly courses in large-screen television at its factory in Sneythen, England, to supply the demand for experienced operators.

A NEW television pickup tube which will produce clearer pictures on the receivers of video set-owners was described June 7 before the Institute of Radio Engineers in New York by Harold A. Iams and Albert Rose, of RCA Laboratories. Whereas the electron scanning beam of the previous pickup tubes had to be so strong to do its job that it caused splashes of electrons on the plate, diminishing the clearness of the resulting pictures, the new tube focuses the beam with such precision that it allows little or no splash, improving the pictures to a considerable degree without any change in the receivers.

TELEVISION contains no threat for the present to the motion picture industry, delegates to Paramount Pictures Inc. national convention in Hollywood were told on June 8 by Stanton Griffin, chairman of the company's executive committee. Commenting on the film studio's acquiescence to the FCC's interest in television, he held that "it will become an adjunct to our business, rather than a competitor, and will remain an adjunct for many years to come."

He pointed out that present technical limitations will probably preclude commercial operation of television in cities of less than 100,000 population, which means that it can cover only about 40% of the national population and 6% of United States territory. In the great cities, he said, "there is no question but that it will provide a new source of theatre revenue."

DOCUMENTARY programs, covering the dramatic stories behind the lives of taxi drivers, newsboys, hotel maids and people employed in all sorts of trades and manual labor, will provide a gold mine of material for American television, according to Donald Hunter Munro, BBC television director, who on June 10 returned to England after several weeks at CBS in an advisory capacity. Referring to the course of American television program development, Munro said only that it would be greatly American, and hence probably quite different from present English telecasts.

WPIF special events department broadcast the opening ceremonies of the Quaker City's first public demonstration of television held June 6 at the Franklin Institute with the cooperation of RCA. Featuring a dramatized prelude titled the "March of Communications," the broadcast brought to the microphone and camera Philip C. Staples, president of the Franklin Institute and of the Bell Telephone Co. of Pennsylvania, and Vladimir Zorwyczyn, inventor of the Iconoscope and chief of RCA's television research division. By means of two-way communication, Zorwyczyn, standing in front of a television receiver in an adjoining room, conversed with Staples as to how the latter looked on the screen as he was interviewed before the WPIF television microphone and RCA Iconoscope while the proceedings were described to the radio audience.

WHEN the world's record non-stop auto arrived in Oklahoma City, WKY solved the problem of broadcasting from it by driving along- side at the same speed with its remote truck. Earl C. (Pappy) Hall, chief engineer, used the ultra-high frequency pick-up set, rebroadcasting through the 200-watt truck unit to a hastily set-up control room where the program was recorded in sections. John Shafer, WKY special events, was caught in the jump from truck to the non-stop auto while both moved at 25 miles-per-hour. The non-stop auto is driven by M. O. Weaver, of Duncan, Okla. It took five hours to record the program. Research division. By means of two-way communication, Zorwyczyn, standing in front of a television receiver in an adjoining room, conversed with Staples as to how the latter looked on the screen as he was interviewed before the WPIF television microphone and RCA Iconoscope while the proceedings were described to the radio audience.

PARAMOUNT PICTURES Inc., Hollywood, in a move to protect its planned California television activities, has applied in Sacra- mento for incorporation of Television Productions Inc., and the right to issue 25,000 shares of stock at a future date. Paul Reburn, executive assistant to Barnum Balaban, New York Paramount president, is listed as president. Other officers are Y. Frank Fieri, vice-president; Edith Shader, secretary and Walter B. Cockey, treasurer. Financially interested in the Allen B. Du Mont Laboratories, Passaic, N. J., Paramount officials and the new company was formed in antici- pation of television developments on the West Coast.

KENT Radio Productions, new program production organization, has opened offices at 512 Fifth Ave., New York. Personnel includes Elmer Ral- doph, formerly in charge of radio for Liebling-Wood, who is in charge of sales; Van Buren Lamp, formerly Dirks and space and time buyer for Abbott Kin- bell Co., who is secretary-treasurer of Kent; Victor Bloom and Arthur McCaffery, readers, and Wendell Holmes, director and actor.
Radio Figures Featured
By Current Magazines

ELIOT ROOSEVELT’s career and Father Coughlin’s activities are the subjects of two articles in the June American Mercury, with their prominence in radio a focal point of discussion. The President’s son, head of the Texas State Network and a news commentator, is discussed by Herbert Corey under the title “The President’s Problem Child.” The article on Fr. Coughlin is in the nature of an “expose” of his alleged inconsistencies. Another prominent radio figure is the subject of an article in the June 17 Liberty. He is Lenox R. Lohr, NBC president, who is called “The Man With a Hundred Hobbies.”

Bitner to Pittsburgh

HARRY M. BITNER, Hearst executive who has entered into a $450,000 cash deal to purchase WFBM, Indianapolis, has been returned to his former post of publisher of Hearst’s Pittsburgh Sun-Telegraph, with which WCAE is affiliated. He will headquarter in Pittsburgh but will continue his regional duties over the Detroit Times. Mr. Bitner in association with his son, Harry M., and Jesse K. Kavanagh, former manager of WCAE, last month completed negotiations with the Indianapolis Power & Light Co. to buy its regional CBS outlet [Broadcasting, June 1].

HILL BLACKETT, president of Banker Savings, has been elected Republican National Committeeman from Illinois.

“There is no fixed yardstick for measuring media in any market.

No advertiser can afford to overlook KTE’s consistent audience in the Kansas City Marketarea. Facts are yours for the asking.

Radio Station

KANSAS CITY, MISSOURI
1000 WATTS - 1530 Kilocycles
D. E. “Pug” Hendrick - L. L. “Jake” Skaggs

WHN DIAL 1010 NEW YORK CITY
EDWARD PETRY & CO., INC.
National Advertising Representatives

FASTER FACSIMILE
DEVIRED BY FINCH

A FIVE-COLUMN tabloid-size facsimile transmitter with associated recording equipment, which turns out copy at a speed of 20 square inches per minute, or eight full pages per hour, has been developed by W. G. H. Finch, former assistant chief engineer of the FCC and now president of Finch Telecommunications Laboratories Inc., New York.

One of the new high-speed units will shortly be on display and in operation at the All-America Cables exhibit at the New York World’s Fair. The new unit is capable of transmitting and receiving press matter, bulletins, drawings, sketches, photographs, complete advertisements—in fact all the major features of a modern newspaper. All copy is reproduced on dry electro-sensitive “high-speed” marking paper, issuing black-and-white copy without the use of chemical solutions or carbon transfer sheets.

The transmitter or scanner is of the drum type, as shown in photo, the drum having 11 inches of circumference and 17½ inches in length. Extra or spare drums are provided in order that copy may be made ready, so that drum changes can be made at a moment’s notice.

According to Dr. Finch, the specifications of the new high-speed apparatus, which is self-synchronizing and can be operated from any power source, include 200 scanning lines (r.p.m. of drums) per minute; 100-inch width; 11-inch speed; 8-inch drum circumference; 17½-inch length of scanning drum; 1,000-foot length of paper on reorder; 10½-inch width of paper; 10-inch width of copy; 10 feet of printing per hour.

‘Ave Maria Hour’

EXPANSION of the Ave Maria Hour, Catholic spiritual program developed by Father Patrick McCarthy, Garson, N. Y., to include additional New England outlets, was announced June 5 by WOC, Des Moines. The expansion of the program is now heard at 12 noon Sundays over WOC. Bridgeport, WNAC, Boston; WSAF, Fall River; WELI, Lowell; WBBR, Pittsfield; WSPR, Springfield; WFES, Manchester. WHF, Hartford, broadcasts the program at 1 p.m. Transmissions at varied hours, are employed by WBRY, Waterbury; WGAN, Providence; WMEX, Boston; WLAW, Lawrence; WOR, Worcester; WGAX, Burlington; WQHM, St. Petersburg.

The nation is now the World’s Capital City. The World’s Exposition is open. The World is watching and listening.

ADD WHN and MULTIPLY RESULTS!

Do you want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world’s richest market.

WHN DIAL 1010 NEW YORK CITY
EDWARD PETRY & CO., INC.
National Advertising Representatives

KETT
Northwest’s Leading Radio Station

50,000 WATTS SOON

Lowest cost per listener in Twin Cities Area

MINNEAPOLIS ST. PAUL

Broadcast Advertising
ELIMINATION of interference caused by the operation of CMQ, high-power Havana station on the 780 kc. regional channel assigned to this country, was announced June 4 by Campbell Arno, general manager of NBC, after deliberations with Cuban officials in Havana.

Since last December both WYAT and WMC, Memphis, which are assigned to 780 kc., have suffered serious interference in their primary service areas because of CMQ's operation on the frequency. To override this interference, the FCC authorized these stations to use 5,000 watts full time, in lieu of their 5,000 watts day and 1,000 watts night operation.

A voluntary agreement between the three stations, declared to be unique in broadcasting, was worked out. Mr. Arno and H. W. Slavick, WMC general manager, accompanied by C. W. Horn, director of research and development of NBC, spent three weeks in Havana conferring unofficially with Government leaders and obtaining permission to work out the plan.

Construction of a directional antenna for CMQ designed to suppress its signals in the direction of Norfolk and Memphis and concentrate it on the east where it will cover Cuba more effectively, was jointly agreed to. This plan was agreed upon. The three stations jointly agreed to bear the expense of the installation of an American engineer was engaged to supervise construction. Final adjustment of the apparatus was made during the first week in June and WYAT and WMC began their normal operations June 9 without interference and obtained primary coverage areas, according to Mr. Arno.

Movies on Shortwaves

CBS' present negotiations with the film industry for a weekly shortwave series to Europe and South America on Hollywood happenings were discussed by Alberto Zalama of the CBS shortwave division at a recent meeting of the Export Assn. in New York. The broadcast will be carried over the CBS shortwave stations W2XE in New York, and W3AX in Philadelphia in six languages. Mr. Zalama stated, and "would carry a step further CBS' desire to give the entire world a picture of the American scene." Frederick Willis, CBS director of shortwave broadcasting, is meeting each week with film representatives in the offices of Will Hays, president of the Motion Picture Producers & Distributors of America, and definite plans concerning the new series may be announced within the next few weeks.

DAVID SARNOFF, president of RCA, has given W3AK a trophy to commemorate the late Senator Gugliemo Marconi. This is on permanent exhibition on the fourth floor of NBC's New York studios.

WLS, Chicago, announces a 25% increase in spot revenue May of last year. According to William R. Cline, WLS sales manager, orders indicate that June will run 30% ahead of last year. July 35% and August 75%.

CMQ INTERFERENCE ON 780 IS ENDED

CMQ, which has been assigned to the same frequency as one of NBC's primary stations, has been allowed a limited power allotment to prevent interference. The move was made after NBC's June 4, 1939 announcement.

WEST COAST TAKES TO CHEESE

In a Big Way as Tillamook Promotes Product

With Only One Quarter-Hour a Week

By EDITH ABBOTT

Botsford, Constantine & Gardner,

San Francisco

TAKE any cook book and thumb through the section devoted to "Cheese Dishes" and if you're discerning, you will see why most women shy away from these recipes. The chances are that 90% of them call for grated cheese. Grating cheese is a messy job and it is full of hazards.

Tillamook Cheese, product of the Tillamook Valley Creamery Association of dairymen and cheese-makers, has long been known as a delicious cheese to eat, but because it is a natural cheese made of whole milk and therefore has a high butterfat content, it melts readily, making it an ideal cheese for use in cookery.

Grabbed Up by Public

After a one-time test announcement on two California NBC stations, Tillamook decided to feature a small rotary cheese grater throughout its fall campaign on the NBC Pacific-Red network for 25 cents and proof of sale. The little grater was demonstrated in the regular course of each radio show, and demonstration that formed the backbone of the Tillamook campaign. The basic Red network was supported for 10 weeks by two other California stations and by a campaign in Sunset magazine.

Some 5,000 were ordered in the first month and well before the close of the drive in December the initial order of 10,000 graters had been exhausted. Each order proved of sale indicating an average purchase of two pounds of cheese. These orders, months after the drive, are still coming in and an effort is still being made to meet them. Even more than the actual purchases of Tillamook Cheese, it is felt the campaign was highly successful in spotlighting the name branded on the rind and in stimulating wider use for this famous Western cheese.

The surprise part of this campaign has been the quick consumer reaction despite the fact that there were no concerted merchandising drives to back it up. An effort was made at the beginning of the campaign and through Sunset magazine's cooperation in mailing out letters and proofs of the color page featuring the premium and the radio programs, to acquaint leading grocers and jobbers with the scope of the drive.

But no new display material was furnished and no special inducements were offered to feature the cheese. We have found our one-minute program a week an effective and economical basis for a campaign covering the Coast market.

New Quarters Dedicated By WBTM, Danville, Va.

WBTM, Danville, Va., formally dedicated its new studios and offices on the first floor of the Hotel Danville Bidg., June 6 with a series of special programs and congratulatory salutes. Official dedication ceremonies, conducted from 8 to 9 a.m., included in addition to music, short speeches by L. N. Dibrell, president of Piedmont Broadcasting Corp., WBTM licensee, and S. C. Ondarcho, vice-president and general manager.

The new WBTM quarters include three air-conditioned studios, sound-conditioned by Johns-Manville, along with enlarged office and space and modern fixtures for the sales and program departments and the music library. Last year WBTM modernized its transmitter and speech input equipment. Local newspaper published long stories about the new studios, although previously it had been their policy to ignore radio.

School Using 4 AIR CONDITIONING TRAINING Corp., Youngstown, on June 5 started a summer campaign using quarter-hour recorded programs through the Cincinnati stations W9HJ, Rochester, and WIBX, Utica; 18 quarter-hours weekly of programs of the WBNX, New York; 10 spot announcements per week on WEVD, New York. Well & Wilkins, New York, handles the account.

On Maiden Voyage

MBS, CBS and NBC will broadcast special programs from the new Cunard White Star liner Mauretania during her maiden voyage from Liverpool, sailing June 17, to be landing on June 21 in New York City. Each network will have on board special representatives to handle the broadcasts. C. W. Johnstone, director of public relations and special features of WOR, Newark, sailed on the Queen Mary June 7 to accompany John Steele, Mutual's European representative, on the maiden voyage. Mildred Boutuwold assistant to NBC's London representative, Frederick Bate, will come on board, while William J. Shirer, CBS Central European representative, will represent CBS.

Universal in Michigan

UNIVERSAL CREDIT Co. on June 12 started a new quarter-hour program, Universal Music, twice-weekly on the Michigan Network, Monday, Wednesday, Friday, 7:15 p.m. The program features Larry Page and his orchestra, of Detroit. N. W. Ayer & Son handles the account.

A. J. OWEN CULBERTSON, at one time with the public relations staff of RCA in New York and later private secretary to Maj. Gen. James G. Hubbard, RCA chairman, died June 6 in Bellevue Hospital, New York; following a stroke. Born in Texas in 1869, Culbertson, a lieutenant in the Army reserve, was a grandson of the superior judge of the Republic of Texas.

On the first anniversary of the sinking of the Cunard White Star liner Mauretania, the first American liner to reach America from Europe without having to put into port, the Cunard White Star Line held a commemorative meeting on the eve of the voyage at the Hotel Astor. The meeting was held in the Astor Room, and was attended by the President of the Cunard White Star Line, Capt. Maxwell; the chairman of the board of directors, Mr. William D. Rockefeller; Mr. Robert J. Yale, vice-president of the Cunard White Star Line, and Mrs. E. A. Callow, of the company.

In Omaha

KOIL is the basic outlet for 201,430 auto drivers.

KOIL is doing the biggest sales job.

June 15, 1939 • Page 65
Advertising Dollars Hold Air and Press Freedom, Kirby Tells Convention

ADVERTISING dollars, in furnishing the economic foundation of American radio and press, make possible a free radio and a free press, Edward M. Kirby, public relations director of the NAB, told delegates at the Business-Consumer Relations Conference in Buffalo June 6. He addressed the final session of the two-day conference sponsored by the National Assn. of Better Business Bureaus and members of the Greater Buffalo Advertising Club.

Outlining the projected NAB code for radio advertising, Mr. Kirby pointed out that advertising has a social as well as an economic mission, and that the code's provisions for protection of the consumer include scrupulous attention to the Federal Trade Commission, Food & Drug Act and other legislative restrictions on products.

Without the advertising dollar, a free press and free radio would not be possible in this country," Mr. Kirby declared. "Let them consider, too, that if advertising has not full opportunity to appeal to our decent desires, to make us want new things and better things - then mass demand will dry up and with it mass production and mass employment."

COL. A. S. ANGWIN, deputy engineer-in-chief of the British Postoffice Board, has been appointed engineer-in-chief, effective May 31, succeeding Sir George Lee, retired.

CRS
The Only
Regional Net
With Stations
In The First
Eight Markets
Of California

KFWB Hollywood
KSAN San Francisco
KFOX Long Beach
KFSO San Diego
KFBK Sacramento
KMJ Fresno
KWG Stockton
KERN Bakersfield
KTMS Santa Barbara

CALIFORNIA RADIO SYSTEM
Sacramento, Calif.

Code Submitted to Industry
(Continued from page 9)

the magnitude proposed (3 minutes 15 seconds in a daytime 15-minute program, and 2 minutes 30 seconds at night). ABC, however, took the leadership in committee in demanding longer commercials, and served notice that unless they were provided it would fight the provision to the finish on the convention floor.

The upshot, after practically an all-day debate on this subject alone, was that the standing day commercials considerably over those tentatively agreed to last March by the same group, which were basically the CBS standards. Exceptions were made, in deference to independent and smaller stations, so that the standards would not apply to participation programs, announcement programs, "musical clocks," or other locals falling within such general categories.

The daytime yardstick recommended is 3 minutes, 15 seconds for a 15-minute program; 4 minutes, 30 seconds for a 30-minute program; 9 minutes for a 60-minute program. At the March meeting, the proposal was 2 minutes, 60 seconds for a 15-minute program, with an average of 35 seconds for contests, and a flat 15% of program duration for minute programs, with 35 seconds extra for contests.

It was first agreed by the committee to discard the 30-second contest test over because it might tend to encourage such offers, and result in abuse of the privilege.

The nighttime yardstick proposed is 2 minutes, 30 seconds for 15-minute programs; 3 minutes for 30-minute programs, and 6 minutes for 60-minute programs. The March proposal was 2:10 for 15-minute programs, but with the 35-second contest over, and a flat 10% for the longer programs. Thus, for the longer programs, the night limitations are practically the same, except that the contest bonus is removed.

Because of the desirability of allowing more leeway for local programs, the committee opinion was that these commercials should remain as they were sometimes in situations, while networks would seek to keep their commercials within minimum limitations which they may have agreed upon.

A significant recommendation was that the delivery of not more than 125 words per minute constitutes the best practice in the handling of commercial spot announcements. This average was checked by Gomer Bath, assistant manager of WMDB, Peoria, who aided the committee in its work. He made an independent check over stations and networks to strike this figure.

It is in connection with types of accounts that would become taboo under the proposed code, both network and local, that much discussion was without result. Religious commercials, long a stormy question because of the problems raised by such accounts as Father Coughlin and Judge Goodspeed, both of NBC and CBS but still a big revenue-bearing source for other commercials, eventually would make their exit under the code.

Commentators Restricted
A flat ban on paid sponsorship of controversial discussions is proposed. This is broadened to include such discussions on sponsored commercials (like W. J. Cameron in the Ford Hour, or Dorothy Thompson's "I Like Ike" program) unless representative spokesmen for both sides participate in the same program at the same time. An exception would be made in the case of discussions of public questions, when the matter involves an election or a referendum in connection with balloting. Then it could be commercial in accord with the political section of the law, and the interpretations adopted by the FCC.

Isolation of commentators so they will appear in programs devoted to straight commentary rather than be interspersed in symphonies or other varied entertainment, is a definite objective. Sharp criticism of this practice, particularly in network programs, gave rise to this proposal. Commentators would be required to express only their own views - not those of the sponsor. The advertiser, the code provides, must agree that upon demand by a member station, time will be given on his own program to present a spokesman representing a viewpoint opposite that of the regular commentator.

FOR HEROIC service during the hurricane which ravaged the New England coast last fall, Wilson E. Burgess, 29, radio amateur of Westerly, R.I., whose "ham" station was for 56 hours the sole means of communication with the outside west publicized the third annual Paley Amateur Radio Award. Photo shows William S. Paley, president of CBS (left), presenting the trophy to Burgess, following a luncheon at the Hotel Pierre, New York, on June 6. During the luncheon congratulations to Burgess from fellow "hams" were picked up by the American Radio Relay League station at the New York World's Fair and relayed to the dining room via The International Business Machine Co.'s Radiotype (radio-operated typewriter) which flashed them on the screen as they were received:

MEDICAL RESTRICTION

A catch-all provision on acceptance of commercials specifies that acceptance shall be strictly limited to products and services offered by individuals and firms who are engaged in legitimate commerce, whose products, services, advertising claims, testimonials, and other statements comply with all legal requirements, fair trade practices and standards of good taste.

In elaborating on this provision, the member stations would not permit advertising claims known to

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
be false, deceptive or grossly exaggerated. They would not permit continuity which involves repetition, repetitively, any internal function. They would not accept testimonial or endorsement copy not fully substantiated. Unfair attacks or reflections upon competitors would be forbidden. Misleading statements of price or value likewise would be barred.

On children's programs, which have provoked repeated criticisms from women's groups because of purported "blood and thunder" aspects, the proposed code takes a definite position for diminution of this element, without, however, removing the "vigor and vitality" common to child adventure and imagination. It pledges a continuing study with parent and child groups to assure minimum requirements for member stations as a means of establishing acceptable and improving standards and outlines a series of "don'ts".

These programs must not contain torture or suspend, or use of the supernatural or superstitious in such fashion as to oversubstitute the child listener. Programs must reflect respect for parents, adult authority, clean living, high morale and honorable behavior. On the advertising side, advertising may not be made through the voice of a program character; there must be no contest offers to encourage the child to enter strange places for the collection of wrappers or other evidences of purchase, and there must be specific identification of premiums, club memberships and proof of benefits promised.

Educational Programs

Educational broadcasting is recognized and encouraged under the proposed code. Each member station would be required to maintain a department or appoint a responsible person on its staff to handle clearance of educational programs, and to whom educational groups may look for guidance, instruction and development.

Another section of the 10-plank code is given over to business ethics, largely derived from the original NAB Code of Ethics, first instituted in 1928 and revised in 1935. This relates to maintenance of established rates for time; refusal to accept business on a cost-per-inquiry, contingent or percentage basis, or giving "free time" for commercials; handling of suspensions; disparagement of competitors, and exorbitant claims by member stations regarding coverage, scope, character or quality of service.

The proposed code is broken down into three separate brackets. The first is a statement of principles, affirmatively setting forth reasons for the voluntary move toward self-regulation. The second segment covers the basic code, which in effect is a complete rewriting of the Code of Ethics now in force. The third and most comprehensive portion is the "Standards of Practice," constituting the code interpretations for the guidance of member stations, all subject, of course, to modification and approval of the convention.

As to enforcement of the Standards of Practice, the basic code

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Avalon Placing

BROWN & WILLIAMSON Tobacco Co., Louisville, Ky., has instituted a series of Louis Lau, Robert Graef (shown in car) and Announcer Bill Sherman (with mike) to pick up the latest dope. For a week Sherman and the engineering crew worked with troops sent to the scene by Gov. Chandler, broadcasting on the average of four times daily and furnishing first-hand eyewitness accounts of the frequent clashes between strikers, miners and National Guardsmen.

It sets out that there would be established at NAB headquarters in Washington necessary facilities for the continuous evolution of the standards. These standards would be revised to include such other operating and ethical procedures as may be determined, to increase public acceptance of radio.

The proposed code was mailed to the membership June 10, in correspondence with the mandate of the NAB board that the membership have at least 30 days prior to the convention to make a detailed study and criticism of it.

In addition to NAB President Miller, committee members and advisors who attended the two-day final drafting session in New York were Edgar L. Bill, WMFD, Paxton; B. E. Crayton, WGBR; Butte, Mont.; Walter J. Damm, WTMJ, Milwaukee; Earl J. Glade, KSL, Salt Lake City; Gilson Gray and Jack C. Butcher, CBS; William S. Hedges, Ken R. Dyke, Mark Woods, and Miss Janet MacRorie, WABC, Philadelphia, and Herb Hollister, KANS, Wichita; Theodore C. Strehbert, MBS, New York; Karl 0. Wyler, KSTM, El Paso; Ed Kirby, NAB public relations director; Edwin M. Spence, NAB secretary-treasurer.

WHEN STRIKES broke out recently in the coal mines of Kentucky's Butler County, WAVE, Louisville, dispatched its mobile unit in the area of Louis Lau, Robert Graef (shown in car) and Announcer Bill Sherman (with mike) to pick up the latest dope. For a week Sherman and the engineering crew worked with troops sent to the scene by Gov. Chandler, broadcasting on the average of four times daily and furnishing first-hand eyewitness accounts of the frequent clashes between strikers, miners and National Guardsmen.

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General Mills Test

GENERAL MILLS, Minneapolis (Bisquick), on June 5 started testing for 15 weeks quarter-hour dramatizations of novels by Kenneth Norris, five times a week on KYW, Philadelphia. If successful, the program, one of the few daytime radio shows to use a popular name author, may be expanded. Knox Reeves, Minneapolis, handles the account.

MARYLAND MOTOR TRUCK Assn., promoting local and highway motor transport, in MidJune started the five-minute Look at the World feature, produced in cooperation with Look Magazine, twice weekly on WBAL, Baltimore. Courtland D. Ferguson Inc., Baltimore, handles the account, with Arthur Booth as account executive.

Another Finch First!

WORLD'S FASTEST FACSIMILE SYSTEM

Sensational new equipment now produces full size five-column typewritten copy at rate of twenty square inches per minute or eight complete pages per hour.

Transmits news, drawings, photos, advertisements—all of the features of a modern newspaper on a dry electro-sensitive paper forming copy blank-clear white in fine detail and in original colors.

Finch Facsimile is self-synchronizing under all conditions of service and will be operated from any source of electric power, AC or DC, and from local batteries.

Finch Fax is a service of the nation's major radio broadcasting stations, U. S. and foreign governments, newspapers and ship-to-shore faxes. It is furnished without charge to all legitimate business firms at a nominal rate for advertisers, 13 cents a line, 12 lines minimum. Full details from Finch Telegraph Co., Chicago.

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WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

ADVERTISERS Big Opportunity!

Athen and Western Carolina—the Quality Market of the Southeast—new radio for resort season—double population —all new business. Sell over WWNC—the area's ONLY radio station.
Wayne Randall Quits NBC

WITH the resignation of Wayne L. Randall as director of publicity of NBC, the department will function with Edwin P. Curtin, day editor, and Richard G. Spencer, night editor, reporting directly to Frank E. Mason, vice-president in charge of the department of information.

WSPR Corporate Setup

THE partnership operating WSPIR, Springfield, Mass., composed of Quincy A. Brackett, Lewis B. Ward and Edmund A. Laport, has applied to the FCC for authority to transfer the station to WSPIR Inc., in which each would own one-third interest. Coincidentally, the FCC ordered a hearing on WSPIR's application for a change in frequency from 1140 to 1240 kc. and for fulltime operation with 250 watts night and 500 day.

NO WILD DOG, MARROW BONE, GREASY CREEK, OR CUB RUN, (KY.)

No, WAVE doesn't cover ANY of these real Kentucky towns. But we do cover the big Louisville Trading Area—1,070,918 people who do more business and more buying than all the rest of Kentucky combined. . . . If you haven't seen the WAVE data book—you ain't seen nothing yet! Write for a copy, and you'll get the most interesting facts you've ever read.

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Columbia U. Schedules Radio Course Speakers

TENTATIVE guest lecture schedule for the 1939-1940 course on radio pedagogy, as announced by Columbia University, New York, under the direction of Erik Barnouw, has been announced as follows:

Oct. 11—Sales Through the Air, E. J. H. Gather, advertising and sales promotion manager, NBC.
Oct. 16—Story of WQXR, John V. L. Hogan, president, WQXR.
Oct. 23—A Radio Program, Paul Wing of Paul Wing's Spelling Bee.
Nov. 1—Sound Effects, Demarco, W. H. Pinson, director of sound effects, NBC.
Nov. 5—Audience Research, Frank Barnouw, CBS, manager, market research division.
Nov. 12—Radio Acting Demonstration, Dwight Weist, actor, March of Time staff.
Nov. 22—Music in Radio Drama, Howard Barsky, CBS, director of music.
Nov. 29—Review.
Dec. 6—The Radio Critic, Robert J. Landry, radio editor, Variety.
Dec. 27—Television Programming, Gilbert Seidie, CBS, director of television programs.

Spanish Program Firm

INTERNATIONAL Broadcasting Co., El Paso, Tex., has been formed to produce and sell Spanish-language radio programs to reach Spanish-speaking listeners in the United States. Headed by Lester L. Farlin, Yale graduate and former advertising director of an El Paso department store, the new firm already has programs on several Mexican stations and its founder is Jose Samaniego, who has been featured on Mexican stations since 1929. Fernando Navar- ro, for 20 years on the Mexican stage, is program director.

MISS HYLIA KICZALES, general manager of WOV-WIL, New York, on June 10, was awarded the annual medal by the Col. Francis Vigo Post Number 1059 American Legion in appreciation of the station's cooperation in furthering the activities of the Post and the ideals of Americanism.

(UNITED PRESS)

BROADCASTING • Broadcast Advertising
Censorship Rule
(Continued from Page 18)

tant defender of free speech, im-
mediately jumped into the fray. On
June 7 its National Council on
Freedom From Censorship sharply
criticized the action in a letter to
Chairman McNinch. He urged re-
consideration of the rule and sug-
gested a public hearing in which
representatives of the radio indus-
try and of the listening public
might be heard. This was followed by
the filing of the petition.

Newspapers Decry Censorship

Editorial comments on the rule
literally screamed across the land.
The Chicago Tribune called it the
"radio license fraud". Gen. Hugh S.
Johnson, Scripps-Howard column-
nist, commended the NAB for its
letter of protest and called the FCC
rule a "Hitler manifesto". Other
newspapers called for a "change in
the personnel" of the FCC.

Commissioner T. A. Craven, who
initially stood out against the
language used in the rule, said he
would vote down the rule, at the
meeting June 7 suggested post-
ponement of its effective date. This
was voted down, however, with
Commissioner George H. Payne,
said to have been the leading pro-
ponent of the rule, assailing its
stand. It was brought out that the
rules become effective automatic-
ally and that technically any of
the 14 stations not adhering to them
at once would actually go off the
air. However, in the light of the
comotion stirred up, there was
little likelihood of punitive action.

Informally, it was alleged that
the language used in the regulation
was taken practically bodily from
the Montevideo Radio Conference
convention. However, it was not
explained that the provisions of
that convention had to do with the
allocation of five frequencies for
the use of Latin American nations
in furthering the good neighbor
policy which were not assigned for
the exclusive use of stations in
this country. These frequencies
have been allocated temporarily to
CBS, General Electric and World
Wide Broadcaster Co., Boston.

Mr. Miller's Protest

In his letter of June 3 to the
FCC, Mr. Miller requested the Com-
mision to conduct a hearing on
the regulations and to reconsider
its action of May 23 by violating
final action until after the
hearing.

Mr. Miller pulled no punches. He
questioned the FCC’s legal author-
ity to promulgate the rule, assert-
ing he had been unable to find any
provision of the statute or Act
or any decision of the court
which would authorize the Commis-
sion to pass upon the conduct of
broadcasting programs, no matter
by prior examination of the pro-
gram material or indirectly by im-
posing requirements which would
have the same effect.

He pointed out that if the FCC
has such authority in the interna-
tional field it must have equal
authority over domestic broadcasting.

If licensees of international sta-
tions can be required to restrict
their programs to any regulatory
authority’s concept of American

A DETROIT BANK SELLS DETROIT
To Detroit by Unearthing Local Composers
Whose Songs Have Become Popular-

By R. M. MEISEL

Advertising Industrial Morris Plan Bank of Detroit

S

SEE AMERICA First and "Know Your Own State" are slogans for a bank owned and operated by Detroiters for Detroiters, in our opinion, "Know Your Own City" was setting subject upon which to build our bank’s ra-

dio program.

The Chicago Council of the American League of Business Men of Michigan was the musical publishing center of the world. We knew a number of smash hit songs were written by Detroiters. How many. We do not know, and little did we realize at the time there were so many. The idea was enough, and the formula, "Music the Universal Language", and "Selling Detroit to Detroiters", was a natural. The process was started with a list of songs that had been written by, performed in, or about Detroit.

The rule, assailing the authors of these songs, was rejected by the FCC.

Mr. R. M. Meisel, Advertising Industrial Morris Plan Bank of Detroit, Detroit, Mich.

The research on the songs brought to light some very interesting in-
formation. For example:

"Till We Meet Again" is America’s best all time seller—yet the author, M. R. Payne, threatened to leave the Remick or-
ganization because Mr. Remick in-
"music you have to sell". And
"I Want You for Losing You Awhile"...

We heard many objections from the public, but we also heard the good-
will that our music brings to the city, and for the radio, and for our
music. We have done well and are satisfied.

We, therefore, urge that all radio stations throughout the world
should use music that is good and
natural.

WHAIR

Winston-Salem, North Carolina

Sears & Ayer

two people and were never sell.
Jay Gorney found the title for his famous song when a young man
in Central Park said to the music
writer, "You Can You Spare a Dime?"

Song Hits by Detroiters" was
ried out each Sunday afternoon
m 5 to 5:15 on WWJ, placed
t through R. M. Meisel Agency. The

program was flexible. The show
was built around an interview
with the author, father, the story
for dramatized bits of human in-
terest, all with local color.

From various sources we have
gathered information which leads
us to believe the show drew un-
usual attention. The Hoofer
Holmes research organization
made a telephone survey during
the months of March and April of 1940
which showed that 25% of the
listeners were tuned to "Song
Hits by Detroiters".

Our radio programs are but one
of the mediums used in our public
relations program—a department
devoted exclusively to building
 goodwill for our bank. We know
that our public relations program
is producing sufficient results for
us to continue it.

WHK, Cleveland, was authorized by
the FCC June 13 to increase its day
power from 2,500 to 1,000 watts.

MONEY TALKS!

You pay for “talk” when you
buy time! WAIR listeners pay
today, by buying your prod-
uct in such volume as to return
you a handsome profit.

WAIR

Winston-Salem, North Carolina

National Representative

Sears & Ayer

BROADCASTING • Broadcast Advertising

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Covering Royalty
(Continued from page 15)
Lewis Jr., MBS Washington commentator, and Elliott Roosevelt on their regular programs on the network, descriptions of the activities were picked up from the scene for the network by Walter Compton, MBS presidential announcer, Stephen McCormick and Frank Blair, with Tony Wakeham and Art Brown assisting. Elliott Roosevelt, incidentally, was able to give first-hand impressions of events from which other reporters were excluded by reason of being included on the guest list of all White House and presidential functions. MBS coverage in Washington included a pickup of the arrival at Union Station, descriptions of the garden party at the British Embassy by both Lewis and Roosevelt, and a 45-minute broadcast of the reception ceremonies in the Capitol rotunda, along with an interview between Rice and Compton. Mutual coverage the New York visit with five special broadcasts, starting from Red Bank where the reception by state officials was described by Henry Morgan and Arthur Whiteside. Dave Driscoll, MBS special features announcer, and Commonwealth with Mr. Washington, the Coast Guard cutter Campbell to describe the progress of the royal party to the Battery. Tom Slater and Edney Wirt were stationed at the Battery to announce the official welcome. All World's Fair activities were covered by MBS, with descriptions by Alvin Josephy, Carleton Warren, Jerry Lawrence and Pattie Field. Frank Knight of MBS was stationed inside the Federal Bldg. to describe the royal luncheon. All MBS broadcasts were transcribed for broadcast by the recording division of WOR, Newark, under the supervision of Ray Lyon, who is a distant cousin of Queen Elizabeth. The Queen's words during the king's words during their waking hours.

All on Record
EVERY SPEECH made by King George VI during his Canadian tour with Queen Elizabeth, along with other features associated with the royal visit, were recorded in Montreal and Toronto by Northern Electric Co. At various times each day the transcripts were rebroadcast to remote sections of the Empire so listeners could hear the King's words during their waking hours.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone 1177

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

J. E. SMITH & CUMMINGS
Consulting Radio Engineers
835 North Lindenhurst Avenue
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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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

A. EARL CULLUM, JR.
Consulting Radio Engineer
245 North Henderson Avenue
Dallas, Texas

WORLD WIDE WIRELESS

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

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS
Help Wanted and Situations Wanted, 1¢ per word. All other classifications 2¢ per word. Minimum charge $1.00. Payable in advance.

Help Wanted
Salesmen. Midwestern regional. Give references, complete details, recent photo. Box A400, BROADCASTING.

WANTED — Radio Engineers
Midwestern regional. Give references, complete details, recent photo. Box A491, BROADCASTING.

Situations Wanted
Announcer-Salesman wants job with small station. Desires assignment upon request. Will go anywhere. Box A391, BROADCASTING.

WANTED — Technical Engineer
Engineer employed in midwestern small town desires change to larger city or station. Box A388, BROADCASTING.

Engineer desires position with small station seeking combination announcer-writer. Available for interview. Box A405, BROADCASTING.


Engineer desires position with small station seeking combination announcer-writer. Available for interview. Box A404, BROADCASTING.

Equipment — Specializing in radio and television equipment. Will handle any size job and entire picture. Box A195, BROADCASTING.

Sports Announcer — Available sports background. Haber studio utility. References, if desired, available. Box A392, BROADCASTING.

Engineer employed on major network station, desires change. Wants a better opportunity. Experienced and available at once. Reliable and efficient, investigate. Address Box A393, BROADCASTING.

Engineer employed on major network station, desires change. Wants a better opportunity. Experienced and available at once. Reliable and efficient, investigate. Address Box A393, BROADCASTING.

engineer employed on major network station, desires change. Wants a better opportunity. Experienced and available at once. Reliable and efficient, investigate. Address Box A393, BROADCASTING.

For Sale — Equipment
Western Electric 955FT-1 kilowatt transmitter complete, also two 350 kw. and 28 kw. radiators. Box A398, BROADCASTING.

For Sale: RCA 100/250 watt transmitter now in operation. Box A402, BROAD CASTING.

Alka-Seltzer on 45
MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) has starred five-week, five-minute spots on 45 stations, placed through Wade Adv. Agency, Chicago.

BROADCASTING * Broadcast Advertising

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WAPI Challenges FCC Lease Denial

Questions FCC Injection Into Parties' Private Business

CHALLENGING the FCC's authority to inject itself into the "private or business affairs" of the parties involved in the leasing of Alabama colleges owning WAPI, Birmingham, on June 2 filed with the Commission a petition for rehearing on the denial May 16 of voluntary assignment of the station to a new corporation known as the Voice of Alabama Inc.

Through Duke M. Patrick, counsel for the colleges as well as for CBS, which would become a 45% stockholder in the new corporation, the petition set up a series of specifications of error by the Commission in denying the transfer. It asked that the Commission reconsider its action of May 16 and grant the application on the basis of the record already established or grant the applicants an opportunity to present oral arguments before a quorum of the Commission.

Follows KSFO Ruling

Because the decision established a precedent which apparently fore-shadows the ending of all contracts involving station leases, great importance attaches to the case. The Commission grounded its decision largely on the provision under which the station license could be recaptured by the educational institutions. In that respect it followed the principle laid down last fall when the FCC denied an application of KSFO, San Francisco, for assignment of lease to CBS under lease. This decision was appealed to the U.S. Court of Appeals for the District of Columbia, which has it under advisement.

WAPI is owned by Alabama Polytechnic Institute, University of Alabama and Alabama College, but at present is operated commercially under a management agreement held by Thad Holt of Birmingham. The Voice of Alabama, in which CBS would hold 45%, with Ed Norton, Birmingham businessman and owner of WMBR, Jacksonville, as a 42% stockholder; and Mr. Holt holding 13% stock, is a new corporation set up to take over the station under lease.

The petition, among other things, holds that the Commission's decision is erroneous and arbitrary and capricious in that it is based upon provisions of the lease agreement which relate solely to the private or business affairs of the parties and do not touch upon or in any manner affect the station which the leasee to operate WAPI in the public interest and in conformity with the laws and rules and regulations. Further, it is contended that the Commission's action has no reasonable relationship to the function which the Commission is called upon to exercise under the law and that it constitutes an attempt at "unwarranted legislation through the establishment of a rule for future conduct under the guise of the proper exercise of a judicial function conferred upon it by the Act."

Moreover, the petition held that the decision constitutes an attempt to fix and prescribe a rule governing assignment of leases different than and at variance with the rule established by Congress in the law. It was held further that it was a variance with other provisions of the law and with precedents already established by the FCC and its predecessor Radio Commission.

A BARRAGE OF PUBLICITY

Clears the Path to Increased Sales

for advertisers on

NBC STATION

MINNEAPOLIS ST. PAUL

FREE AND PETERS, INC.

NATIONAL REPRESENTATIVES

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

EXPERIENCED RADIO advertisers know that publicity creates more listeners and more sales. WTCN advertisers have conclusive proof in results that the publicity given their programs is indeed a powerful and productive tool.

WTCN has benefited from publicity in two great ways. Second, in the economic phases of television development, Mr. Lohr pointed out that there must be hundreds of thousands of receivers placed in homes before television can compete with other advertising media, and that it will take good programs to persuade people to buy sets. And until advertisers do begin to sponsor television shows the broadcaster must maintain himself, at a cost of $1,000,000 a year for an hour a day on the air, he declared, adding, however, his belief that when commercial television does arrive it will do so better than any other medium.

WAPI Video Plans

(CONTINUED FROM PAGE 68)

a Thursday night period was also largely due to dealer requests, as many of the stores selling receivers stay open on Thursday evening. Thus television programs work will also be helpful to dealers, it is believed. However, NBC says that this new schedule, like the other one, is only an experiment and will be changed if and when it seems advisable.

To replace the present film schedule on the receivers in the RCA Bldg. at the Fair, where thousands of do-it-yourself visitors are getting their first look at television, installation of a television camera is planned, with connecting cables to the receivers. Visitors will be interviewed while their friends watch them on the receivers, as now being done in the General Electric and Westinghouse exhibits. This will provide more interesting demonstrations than the present film diet and will also free the network's mobile television unit, which has been stationed at the Fair to date and occasionally used for such interviews, for more general use.

* * *

Must Have Networks

ALTHOUGH the means of network television have not yet been developed, networks are essential to the development of this new broadcasting art. Lamon R. Lohr, president of NBC, told members of the Edison Electric Institute June 6 at their convention in New York. The lack of good talent and good programs in many localities that led to the formation of networks for sound broadcasting will make television networks even more imperative, he stated; if there are to be any means of sufficient quality to make people purchase and use television receivers.

While telecasts have been carried for short distances over ordinary telephone circuits and for longer distances by coaxial cable, he said, the television networks will probably be through radio relays which are now being developed. With 40 or 50 relay stations to pass it along, a program originating in New York could be seen in Chicago could be seen in Chicago, Washington, and Boston. Stating that today television is in about the same stage of development that the automobile was in 1910, Mr. Lohr said that the technical problems had been solved fairly satisfactorily but that the program side of television was not nearly so far along. Since feature films are too costly to be limited to a single telecast, he said, the answer seems to be studio productions, supplemented with sports and spot news features picked up by the mobile unit.

Broadcasting • Broadcast Advertising

June 15, 1939 • Page 71
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**MAY 31, 1939**

- **KPRO, Longview, Tex.**- Granted CP 1370 kc 250 w.
- **KXL, Salem, Ore.**- Granted license new equl. change 1370 kc 100 kw to 1360 kc 100 kw.
- **KWLQ, Knoxville**- Granted license change equivalent.
- **KWBQ, Claremont, N.H.**- Granted license new equl. change 610 kc 6 kw to 620 kc 6 kw.
- **KWNJ, Richmond, Va.**- Granted mod. license.
- **KWDB, Richmond, Va.**- Granted mod. license.
- **WATL, Tallahassee, Fla.**- Granted temp. auth.
- **WGRS, New Albany, Ind.**- Granted auth. transfer order to Charles Lee Harris and C. A. Ciyer Jr.

**SET FOR HEARING**

- **KBCR, Blue Creek Hills, Cal.**- CP move trans., new equip., increase to 10 kw w.
- **KWDB, Richmond, Va.**- CP change 1350 to 1360 kc increase D to 5 kw.

**MISCELLANEOUS**

- **KENC, Brady, Tex.**- Grant trans. install mod. transfer temporary auth.
- ** KSAL, Salina, Kan.**- Grant extension temp., auth.
- **KGIW, Alamosa, Colo.**- Grant renewal license.
- **KHBC - KGMB, Honolulu**- Grant for hearing.
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CBS Absorbs Charges

CBS has announced that effective July 3 it will absorb the added charges for programs originating from Los Angeles, which has carried added rates of $150 per hour, $90 per half-hour, $60 per quarter-hour, and half these charges for rebroadcasts. With this change of policy, pickups can be made with CBS that will carry the broadcast under the sponsorship of General Foods Corp. Spots promote the start's new Paramount picture, "Man About Town," to be released July 1. Buchanan & Co., New York, is the agency.

Network Changes


PHILIP MORRIS & Co., New York (cigarettes), on June 3 shifts Johnny Prentice on 29 CBS stations from Sat., 8:30-9:30 p.m. to Fri., 9:30-10:30 p.m. (PST). Agency: RKO.

BRISTOL-MYERS Co., New York (Vitamins), on July 5 shifts for 13 weeks For John Only from 5 NBC Red stations, Tues., 8:30-9:00 p.m. to 9:00-9:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

PET MILK SALES Corp., St. Louis, from July 8 shifts Saturday Night Serenade on 34 CBS stations Sat. from 9:30-10:00 p.m. to 9:45-10:15 p.m. (PST). Agency: Blakett-Sample-Hunnert, Chicago.


CAMPBELL SOUP Co., Camden, N. J., on Sept. 10 resumes Campbell Playhouse on 59 CBS stations, Sun., 8:30-9:30 p.m. Agency: WABC. Philadelphia.

RCA MFG. Co., New York, on June 20 shifts Magic Key of RKO from 118 NBC-Blue stations, Thurs., 9:30-10:30 p.m. to 10:30-11:00 p.m. (PST). Agency: Blakett-Sample-Hunnert, Chicago.

MARS Inc., Chicago, July 10 shifts its audience participation show Dr. I. Q. to 32 NBC-Red network stations, Mon., 8-8:30 p.m., CDST. On Aug. 28 the show will go on 56 Red stations. Agency: Grant Adv., Chicago.

AMERICAN TOBACCO Co., New York (cigarettes), on July 1 resumes Ben Bernie on 45 CBS stations, Sun., 5:30-6:00 p.m. Agency: Young & Rubicam, N. Y.

Network Accounts

CBS has named Alene W. Woodbury and Walter Winchell to control its News Bureau Network. Woodbury, succeeding WOR, Newark; WOR, Boston, and 23 stations of Texas Station Network, Tues., Thurs., Sat., 7:15-7:30 p.m. Agency: Lightfoot Associates, New York.

New Business

EMERSON Radio & Phonograph Co., New York, on June 3 started Elliott Roosevelt's on-the-air Mountie-a program that fills the West Coast networks comprising WOR, Newark; WOR, Washington; WABX, Boston, and 23 stations of Texas Station Network, Tues., Thurs., Sat., 7:15-7:30 p.m. Agency: Lightfoot Associates, New York.


BELL & CO., Orangeburg, N. Y. (Bell-Aus), on June 5 started Red Rider, Daze on 2 MBS stations, Mon. & Thurs., 8:15-8:30 p.m. Agency: Anderson, Davis & Platte, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) on May 29 started 151 five-minute programs, 5 weekly, on 7 Colonial stations. Agency: Wade Adv., Chicago.

"ROCTER & GAMBLE Co., Cincinnati (Oxylod) on June 5 started 52 weeks Ma Perkins on 7 Pacific Coast Don Lee-Mutual network stations, Mon. thru Fri., 2:30-3:15 p.m. (PST). Agency: Blackett-Sample-Hunnert, Chicago.

D'ART MFG. Co., San Francisco, (cosmetics) on May 28 started Tom Brennan's Spelling Bee-Liner over T CBS Pacific stations (KSF0, KXN, KFBI, KQMI, KGI, RVV, KPXY, KFBC), Sun., 7:30-8:00 p.m. (PST). Agency: Erwin, Wasey & Co., San Francisco.

WANDER Co., Chicago (Ovaltine), remains on 15 NBC-Red stations during the summer, Mon. thru Thurs., 9:45-10:15 p.m. (CDST). Agency: Blackett-Sample-Hunnert, Chicago.

SOFEN SALES Corp., Los Angeles (face cream), on June 3 starts 13 weeks Beauty Secrets on 6 CBS Pacific stations (KXSF, KBOY, KROY, KTVU), Tues., 11:30-11:45 a.m. Agency: Richard Connor, Manhattan Beach, Cal.

ALLES & FISHER Co., Boston (63 cigars) on June 3 starts 14 quarter-hour programs on 4 Yankee stations, Sunday schedule. Agency: L. B. Hayes, Boston.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 5 starts Jock Gemmrey's 10 NBC-Red stations for 31 weeks, Mon. thru Fri., 5:30-5:45 p.m. Agency: Knox Reeves Adv., Minneapolis.

RAVSTON-PURINA Co., St. Louis (cat food), on Sept. 5 starts Adventures of Tom Miss on 49 NBC-Blue stations, Mon. thru Fri., 5:45-6:00 p.m. Agency: Gardner Adv., St. Louis.

Renewal Accounts

ALFRED DUNHILL Co., New York (Dunhill cigarettes), on July 3 renews Name That Tune on 4 MBS stations, Mon., 8-8:30 p.m. Agency: Biow Co., N. Y.

JERGENS - WOODBURY SALES Corp., Cincinnati (soap), on July 2 renews Woodbury Playhouse and Walter Winchell on 65 NBC-Blue stations, Sun., 9:00-9:15 p.m. Agency: Lenneis & Mitchell, N. Y.

BAUER CIGARS, Philadelphia, on June 13 renews for p.m., on three weekly series on 6 Yankee stations. Agency: Ivery & Ellington, Philadelphia.
GENERAL MILLS, Minneapolis (Korn Kix), as promotion for its weekly half-hour NBC Grouch Club will stage an all day Grouch convention in the Hollywood (Cal.) Bowl on July 16. More than 25,000 tickets are being distributed through Southern California gas stations in turn for two Korn Kix box tops each.

Harry Malish, general manager of KFWB, Hollywood, in charge of arrangements, stated that special acts supplied by Fan- chione and Maxwell will be featured throughout the day, from 9 a.m. to 5 p.m. Festivities will be climaxd with the half-hour Grouch Club broadcast from the Bowl. Orphans, shutins and soldiers from various Southern California veterans homes will be brought to the Bowl as guests of General Mills. Ice cream, hot dogs, hamburgers and soft drinks, donated by various Los Angeles concerns, will be sold to the 25,000 persons attending. Proceeds will be turned over to the Los Angeles Parent-Teachers Association for its Milk Fund.

Missouri Balloons

KWOS, Jefferson City, Mo., released four fire-filled balloons each day a from a downtown street. Each balloon bears a postcard giving the station’s name, the date of the release, and the name of one of the spectators in the crowd which watches the balloons. Prizes are awarded to each person who mails in a postcard from a captured balloon to and each postcard is first of that day’s releases returned to the station in the mail.

For Prudential

FOR THE opening program of the When a Girl Marries series under sponsorship of Prudential Insurance Co. on CBS, Luther L. Hill, manager of KRNT, Des Moines, invited General Agent James C. Chlopek and his son David to the Des Moines Club May 29. After luncheon the first episode was tuned in and David, KRNT commercial manager, gave a short talk on radio advertising.

INVENTING gadgets, useful ones, is a specialty of the KSFQ-CBS musical director in San Francisco, here shown demonstrating his new patented butter slicer toobby Ethel Besmond of the station’s home science department. Mr. Aurandt plans to market his device among restaurants. Tripped by a photoelectric cell, it drops uniform segments of butter upon a plate which intercepts the control light.

Merchandising & Promotion

Festival of the Grouch—Poultry for Plugs—For Pipe Smokers—Families—Summer Stuff

Summer stunt

TO BOOST summer business in local department stores, KSFO, Pacific Newsliner, has hired economist, Elma Latta Hackett, to the various stores, where she conducts discussions on holding planning, budgeting and other homemaking topics. Recently she attracted several hundred shoppers to the store’s workshop, on a chat on “Kitchen Planning.” The KSFO merchandising staff also is putting together breakfast brochures and homemaking demonstrations from show windows as well as photographic exhibits of station personalities.

* * *

Chicks for Time Buyers

THREE baby chicks, with a sack of feed and a card indicating on chick care, were delivered by Western Union messengers to 100 agency executives and time buyers over the country recently in the latest promotion stunt of KMA, Shenandoah, Ia. The instruction card at the top said the three million chicks sold by one client using KMA this season and attributed the success to the fact that KMA was ready to do other selling jobs.

* * *

For Des Moines Firms

PROGRAM DOPE with a sales slant is presented in Dial Tones, new house organ of the Des Moines, being published monthly for distribution to Des Moines businessmen, direction of Wayne Welch, KSO-KRNT sales promotion manager. The publication, a 4-page job, carries a good number of pictures of radio personalities, success stories and news about radio advertising, special interest to local accounts.

On the Bandwagon

WARD BAKIN, general manager of Charley Freshwater’s Trip Top Bandwagon series, heard daily 8-8:30 a.m. on WMC, Columbia, remodeling and rearranging the 12-passenger Freshwater bus to carry out the musical, the voice works of the programs. Budd Sweeney, announcer, acts as m.c. for the Bandwagon troupe each Friday night when they present a weekly barn dance in rural communities.

Latest Home Gadgets

KGYO, Missoula, Mont., staged a Better Homes Exhibit recently, displaying all the latest inventing materials and gadgets for the home and featuring a cake-baking contest sponsored by Montana Flour Mills for its Sunshine flour. Housewives were required to bake cakes with Saphire flour and present a sales ticket to the sponsor gave away five-pound sample sacs of flour during the last day of the exposition.

Television Display

THE KPO-KGQ press department has installed a television play picturing various steps in a television broadcast, in a music store in Oakland, Cal. A feature in the exhibit is an iconoscope tube.

KDKA’s Spot Stunt

TO KEEP NBC spot salesman KDKA-conscious, Pittsburgh, has started sending out frc to all clients engaged in the exciting press, which will reproduce pictures as well as text. The series covers all sorts of KDKA activities and personalities all with a broadcast slant.

Free Tobacco

HOUSE OF CRANE, Indianapolis (London Fog, being distributed), is mailing a card to all dealers in the WSBM area advertising describing new size color news boards. Free samples of the product are offered listeners who send name and address to WSBM, 82nd and Mahon, Indianapolis, is agency.

Badges for Guests

OBSERVING an increase in the number of school groups visiting its studios, WSPD, Toledo, ordered several thousand little guest pins carrying the legend “WSPD Guest” and gives them to visitors. The pins are blue and gold, rectangular in shape, an inch wide and a quarter-inch deep.

Slates for Pupils

OFFER of a cardboard reproduction of an old-fashioned slate, with sketches of the schoolmaster and pupils titled The Little Red Schoolhouse, produced some 20,000 requests from listeners to this week’s New Orleans program, which depicts a typical school of 60 years ago.

Radio Families Analyzed

NBC has just issued a “Radio Time Buyers’ Bird’s-Eye View of the Market,” which, in a single table, shows all families, all radio families, and also urban and rural families and radio families by states, together with appropriate percentages and comparative rankings.

Good Old Summertime

RADIO COLUMNS of the Des Moines Tribune recently carried a series of notes about summer radio business, based upon data furnished KRNT-KSO salesmen by CBS and leading dealers. Hear sheets were distributed to clients and business men in the state.

New CBS Clipsheet

REPLACING its former mailings of mat proofs of publicity pictures to radio editors, CBS has started a weekly together with a CBS Press kit containing new news notes as well as pictures.

Brochures


XBC: “Calling All Women”: brochure reviewing the programs slanted to feminine listeners.

WLW, Cincinnati: Mico-jet printing of long-running series on book, similar to the Underwood-Elliott Fisher Co. to run a contest in various localities. In the six localities in which listeners are asked to make a portrait of Fua Manchu using only the characters on a given sheet, home winners are awarded new portable typewriters.

Family Collars

BOTTLE caps placed on bottles with every delivery, are being used by Esoma Dairy Products to call home attention to the change in time for Your Family & Mine, National Dairies disc, which it sponsors on WLEU, Erie, Pa.

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Broadcasting • Broadcast Advertising
June 7, 1939

Ross Federal Research Corporation
18 East Forty-eighth Street
New York City

Gentlemen:

We understand that you are receiving a number of requests for information concerning the recent 118,920 call coincidental study made for us in twelve cities in our territory.

Although we have distributed some twelve hundred detailed analyses based on this study showing the results not only in cities which we dominate but showing also the results in cities which we do not dominate, WE ARE VERY GLAD TO EXTEND TO YOU OUR PERMISSION TO ALLOW AT ANY TIME A COMPLETE INSPECTION OF THE ENTIRE STUDY IN TABULATED FORM AND OF THE ORIGINAL CALL SHEETS PROVIDED SUCH INSPECTION IS SOUGHT BY A REPRESENTATIVE OF ANY ACCREDITED ADVERTISING AGENCY OR ANY NATIONAL ADVERTISER.

Sincerely,

J. D. Shouse

JDS:K
To meet the requirements for high frequency monitoring...

All high-frequency broadcasting stations other than relay (portable pickup units) will shortly be required by regulations of the Federal Communications Commission to be equipped with an accurate frequency monitor. It is further stipulated that the carrier frequency shall be checked at the start of each operating period and as often thereafter as necessary to maintain the frequency within the allowed tolerance. These regulations apply particularly to international short wave, television, facsimile, ultra-high-frequency and experimental stations. Licensees of relay stations are obligated to provide the necessary means for determining that the operating frequency is within proper limits.

The RCA Frequency-Limit Monitor, Type 303-A, has been designed specifically for such applications and meets the requirements. It provides continuous and reliable monitoring of the carrier frequency, a neon lamp on the front panel flashing a warning signal when the frequency drift exceeds a pre-selected value within the legal tolerance of the transmitter. Precision of measurement is assured by the use of “V” cut, heat controlled crystal oscillators and accommodations for selective use of up to four crystals have been provided in the oscillator circuit. Thus, four different frequencies may be monitored with one instrument—a feature highly desirable in short-wave communication.

It is accurate, dependable and provides a wide scope of operation. The instrument requires little attention in use aside from watching at regular intervals for the warning signal. “Stand-by” position is available, permitting removal of all power except that to the crystal heater during idle station periods, with appreciable economy in current consumption.

FEATURES

HIGH ACCURACY—Readings within 0.005 per cent. Crystal-controlled oscillator in temperature-regulated chamber insures great frequency stability.

WIDE FREQUENCY RANGE—1500 kilocycles to 45 megacycles.

WIDE DEVIATION RANGE—50 cycles to 25 kilocycles. Instrument can be set to monitor any transmitter with legal tolerance of 0.01 to 0.05 per cent.

MULTI-CHANNEL FACILITIES—Up to four crystal units enable measurements on four different frequencies.

VISUAL WARNING—Flashing neon lamp on panel gives positive warning of excessive frequency-deviation.

DIRECT READING—Calibrated controls on panel set up frequency-deviation limit or measure drift direct in cycles.

HIGH-LOW INDICATION—Push-button on panel permits rapid determination of direction of frequency drift.

CONVENIENT OPERATIONAL CHECKS—Complete visual checks are provided on all phases of operation.

ECONOMICAL—Stand-by position reduces power consumption to 15 watts during idle periods.

OPTIONAL MOUNTING—Instrument is available in both rack-mounting and cabinet styles.

EASILY INSTALLED—Requires only external connections to transmitter and power supply. Power supply, 110 volts, 60 cycles.