...in the public interest...

The farmer in the country...the consumer in the city...are both interested in the milk marketing control agreement proposed for Chicago. To better serve these people, WLS broadcast each noon direct from the Hotel Stevens during the U.S. Department of Agriculture's recent three-day hearings on the proposal. Thus the Midwestern farmer and Chicago consumer were informed immediately...by WLS.

This is only one of many recent special events at WLS. Among others: announcement of prize winners and a 1500-voice chorus from the Indiana State 4-H Club Round-Up in LaFayette...a 1000-voice rural school chorus, with youngsters from 20 Illinois counties, broadcast from Charleston...four short wave broadcasts from Barney Connett's one-man submarine during an attempted underwater crossing of Lake Michigan...interview with Henry C. Lytton, only surviving member of the State Street pioneers.

Service features, such as news, markets, crop and weather reports, have long been scheduled on WLS. Special events, too, are service features, interesting and entertaining. They are, to WLS, a part of broadcasting in the public interest, convenience and necessity.
KLZ Sets New High As Midsummer Sets In!

- Reaching new highs in business as the hot days of summer roll around doesn't follow the accepted formulas. But KLZ is always upsetting the form chart. Schedule cutting is in the air in May, for instance. But KLZ's May was the biggest month since the influence of the men, methods and machinery of The Oklahoma Publishing Company began making itself felt around the station in the late summer months of 1935.

  May likewise assured a constantly ascending KLZenith for the rest of the summer. For in May American Tobacco, Durkee, Frigidaire, Forhan, Union Pacific, Chrysler, Colorado's Public Service Company, Merchants Biscuit Company and twenty-seven others turned to new summer programs . . . and KLZ.

  KLZ has built up a tremendous power to attract listeners that is not on its listening area maps. The Rockies, in turn, have built up a never-failing power to attract money-spending summer visitors that cannot be shown on KLZ's rate card. But both combine to build up a KLZenith for the summer of 1939 . . . and a market that cannot be affected by the usual summer business bugbears.

KLZ Denver

CBS AFFILIATE * 560 Kilocycles

that give you
Direct Local Contacts throughout New England

People of different regions habitually tune to different stations. The favorite station is local, covers a wide suburban area, offers programs of community interest, plus popular network programs.

To reach the largest number of listeners in a many-stationed territory like New England, it is necessary to make your program available through a majority of these popular local stations.

This is precisely the service of The Colonial Network—a group of 18 stations, each of which is situated in the center of one of the important trading sections.

Broadcasting simultaneously through all of these 18 stations assures broad, effective New England coverage—contact with the people of the largest retail areas as they habitually dial their favorite Colonial stations for Colonial and Mutual Network programs.

Through the Colonial group a powerful sales impetus and sustained effectiveness can be provided in more markets than can be reached by any other network at equally low cost.

Edward Petry & Co., Inc.
National Sales Representative

The Colonial Network
LET'S GET THIS STRAIGHT!

STANDARD RADIO is, and always has been, since its inception, an integral part of the broadcasting industry. The industry's problems are definitely our problems.

At the NAB convention, just concluded, we announced our position in the matter of tax-free music. Fifteen months ago, we began building a large library of tax-free music. More than that, we thoroughly investigated the possibility of stepping up our production along this line on short notice.

Now—

whatever the broadcasters decide to do about the copyright problem, STANDARD RADIO stands ready to adapt its transcription library to fit the situation.

Meanwhile—

a complete STANDARD RADIO tax-free library is now available, consisting of a basic library of 1000 selections and a guaranteed release of 50 new selections monthly at lower rates than any similar service in the market.

Standard Radio

HOOPER-HOLMES SURVEY SHOWS

"WNEW AUDIENCE TWICE THAT OF ANY OTHER NEW YORK INDEPENDENT STATION"

Like Johnstown took the Derby...
Like the Yanks took the pennant...
Like America took the polo cup...

That’s how WNEW took the other New York City independent stations in a contest to determine which had the greatest audience.

It wasn’t even close. When Hooper-Holmes tabulated the results, WNEW showed up with well over twice the listeners.

Other independent researches, too, prove WNEW’s great sales-building power. We will be happy to send you these surveys—even happier to show them to you. Our address—501 Madison Avenue. Our phone number—Plaza 3-3300.

WNEW NEW YORK
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY • 1000 WATTS BY NIGHT • 1250 KILOCYCLES
It seems one of the boys in our New York office was calling on an agency in connection with a certain cosmetic account, when suddenly the same agency asked him what we knew about the midwestern market for farm tractors. After he recovered from the shock, our New York lad rallied nicely, called on our Chicago and Detroit offices for help, and went to work.

Here's what that agency received—completely prepared in our offices within ten days: A map of tractor distribution county by county in the 13 states involved. A 4-color map showing density of tractors by counties—with coverage areas of several stations super-imposed. A separate tabulation of farms and tractors in these states with percentage comparisons. An analysis of tractor age and investment with some facts on distribution and their marketing. Dull reading to you, perhaps—but not to the recipient (at least so he said).

No—tractors aren't our bread and butter. Neither are bath salts or steam shovels. But if you want some help with them—or anything else—we'll go to hat for you. How about now?

**FREE & PETERS, INC.**

(and FREE, JOHNS & FIELD, INC.)

**Pioneer Radio Station Representatives**

**Exclusive Representatives:**

- **Southeast**
  - WCSC
  - WIS
  - WPTF
  - WBJ
  - KCOK
  - KTUL
  - KOIN-KALE
  - KSFO
  - KVI

- **Southwest**
  - KCOK
  - KTUL

- **Pacific Coast**
  - KON

**Addresses:**

- **CHICAGO** 180 N. Michigan Franklin 6373
- **NEW YORK** 247 Park Ave. Plaza 3-4351
- **DETROIT** New Center Bldg. Trinity 2-8444
- **SAN FRANCISCO** One Eleven Sutter Sutter 4353
- **LOS ANGELES** C. of C. Bldg., Richmond 6164
- **ATLANTA** 617 Walton Bldg. Jackson 1678

www.americanradiohistory.com
NAB Adopts Code, Demands ASCAP Action

Copyright Convention by Sept. 15 Authorized; Vote of Confidence Given Miller; Advertising Bans Specified

INSPIRED by the leadership of its first paid president, Neville Miller, an embattled NAB swept through its 17th annual convention in Atlantic City July 10-13 and quickly adopted means of self-regulation through a voluntary code and program standards that mean dollars out of pocket. This was followed by a mobilization of forces for a declaration of war against ASCAP unless it stops stalling and is willing to deal equitably within the next fortnight.

After giving President Miller, who made his debut before the NAB membership in his first annual convention, an enthusiastic vote of confidence, nearly 400 broadcasters, representing 273 member stations present, went "down the line" with him on the industry's most pressing problems. In less than two hours Mr. Miller delivered his report on copyright, proposed a resolution, and called for a unanimous vote when the issue came before the convention July 12. On the preceding day, by an overwhelming vote of 148 to 26, the convention had adopted the basic code for self-regulation, after the original draft had been rather drastically revised. Action on the code, which contains plenty of teeth, was followed by adoption of a resolution, without dissent, banning 13 specific types of advertising.

Copyright Convention

The copyright action presages the calling of a special convention in Chicago not later than Sept. 15. The Copyright Committee, which Mr. Miller heads, has set Aug. 1 as its deadline for a proposal from ASCAP for a new performing rights contract to supplant the several varieties now in force when they expire Dec. 31, 1940. The industry demands a basis involving payment on commercial programs using ASCAP music only with clearance at the source.

Inasmuch as the Copyright Committee already has practically despaired of getting anywhere with ASCAP because of its dilatory methods, it is expected the September convention will be called a war chest to carry on without ASCAP after Dec. 30, 1940, would be set up at such a convention through station contributions, looking toward arrangements with non-ASCAP publishers and greater use of tax-free subsiding. The Copyright Committee would devise an operating plan for approval of the special convention.

In adopting the self-regulation code, some dissension developed. Opposition was largely premised upon the view that no code was necessary and that stations, if they meet their public service obligations, automatically would function in the fashion prescribed. Nevertheless, it was clear that the placing of limitations on commercial announcements, particularly as they affect network daytime programs, will entail some hardship while a substantial loss of revenue may result from the ban on the sale of time for broadcasting of controversial issues, other than political, and from the combined effect of this restriction with a rule on the religious broadcasts which specifies they must be spiritual, and not crusading. The latter strikes especially at special-network commercials of several well-known ecclesiastics.

Enforcement Up to Board

Enforcement of the code provisions was left to the incoming board of 23 broadcasters, which is authorized by resolution to devise the machinery necessary for compliance. The effective date, originally set for Sept. 24, coincident with the change from daylight time, was left to the board's discretion.

In a four-hour session July 13 immediately following adjournment of the convention, the new board of directors promptly sailed into code follow-through. Directing President Miller to study plans for formation of the code compliance machinery, the board will meet again in September to take action. At the September meeting the board also will announce the date on which the self-regulation project will become effective.

A new executive committee, to function with Mr. Miller for the ensuing year, also was named by the board. Edwin W. Craig, WSM, Nashville, John Elmer, WCBM, Baltimore and Herb Hollister, KANS, Wichita, were named. New members are John A. Kennedy, WCHS, Charleston, Paul W. Morency, WTRC, Hartford and Harry C. Wilder, WSYR, Syracuse. The latter three replace Walter J. Damm, WTMJ, Milwaukee, and Mark Ethridge, WHAS, Louisville, who have retired from the board, and F. M. Russell NBC vice president, who requested that he be not continued on the smaller committee though he remains as a board member.

Next Year's Convention

There was discussion of next year's regular convention, and the board was impressed with its commitment to San Francisco, where the 1939 convention originally was scheduled. Unless there are unforeseen developments, it is expected the sessions will be held in San Francisco next July. This convention would in no wise be supplanted by the special membership meeting contemplated for Chicago next September should the copyright crisis warrant. Convention bids for 1940 also are pending from New Orleans, Louisville, and Hollywood, Fla.

Directors at large elected at the
The NAB convention banquet, climaxing the general sessions July 12, drew praise from the nearly 600 persons attending, who remained in the banquet hall five hours during the dinner and entertainment program which followed. With no speeches other than the announcement of the winners of the Broadcasting Golf trophies, the event featured entertainment furnished jointly by CBS, NBC and MBS. The program, which received for its joint sponsors the thanks of the convention through a resolution adopted July 15, was particularly well accepted because it featured vaudeville rather than the radio acts "with which we are familiar in our regular business," the resolution stated. The 3½-hour entertainment headlined Mr. Smith Hour, as master of ceremonies, Bob Hall, Jane Pickens, The Denonians, and several other well-known acts and artists.

Declaration, was it felt that in order to silence outside criticism, whether warranted or not, it was desirable to modify and expand the NAB's old code of ethics which has been in force since 1923 and which was enlarged in 1935. Some skepticism prevailed as to the ability of the NAB to enforce the code provisions, but it was expected that after a year to ripen the membership of 425 stations would adhere to the letter and the spirit of the document. Action came after the code committee, which had been in almost constant session since July 8, had all but rewritten the original proposed code submitted to the membership 30 days before the convention. Yet the shorter code, simple in language and form, carried practically all the context of the original proposal. Proposed standards of practice, which discussed lengthily on such subjects as children's programs, controversial commercials, religious commercials and the like, were ripped out entirely and in their stead a separate resolution, listing the 13 taboos for radio, was adopted unanimously.

While there were some misgivings about the adoption of the code as the convention started, they were all but dispelled when Stephen Early, secretary to the President, addressed the convention July 11 and discussed intimately some of the problems of the industry. He allayed completely the fear of undue Government interference with the industry, praised certain provisions in the originally-proposed code draft dealing with the handling of news and the discussion of controversial issues.

Network Cooperation

The bold copyright stand came after practically all branches of NAB station membership—including network affiliates, regional and locals—had resolved in group meetings in favor of the "pay-as-you-use" formula, with the assurance that the networks would clear their music at the source, thus relieving network affiliated stations of the necessity of having ASCAP licenses for such music. In round figures, it is estimated by ASCAP that it receives less than $4,000,000 a year from radio under the present contracts. Within the
Recognising the importance of radio broadcasting in the national life and believing that broadcasters have now sufficiently united with the sectional side of the industry to formulate broad standards of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

**Children’s Programs**

Programs designed specifically for children reach impressionable minds and influence the attitudes and approaches and, therefore, they require the closest supervision of broadcasters in control of material, characterization and plot. This does not mean that the vigor and vitality common to a child’s imagination and lore of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high moral tone, and play and honorable behavior. Such programs must not contain sequences involving horror or fear, the supernatural or superstitions or any other material that could possibly be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous or social nature will be permitted.

To establish acceptable and improving standards for children’s programs, the National Association of Broadcasters will continuously engage in conferences and consultations with parents and child study groups. The results of these studies will be presented for application to all children’s programs.

**Controversial Public Issues**

As part of their public service, networks and stations shall provide time for the presentation of public questions including controversial and controversial nature. Such time shall be allotted due regard to other elements of balanced program schedules and to the degree of public interest in the questions involved. Broadcasters shall use their best efforts to fill as much time as possible to all elements in a given controversy.

Time for the presentation of controversial issues must be solicited except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for which it is not charged. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would be unfair to all with the ability and desire to buy at any given time. Consequently, the amount of discussion on the air in proportion to other elements of program is not determined by or on utilizing the available periods with due regard for the type of issue involved. Time for the discussion of controversial public issues and for the presentation of material by individuals or groups, a powerful public forum would inevitably gravitate to the station with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a public campaign in behalf of or against a public proposal which is subject to ballot. This exception to the prohibition against selling time for the presentation of controversial public issues shall be limited as far as practicable to the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

**Educational Broadcasting**

While all radio programs possess some educative values, broadcasters therefore desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and in cooperation with appropriate groups, will continue their search for programs and an educational adjunct.

**News**

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for without news does not result. Since the number of broadcasting stations is limited, such a policy shall not be editorial. This means that news shall not be selected for the pur- pose of including a side of any controversial public issue or for the purpose of withholding or desires of the station or network management, the editor or others en-

**Types of Unacceptable Advertising**

Resolution of Program Standards Committee Adopted by Convention

TO CLARIFY the phrase “Accepted Standards of Good Taste” and the canons of good practice set forth in the NAB Code, therefore be it Resolved, that membership of the Standing Committee on Advertising:

1. Any spirituals or “hard” liquor.
2. Any remedy or other product the sale or which the method of sale of which constitutes perversion of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as employment as employment as employment as employment as employment as employment.
5. Matrimonial agencies.
6. Offers of “homework” except by firms of unquestioned responsibility.
7. Any “dogging” or “ring” publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and advertisers services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising and claims member stations know to be false, deceptive or grossly exaggerated.
11. Contiguity which describes, regrettably, any functions of symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

industry, however, the figure has been reported as possibly a million dollars more.

Before adopting the “declaration of war” resolution, the convention heard from a broadcast committee report on conversations with ASCAP. In no uncertain terms, the NAB head said he felt it was time to give the Society an ultimatum, and then, if necessary, have ample time in which to prepare for operation without ASCAP music.

**Deadline to Be Fixed**

Cooperation of the major networks in the ASCAP flap has been known as a result of the session. Edward Klauber, executive vice-president of CBS and a member of the negotiating committee, drew a salvo of applause when he stated he would be present for the ASCAP talks until the ASCAP talks would go along with the industry. The resolution itself sets forth that the industry shall be authorized to fix a fair and reasonable price for ASCAP music, but that broadcasters believe that such arrange- ment must be predicated upon the willingness of the ASCAP music. It authorized continuance of the present copyright committee, with virtual power to authorize and to fix any doctrine in its negotiations, which it has already set as Aug. 1. If it concludes that the industry is justified in a fair arrangement to fix a deadline in its negotiations, it will be instructed to “prepare such measures as are necessary to enable the industry to provide suf- ficient music for its requirements and to the same extent for the duration of the existing ASCAP contracts Dec. 31, 1940. Finally the resolu- tion authorized, in such event, the calling of the special conven- tion “not later than Sept. 15 to vote the funds necessary for such measures.”

**Work of Committee**

The Copyright Committee, which handles such matters, was pursuing the resolution, delegated its negotiat- ing powers several months ago to a group of five, headed by Presi- dent Miller and comprising, NBC President Geno R. Lohr, Mr. Klauber, Samuel R. Rosenbaum, president of WFIL, Philadelphia, and John Elmer, president of WCBM, Baltimore, and the last broadcast-president of the NAB.

The full committee, in addition to the members named, includes Walter J. Damm, WMJ, Milwaukee; Gregory Gentling, KROC, Rochester; Clair M. Hopping, WGA, Lancaster, Pa.; John Shepard 3d, Yankee Network; Theodore C. Streibert, MBS-WOR vice-presi- dent; Hanna; New Orleans; I. L. Lonsberry, WGR-WKBW, Buffalo.

The general attitude of the membership, which marks the new NAB into being as an emergency conven- tion in Washington in February, and which it had fulfilled expectations. President Miller, former mayor of Louis-

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**Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another’s care or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmonious and harmonious understanding of mankind and to administer broadly to the varied religious needs of the community.**

**Commercial Programs and Length of Commercial Copy**

Acceptance of programs and anounces shall be limited to produc- tions and services rendered by independent organizations and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirements and are free of bias, insincere or unfair practices and accepted standards of good taste.

Brief handling of commercial copy is recommended throughout at all times.

Member stations shall hold the least possible, and that more that devoted to contests and offers, and the following number of minutes and seconds.

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<tr>
<th>Daytime</th>
<th>Fifteen-minute programs</th>
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**Exceptions**

The above limitations do not apply to participation programs, announcements, or announcement programs, such as the “Bible” program and the like, the “company’s” program of the “merchandise’s” or the “shopper’s guide” and local programs forming within these general classifica-

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situa-

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**Full Text of Final Code Adopted by NAB Convention**

**Broadasting • Broadcast Advertising**

**July 15, 1939 • Page 9**
A United Industry Discovers Its Own Strength—An Editorial

The networks are committed to stand with the NAB in the copyright fight. They cannot afford another split in industry ranks. Through top executives they have worked assiduously on the ASCAP negotiations. They can be relied upon to follow through.

In another respect the Atlantic City convention was refreshing. The speech of Steve Early, secretary to the President, certainly tickled the cockles of the composite radio heart, in contrast to addressees of other Government officials in past years, during which everything but the Washington Monument was hurled at radio. Instead, Mr. Early, a crack newspaper correspondent before he became a Roosevelt aide, showed keen appreciation of the problems and was reassuring down all the line. While he did not speak for the President, he is his chief advisor on radio and press matters, and from the authoritative tone of his speech we are inclined to believe he in large measure reflected the views of the Chief Executive.

As for the convention itself, it was a great success, chiefly because it revealed that broadcasters have acquired a new respect for themselves and for their business. Its success was a tribute to Neville Miller and his able staff. Its accomplishments were a tribute to a hardy group of broadcasters who two years ago saw the necessity for a change, and followed through to see their judgment more than vindicated.

Broadcasting, as a business, has come of age. This was proved at the NAB's Atlantic City convention.

There was proof of it when the membership of the association swept into effect a voluntary code which means sacrifice of business, at least at the start. But the last vestige of doubt was erased when, by unanimous vote, the broadcasters adopted ASCAP's bluff of Aug. 1 to make up its mind to deal equitably and reasonably, or risk radio's unified effort to get along without its repertory.

Eighteen months ago a floundering, innoxious trade association, torn with dissension, was tossed overhead. A new organization was created at a momentous emergency convention in Washington. The plan called for a permanent president—an industry leader. The quest ended just a year ago when Neville Miller, the famous "floor mayor" of Louisville, was selected.

During the last year President Miller has probed and analyzed. He has worked quietly and unostentatiously, surrounded by a group of specialists who also started from scratch in trade association pursuits. He stepped before the full membership for the first time at the convention.

Perhaps there were broadcasters who were skeptical about the new order before the convention started. But after Neville Miller gave an accounting of his stewardship, marshaled the self-regulation code over the jumps, and exploded his charge of TNT in ASCAP's face, all doubt vanished. He proved that work had been done and he displayed the kind of courageous leadership broadcasters have long craved.

The original code was too stringent for some members and too innocuous for others. It had to be revamped sharply by the committee to which it was entrusted before presentation to the convention. Trial and error will tell whether or not Miller wisely took a necessary start in the right direction. Revenue lost today by virtue of certain of its provisions can be regarded as insurance for tomorrow's operations. Whether necessary or not, it certainly should quell the bleatings of the premiere group.

The copyright action was more than justified. ASCAP's stalking tactics, seeking information on this, and study on that, could no longer be condoned by Mr. Miller or his Copyright Committee associates. After all, the industry has been jolted into eleventh hour crises before by ASCAP and others, and Mr. Miller apparently has read well the records of past negotiations.

A special convention in September is likely, for it is hardly expected that ASCAP will suddenly capitulate to a pay-as-you-use royalty formula, uniform as to all stations, to which the majority of the industry is committed. That same majority is willing to contribute to a fund to set up machinery under which the industry would operate without ASCAP's music after Dec. 31, 1940. ASCAP says it can't be done, but so did Warner Bros. in 1935. The Warners are now back in ASCAP.

vile, who came to the industry helm on July 1 of last year, after serving as an executive of Princeton University, in his handling of the convention displayed an amazing grasp of industry affairs, in the opinion of the visitors, many of whom met him for the first time.

Significant was the presence of both Messrs. Lohr and Klauber, the executive operating heads of their respective networks. It was Mr. Klauber, President of the Broadcast Advertising Association, and Mr. Lohr had attended one previous annual meeting. Both were amply flanked by headquarters officials and by executives of their own and managed stations.

While the attendance did not break all records as to gross, the delegate registration perhaps equaled that of any previous convention. The number of member registrations, including associates in operations related to broadcasting such as transcription companies and station affiliations, was 394. There were 136 non-member registrations of all kinds, while 78 ladies also registered for non-convention action or station affiliation, or overall attendance, including a dozen members of the NAB staff, was approximately 890.

Craig Traces History

Edwin M. Spence, secretary-treasurer of the National Life & Accident Insurance Co., of Nashville, and the head of WSM, a strong figure in the reorganization of the NAB, and one of the most ardent workers for the new association, traced the history of the organization activity prior to the last convention in February, culminating his introduction of President Miller.

There was rapt attention as Mr. Craig recalled that two years ago the NAB was on the verge of collapse, "floundering helplessly before the stronger organization opposition which attacked from every side and found us easy prey.

He reviewed the work of the Reorganization Committee, which drafted the plan creating the new National Association of Broadcasters, which served as a superb example of industrial cooperation since its membership was a cross-section of all departments in the industry.

The lesson learned, Mr. Craig recalled, was to know the differences of the problems of individual groups, composure could be established "in an unsnafish approach to the common good . . . We found we could promote the peculiar welfare of each by serving the common good of all." Members of the Committee were lauded by Mr. Craig for their unselfish work in drafting the new organization plan, which was unanimously adopted at the convention in Washington in February, 1938. In addition to Mr. Craig, the members were Mark Ethridge of WHAS, Louisville who served as secretary president after the reorganization, and a number of outstanding men who have fought for his convictions and for the viewpoint of those whose he has chosen to call "average broadcasters": Walter Dann, WTMM, Milwaukee; John Sheppard 3rd, Yankee Network president, and chairman of the National Association of Regional Broadcast Stations, Philip G. Loucks, Washington, a former NAB managing director, who served as committee counsel, was commended for his service.

Praise for Miller

In introducing Mr. Miller as the first permanent president of the reorganized NAB, Mr. Craig declared he is "more than a leader of the industry, a man of unquestioned integrity and sincerity," but also a "symbol of . . . an industry grown up, aware of its social responsibilities and self-respecting as to its right. He is in
THE AWARD, maybe for Wheeling Steel and maybe not. In any event, we find:


THE WIVES CAN TAKE IT, and they merely smile at boardwalk cameras.

LAMON KAY, the "Little Colonel" at WSB, Atlanta, can be heard left (r) and to his R is Clark Luther. KFD, Winkler, Va., KX, F. J. Clark, KFM.

PROMOTION EXHIBIT provides background for this group (l to r): Mar- old Bass, WBAL, Baltimore; M. Z. Sanger, National Radio, Stanley W. Schulte, WJZ, Lancaster; Mr. Frank Smith, WKY, Pittsburgh Pa.

THE WIVES too were present in the number of more than 100. To this group our left is Mr. and Mrs. William H. Hess, WDRC, Many, left; Mr. and Mrs. William F. Smith, WJZ, Mr. and Mrs. Howard M. Law, WJZ, Fort Worth. The Atlantic City convention incidentally was the seventh consecutive to Mrs. Law.

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INDUSTRY NOTABLES pause for parley. Left to right: Gilson Gay, CBS; Fred Borten, WQAM, Miami; Edwin W. Cuig, WSM, Nashville; Edward Klauber, CBS; C. W. Myers, KOM, Kansas City, R. J. Jordan.

REGGIE SCHUELIEF, of The Bow Co., petite and popular timebuyer, creates a traffic jam at the registration desk.

SKEET BALL is a diversion for this Tower: WKBW, Buffalo (left) and Cliff Taylor, WEN, at Carl Everson, WHIE, Columbus, looks on.

RACKED TO THE WALL was NAB President Neville Miller, left, in this group was President Alex Hill, KNW, Brockton, Campbell Bros., WTX, Newton.

AT NEWSPAPER RA- DIO meeting intense moments are Clarence Wheeler, WHEC, Ed- win R. Tenen, WHEC, Columbus; H. E. Carpen- ter, WHEC, WCL, Cleveland.

FOYER TOURS and will start 11 to 11. Edwin C. Allen, Kansas City, Kansas; John Evans, WYAF, Knoxville, and KEGA, Asheville.

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CHECKING IN right up front is handsome Jack McCarthy, WARRIES, Shreveport, and then (l to r) Carl Hensley, Davis & Sangster; Jim Connolly, Brothers Co., New York; H. H. Barrett, Jr., WPER, Baltimore, and Robert R. May, Jr., WPER.

THE WIVES CAN TAKE IT, and they merely smile at boardwalk cameras.

PROMOTION EXHIBIT provides background for this group (l to r): Mar- old Bass, WBAL, Baltimore; M. Z. Sanger, National Radio, Stanley W. Schulte, WJZ, Lancaster; Mr. Frank Smith, WKY, Pittsburgh Pa.

THE WIVES too were present in the number of more than 100. To this group our left is Mr. and Mrs. William H. Hess, WDRC, Many, left; Mr. and Mrs. William F. Smith, WJZ, Mr. and Mrs. Howard M. Law, WJZ, Fort Worth. The Atlantic City convention incidentally was the seventh consecutive to Mrs. Law.

INDUSTRY NOTABLES pause for parley. Left to right: Gilson Gay, CBS; Fred Borten, WQAM, Miami; Edwin W. Cuig, WSM, Nashville; Edward Klauber, CBS; C. W. Myers, KOM, Kansas City, R. J. Jordan.

REGGIE SCHUELIEF, of The Bow Co., petite and popular timebuyer, creates a traffic jam at the registration desk.

SKEET BALL is a diversion for this Tower: WKBW, Buffalo (left) and Cliff Taylor, WEN, at Carl Everson, WHIE, Columbus, looks on.

RACKED TO THE WALL was NAB President Neville Miller, left, in this group was President Alex Hill, KNW, Brockton, Campbell Bros., WTX, Newton.

AT NEWSPAPER RA- DIO meeting intense moments are Clarence Wheeler, WHEC, Ed- win R. Tenen, WHEC, Columbus; H. E. Carpen- ter, WHEC, WCL, Cleveland.

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short the symbol of the American System of Broadcasting.

Extolling Mr. Miller as a man who came to the industry a year before his radio experience, but with a distinguished record; a high order of analytical and interpretive ability, upon courageous leadership, and a fearless and vigorous action”, Mr. Craig named him upon the speed with which he had absorbed the complexities of radio. He cited the “new tone of importance which has come over this entire industry during the past year to indicate that we at the helm a man who handles carefully his chairmanship and course, and who is guiding us past the shoals of common danger which confront us.”

A volley of applause from the convention floor broke as Neville Miller took the dais to appear for the first time before the membership in annual session. In measured terms, he gave an accounting of his principal duties since assumed office last July 1, punctuating his remarks with a plea for solidarity, responsibility upon the self-seeking groups out to “plunder” radio and hailing radio’s new “united front” [See story on page 23].

Several times Mr. Miller veered from his prepared text to speak with a word of praise for members of his staff, all of whom assumed office coincident with the reorganization. Similarly, he took a quotation from his statement to express thanks to others who had advised and counseled with him, and to Sydney Kaye, New York attorney and copyright expert, and Robert Myers, of the NBC legal staff.

Mr. Miller was followed by Secretary-Treasurer Spence, who gave his report on the fiscal and membership activities of the association since its reorganization [See page 23].

Then President Miller introduced the principal members of the convention, Stephen Early, secretary to President Roosevelt, and before the well-wishers a letter was read from a correspondent. The speech was carried over combined networks. To the radio audience, Mr. Miller explained that there would be presented at the convention some 500 broadcasters, who were considering problems of importance to listeners and that the aim was to develop even higher standards of public service. Introducing Mr. Early, Mr. Miller claimed another “first” for radio. It was Mr. Early’s initial address in six years as national secretary before any trade or other organization.

Dispeller of Fears

In his address [see text on page 19], Mr. Early did much to allay the fears of broadcasters on censorship, Government ownership or other dire threats of undue governmental interference. In an intimate discussion of industrial affairs, he provided the springboard for action on the self-regulation code when he praised a revised and improved draft of the proposed code dealing with the discussion of controversy issues.

There was spontaneous applause when he expressed the personal hope that the final regulations governing broadcast stations, which provoked the program censorship furore, would leave no doubt that freedom of speech “is

**Annual Golf Match Ends in Triple Tie; Pyle, Carmichael, Butcher Win Honors**

Three of radio’s best weekday divot-diggers fought wind and rain to end in a triple-tie for first place in the NAB blind bogey tournament for the Broadcaster’s Trophy, held July 9 at Northfield Country Club near Atlantic City. The three winners, who carded a net 81 in the 18-hole medal play, were Harry C. Butcher, CBS Washington vice-president; K. W. Pyle, manager of KBFI, Abilene, Kan., and V. E. (Mike) Carmichael, of KWK, St. Louis, Mr. Butcher, a trophy winner in the 1937 tourney at Chicago, declined to accept the cup a second time and duplicate trophies were awarded the other two winners.

The 36 entrants in the competition found heavy going in the wind and heavy rain that swept the course during the afternoon. Due to the drenching, 15 players failed to finish. Of the 21 who posted 18-hole scores, Gerald King, president of the AFM, worked his way through a net 85 and won first money with Bob and F. McC. McClanahan, NBC, traffic manager, 89-89 to knock off low net honors with 100-88-72.

Winning scores, based on gross scores converted to handicap with winning net score selected by lot, included an 89-89-81 for Mr. Carmichael, 95-14-81 for Mr. Butcher, 101-20-81 for Mr. Pyle.

Individual scores follow:

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CO-WINNERS of the Broadcaster’s Trophy were V. E. (Mike) Carmichael, KWK, St. Louis, and K. W. Pyle, KBFI, Abilene, Kan., so duplicate cups will be awarded them for permanent possession. Tied with them in the “blind bogey” draw, each with an 81 net score, was Harry C. Butcher, CBS, Washington, who withdrew because he won the trophy in 1937.

American culture” and that “no agency of Government intends to supervise or control the programs broadcast.”

President Miller next announced nominations for the six posts of director-at-large, made by the 17 regional directors at an earlier meeting pursuant to the by-laws. Four of the present six directors at-large were among the dozen nominated, the balloting slated for the closing session July 13.

F. M. Russell, NBC Washington vice-president, an incumbent regional director, was paired against his brother vice-president, William S. Henderson, for one of the channel posts. Harold V. Hough, WBAP, Fort Worth, and Lambert Kay, WEAL, both premises, were paired against another one. George W. Norton Jr., WAVE, Louisville, was bracketed against one. W. R. K. Kellogg, WOR, New York, and Don S. Ellis, WWIN, Asheville, for the other. John Elmer, WCBM, Baltimore, nominated local director, was paired against Gilbert Freman, WTAL, Tallahassee, and William West, WTVM, East St. Louis, against Harry Spence, WBO, Aberdeen, Wash., for the local directorship held during the last year.

Two committees, to function for the convention’s duration on specific assignments, also were named by Mr. Miller. One was Resolutions, headed by H. R. Carpenter, WKIP, Cleveland; and the other was Nominations, headed by Don S. Ellis, WWIN, Asheville, for the local directorship held during the last year.

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Not a significant change was made in the code as revised, when it was presented to the membership except for certain revisions in the phraseology. But the Program Standards Committee, in its deliberations, had revised it in attempting to simplify language and ridding it from the proposed Standards of Practice.

An entirely new task was undertaken to cover the corollary standards. The committee brought in a resolution containing the accepted Standards of Good Taste, under which any interpretation of that phrase would comply, and other things refusal to accept specific types of advertising. The vote on this resolution, however, was deferred until the following day.

**Enforcement Up to Board**

In approving the basic code, the convention adopted a resolution providing for the immediate action of directors, if necessary, to enforce the code. Also left to the board was the fixing of the effective date. In the original proposal, the effective date, as Sept. 24, coincident with the change from daylight savings time.

In a session prior to the convention action, midnight oil was burned to compose conflicting viewpoints. Retention of the percentage limitations on commercial enterprises, which became an issue, was against directors’ protest only one modification from the original draft. This exception was a recognition of varying personalities and social conditions in different geographical areas as because of which stations were given the right to appear in the NAB for special ruling local situations which in the opinion of the membership, would not justify exceptions to the specified limitations.

The 148 to 26 vote caused some consternation in view of the registration of multiple broadcasters. However, the voting delegate figure was considerably lower by multiple registrations for many stations.

The opposition vote of 26 was attributed to a lack of understanding on the part of some among certain members that a code expression as such was unnecessary. There was a feeling that the expression in the public interest rested upon their shoulders. Moreover, it was evident that certain stations
TRAMMELL IN TROUBLE—Deep in a sandtrap on fourth green is NBC's executive vice-president, Niles Trammell. But he blasted his way out.

POINTING THE WAY—K.W. Pyle, KFBI, Abilene, Kan., co-winner of tournament shows R.L. Laubengayer, KSAL, Salina, Kan., the way to win championships. This pair was first out in the meet, and Mr. Pyle used only three clubs to score his net of 81.

NOT SO INTERESTED—Is Harry C. Butcher, CBS-Washington v.p. (left) as his foursome takes a gander at the cup which he later won in a triple-tie but declined accepting because he won it in 1937. Others in his foursome (l. to r.) are Don S. Elias, WWNC, Asheville, N. C.; Frank Moscovics, KNK, Hollywood; Harry Hoessley, WHKC, Columbus, Ohio.

SAYING IT OUT—'Cutting up while awaiting their turn at the tee are (l. to r.) Bond P. Geddes, RMA; George Moscovics, KNK, Hollywood; John S. Hedges, NBC; John J. Gitlin, WOW, Omaha; Phil Merryman, NBC; B. F. McCann, NBC. This foursome wore out again in mid-way of their round under the heavy downpour.

PRE-PLAY HUDDLE—Jack Stewart (extreme left) lays out the drop for (l. to r.) Jerry King, Standard Radio; Ed Vosnow, Edw. Petty & Co.; Howard Lane, McClatchy Broadcasting System; Bill Cartwright, Edw. Perry Co.; Howard Lane, McClatchy Broadcasting System; Bill Cartwright, Edw. Perry Co.
WHETHER AFFILIATES or not, Mutual allows as many as every fourth station. At left, Reggie Schueler, The Biow Co., gets her flower as Bill Schudy Jr., WKRC, Cincinnati, gazes admiringly.

IT TOOK this contingent from WHEC, Rochester, exactly 1 hour and 40 minutes to fly down to Atlantic City in the Gannett Newspapers' plane which they borrowed for the purpose. Left to right: John Shaver, co-pilot; Clarence Wheeler, co-owner of WHEC with Gannett; Mrs. Russell Holdeman; Russell Holdeman, pilot; Gunnar O. Wieg, WHEC general manager; LeMoine C. Wheeler, commercial manager; Maurice Clarke, chief engineer.

All for Goodwill

MANY and varied were the goodwill offerings at the NAB convention. WPG, Atlantic City, passed out boxes of the resort's famed salt-water taffy to all conventioners. Radio Attractions Inc. had a check on hand in full regalia, which excited much interest and more gratitude when he handed out attractive Chinese back-scratchers. MBS and WFL, Philadelphia, passed out carnations. NBC-Blue distributed cartons of Old Golds and bottles of Canada Dry Ginger ale to the rooms, besides giving the ladies attractive fishnet hats. RCA, NBC and CBS all gave cocktail parties.

Network and spokesman for the region's William S. Helgesen, NBC vice-president acting for Mr. Lohn, and a number of other specialists on the broadcasting, both for the networks and for individual stations.

Against the day that the business of broadcasting begins to lose off by virtue of increased competition with other media, broadcasting as an industry must undertake a coordinated promotional campaign, Paul F. Peter, NAB research director, stated in a report delivered to the convention July 12. The Bureau of Radio Advertising has been established for that purpose, but on a modest basis as compared with the parallel operations for competitive media, he said.

To include studies of broadcast advertising, along with other data designed to sell radio as a medium, he explained the Bureau now operates only to be reimbursed for printing expenses. The purpose, ultimately, is identical with that of the Bureau of Advertising in the American Newspaper Publishers Assn., he said, which spends about $270,000 annually and recently sees a budget of $400,000.

In introducing Joseph L. Miller, NAB's relations director, Mr. Miller complimented him on his service that no better job has been done in the organization.

In a brief address, preparatory to his introduction of Elmer F. Andrews, NAB's Hour Administrator, Mr. Miller recited several of his experiences in seeking to overcome legal difficulties of stations, and commented on the remarkable record of the industry. The policy pursued by the industry in its dealings with labor has been most intelligent, and should be pursued, he said [See Page 23].

Administrations of broadcasters delivered a prepared address [See Page 19] after which he answered questions proposed from broadcasters parrying peculiar labor problems. Because the broadcasting industry had faced the problems arising in mass production and employment fields, no particularly perplexing issues have arisen, he said.

Pointing out that there had been only a dozen complaints registered against the "radio industry", not a single, as against broad- casting, Mr. Andrews said that the industry is giving its agency very little trouble. However, he said, it has acquired an excellent reputation as a "law abiding citizen."

Hobby Problem

Arthur B. Church, KMBC, Kansas City, raised questions about hours of employment both for news reporters and for engineers. He was advised by Andrew that in the case of newspaper at stations, or on newspapers, the question has not been settled, since the content has been made, but not yet adjudicated, that they are professionals and therefore outside the pale of the hour limitations.

When Mr. Church asked what could be done about engineers who, after vespers, return to the station or shop to experiment with television or other technical activity, for which they are not directly hired or paid, Mr. Andrews said it appeared that this work, when done voluntarily, might be recorded as hobby, and therefore not subject to hour limitations or to overtime pay. Beyond that he explained that a change in law has been proposed under which all persons earning a guaranteed monthly salary of $200 or more might be excluded from the hour requirements.

Mr. Andrews also observed that there is the likelihood of legislation under which employees

(Continued on page 89)
Wheeler Confers On ASCAP Issue
Will Meet Further With Both Sides on Copyright Problem

THE WHOLE copyright issue was discussed at a conference July 12 in the office of Senator Wheeler by Gene Buck, A S C A P president, Louis D. Frisch, ASCAP counsel, Ed Craney, K G I R, Butte, militant crusader against existing ASCAP operating. Wheeler said that he had conferred with Owen D. Young, counsel and former attorney, former NAB managing director. Business was understood that Senator Wheeler said he regarded a "pay-as-you-use" basis as a reasonable way of copyright royalty payment, though he disclaimed any intimate knowledge of the problem. He recalled that the old method of RCA in collecting royalties from radio manufacturers on cabinets as well as patented chassis had been similarly fought and finally changed by agreement after he had conferred with Owen D. Young. He stated this to be in analogy in the ASCAP situation since broadcasters pay a blanket percentage on programs, whether or not music is used.

Further Meetings Planned
What action, if any, will result from the conference is problematical, particularly in the light of the NAB ultimatum given ASCAP by unanimous vote of the Atlantic City convention. It is understood, however, that Senator Wheeler will use his good offices in further conferences on the subject and that in addition to the participants in the July 12 session, Frank M. Russell, NBC Washington vice-president, and Harry Cassady, WSB Washington vice-president, will participate.

Senator Wheeler also is understood to have indicated clearly that he favored clearance of programs at the source, a key issue in the copyright situation. In this respect, he pointed out that affiliated stations have no control over program emanations of affiliated companies and therefore should not be held responsible or liable for them in any manner.

Waterman Pen Program Would Test NAB Code
A PROPOSED network program presenting a graphologist's analysis of character from handwriting, proposed for sponsorship this fall by L. E. Waterman Co., Newark, fountain pen and ink manufacturer, looked as one of the first test cases under the newly-adopted NAB program code. A representative of the company informally outlined the proposed coast-to-coast series to NAB officials during the Atlantic City convention, but pending setting up of code compliance machinery in September, the firm plans to furnish the NAB with a formal statement of the program's content.

KWFT Joins CBS
KWFT, new regional station at Washington, D.C., was assigned effective July 15 as the network's 118th station. It is a member of the Southwestern group. It is to operate a $28,000 house and is assigned to 620 kc, with 1,000 watts day, 250 night, having started operating this month.

'Broadcasting' Publishes a Daily Newspaper
By Facsimile and Distributes Free Photographs

CYNOSURE OF INTEREST at the NAB convention were the daily facsimile newspaper published by Broadcasting Magazine and the boardwalk photographs distributed free to every person snapped by our photographer. The facsimile newspaper was delivered to hotel rooms each morning after being first set up on vasi-typer the evening before, then transmitted over RCA facsimile apparatus in its exhibit room, then rushed to Camden, 70 miles away, for multiple reproduction by offset process. On the boardwalk Broadcasting had a photographer busy during most of the daylight hours, taking pictures of delegates and their wives and children. Each was given a number later each person in each photograph was presented a print with the magazine's compliments, some 600 being distributed. Also photographed by Broadcasting, working in collaboration with RCA, were most of the persons appearing before the television cameras, their pictures being taken off the receiver screens. Copies of these will be sent from Washington to each principal with the compliments of Broadcasting since the photos will undoubtedly be cherished in later years as relics of the pioneer days of television (see page 25).

Tripartite Pledge Made by Movies, Radio and Press
Tribute Is Paid Broadcasters For Adoption of New Code

RADIO, press and moving pictures—"America"—pledged their three-way cooperation in maintaining freedom of expression through self-regulation July 15 in an official national broadcast during which the industries' three leaders spoke from Atlantic City, Los Angeles and New York. The 30-minute broadcast, carried on coast-to-coast network hookups, opened with the acceptance of the pledge by radio industry representatives at the NAB convention of the new code of broadcasting ethics, and bringing the felicitations of Will Hays, president of Motion Picture Producers & Distributors of America, and James G. Stahlman, former president of the American Newspaper Publishers Assn., to NAB President Neville Miller and the broadcasting industry. Bound to Be Free Speaking from the Ambassador Hotel, convention headquarters in Atlantic City, at the beginning and conclusion of the program, Mr. Miller declared that radio was determined to defend its freedom of expression and at the same time comply with canons of good taste in order to continue its rise as a social force. He expressed satisfaction with the new code as a means to this end, and pointed to the nearest alliance of broadcasters in adopting the regulatory standards despite the general effect of lost revenue.

Mr. Hays, speaking from Los Angeles, pictured the success of the movie industry as a result of government through MPPDA, and expressed confidence that the new radio code would work to the benefit of the industry since, as he has the movie code to the screen. The moving picture, which he observed corresponds to America, is "a child of democracy," he declared, and as such must constantly reflect democratic attitudes. Freedom, he commented, means the liberty to choose what one wants to see rather than what is being shown, broadcast or produced, all the while remaining within the bounds of good taste and decency.

Bring to his observations of the "freedom situation" in Europe during a Transatlantic pickup from London, where he frequently runs on the Yankee Clipper, Mr. Stahlman declared that so long as America had the constitution and so long as truth remained the watchword in the media of public information, there was no possibility of anything like freedom of the American press, radio or moving pictures becoming mere implements of propaganda.

Reflecting the satisfaction of the industry with the broadcast, NAB members at their concluding general session adopted a resolution thanking Messrs. Hays and Stahlman "for their most valuable contributions to the principles of free speech and the preservation of that most important factor comprising the democratic form of government as expressed in the international broadcast" which had been titled, "The Mirrors of America".

July 15, 1939 • Page 15
Shepard's Folly
TAKING official note of the newly acquired soup-strainer of John Shepard 3d., N ARBS chairman, Don Elias, operator of WWNC, Asheville, N. C., recommended during the July 10 meeting of the regional group that its executive committee appropriate $100 "to make the physical appearance of our chairman more harmonious, including the purchase of a toupee of suitable size and color to match his new mustache."

Hotel From Fair
HOTEL ROOSEVELT, New York, using radio for the first time, has started a thrice-weekly program titled Come to the Fair on MBS, which originates from the hotel itself and features interviews by Ed East of guests who have visited the New York World's Fair. The program, heard on MBS from 1:15 to 1:30 p. m., is also heard on WNY, at an earlier period from 12:15-12:30 noon under the title of World's Fair News, during which East not only interviews guests of the hotel, but also talks about the Fair and its attractions. M. H. Hackett & Co., New York, handles the account.

RCA Plans to Charge Stations For Performance of Records

RCA PLANS to adopt a policy of making its records available for broadcast use at a "reasonable fee," it was reported on July 14, following a court ruling in its favor in the Paul Whiteman case which has been pending some months.

The fees collected will be equitably divided among the recording artist, copyright proprietor and record manufacturer, under a plan contemplated by RCA.

Judge Vincent L. Leibel, of the Federal District Court in New York, issued a permanent injunction July 14 in favor of RCA against WNEW, New York. The ruling restrains further unauthorized broadcasts of Victor and Bluebird records.

Injunctive relief also was directed for RCA, restraining Whiteman from further asserting that he has the right to prevent performances of his Victor and Bluebird records unless an expressed reservation is contained in his contract with the recording firm. Further relief was directed in favor of Whiteman, restraining WNEW from invading his common law property rights through unauthorized playing of such records.

Others May Follow
On behalf of the industry, NAB participated in the Whiteman-RCA suit because of its importance. Stuart Sprague, New York copyright lawyer, appeared amicus curiae as special counsel for NAB.

Whether the decision, in view of the public interest involved, will be appealed to the Circuit Court of Appeals in New York and thence to the Supreme Court if necessary, remains to be determined. It is thought such a step is likely.

It was presumed, in the light of the opinion, that other record manufacturers similarly would seek to follow a course similar to that of RCA of assessing performance rights fees. In January 1938, RCA disclosed that as a result of operations of "pressure groups" it felt that institution of a "reasonable fee" it would not be in the manufacturers' privilege of recording over the air appeared necessary. At the time, according to W. Baldwin, then NAB managing director, advised David Sarnoff, president of RCA, that such action might invoke extreme hardship on smaller stations. A notice was sent to stations by RCA in December, 1937, informing them that as manufacturers of Victor and Bluebird records, the company claimed to have a property right in such records "sufficient to entitle us to prohibit the use of said records for radio broadcasting or other commercial purposes unless our prior written consent is obtained." This action was prompted by the decision in the case of Fred Waring, orchestra leader and president of the National Assn. of Performing Artists, against WDAS in Philadelphia several months earlier. So far as known, however, no further steps were taken to collect the fees.

By virtue of RCA's new announcement that it proposes to assess a "reasonable fee," it was expected other recording companies, such as Decca, and Columbia, might follow a similar course. As Broadcasting went to press no comments could be procured.

Property Rights
In the Whiteman case, although the charge was that WNEW broadcast music possession of which was the defendant instrument in June, 1936, without authority, counsel both for plaintiff and defendant introduced much evidence concerning the general practice of the broadcasting of phonograph records which was accepted by the court. WNEW defaulted in its defense and radio's point of view was not expressed in court, but Mr. Sprague, representing NAB, was given permission to file briefs.

McNinch's Return To FCC in Doubt
DESPITE unofficial denial, the prolonged absence of Chairman Frank R. McNinch from the FCC appeared to some reports that he will not return to that post but instead will receive an appointment to another Federal office.

On July 14, it was stated at Chairman McNinch's office that he has been out of town—reportedly to the beach — but his plans return to Washington during the week of July 17. At that time the FCC will be in quasi-recess. Due to ill health, he has not been at his office since May 1.

He has suffered from a chronic condition for many years and overwork caused the most recent relapse. It was said, however, that he is not in any critical condition but has regained much of his strength.

The 66-year-old North Carolinian is known to be desirous of leaving the FCC, and from well-informed quarters it has been established that the New York post is the one he desires. It was added that the New York post for him of a less strenuous nature.

In New Deal quarters, it was reported that former Gov. Philip A. LaFollette of Wisconsin had been approached with the suggestion that he be named to the FCC chairmanship. The younger brother of Senator Robert M. LaFollette is understood to have rejected the suggestion. In other quarters, it was barbied that former Gov. LaFollette is interested in establishing a Wisconsin network in collaboration with his legal associate, Glenn J. Roberts, principal owner of WEMP, Milwaukee, and a director of WIBA, Madison.

Final Revision of Rules Is Completed by FCC
COMPLETION of its task of revising rules and regulations, governing all phases of FCC regulatory activity, was accomplished July 12 when the FCC approved final changes in rules of procedure and practice.

The major change in the procedural rules involves parties to proceedings being designated as respondents, only the applicant will be named as a party. Other stations which may be affected will be mailed copies of the notice of hearing and must file petitions to intervene (Rule 602). The revised procedural rules, constituting the first major codification of FCC regulatory specifications, exception for routine telephone matters, will be officially published shortly in the Federal Register.

The Federal Communications Bar Assn., headed by Frank W. Roberson, president, collaborated with FCC General Counsel William J. Dempsey and his staff in perfecting the procedural rules. Some 35 or 40 recommendations for changes made by the bar association were taken into account by the Commission and agreement was procured on both sides that the changes were desirable.

The FCC rules have been subdivided into 26 parts covering particular phases of its activity.

Page 16 • July 15, 1939

BROADCASTING • Broadcast Advertising
FCC Suspends International Ruling

Commissioners Resent Censorship Claim, Assail Miller

After having twice refused to suspend its explosive international broadcast rules, the FCC July 14 opened a hearing on them. Announcing the opening of its hearing on the rules that the operation of the purported "censorship" provision would be suspended pending consideration of the evidence presented at the hearing, the Commission, or at least a majority of its membership, still feels strongly about the universal fuss kicked up by the rule, was made evident in the questions of members, particularly of Commissioner Frederick I. Thompson.

As Broadcasting went to press July 14, it appeared the hearings would run several days in view of the detailed testimony being sought by the Commission from the NAB. At the start it seemed as if the FCC proposed to get much of these hearings an inquisition into NAB affairs.

Police Court Attitude

With NAB President Neville Miller on the stand, Commissioner Thompson questioned him closely on the circumstances surrounding the filing June 3 of the NAB's letter of protest on the rules, which the Commission openly resented. He sought to bring out that President Miller had not consulted the NAB membership nor the board of directors before sending the letter, and that it was done only after consultation of several of the broadcast international stations, who were not individually members of the association.

The hearing appeared to go far afield, when a "where-were-you-on-the-night-of" type examination developed. Members of the Commission, nota bly Commissioner Thompson, sought to lay a complete foundation for President Miller's letter to getting him on issues. Mr. Miller, in the course of his testimony, regretted the manner in which the letter was published and said there was no intention whatever to "embarrass the Commission". He maintained, however, that he was within his rights, since the purport of the international rule, insofar as censorship was concerned, had been门前 connection with standard broadcasting.

After Miller, Chairman Brown read his opening statement together with the censorship disclamer and the suspension order, Swager Sherley, special counsel for the NAB, in his opening statement, were a real treat for both sides during which he could confer with his clients, pointing out that the suspension order "irregular in many aspects" of his presentation. Following the recess, he offered a motion suggesting that Section 42.03(a), which has caused all the disturbance, be stripped of its present language dealing with "suspension and programs which promote international goodwill, understanding and cooperation," and that there be substituted the simple language of censure of an international broadcast station shall render an international broadcast service."

Amendment Proposed

In view of the Commission's emphasis that it did not propose to censor in any manner, and as a means of clearing up the situation, Mr. Sherley said that all of the parties who had filed appearances, save the National Committee on Education by Radio and the International Catholic Truth Society, had joined in his proposal. He pointed out that when the Commission acts on applications, renewals and evocations, it is a quasi-judicial body. Thus, he said, matters regarding program service properly come before the Commission, and international program matters could be considered in the light of past performances. He added that he did not think it the function of the Commission to determine what will promote international goodwill.

In making his proposal, Mr. Sherley said that it would provide a solution of the problem, and permitted the Commission to hear the present hearings, leaving open the broader phases of the rules for consideration at a full hearing in September, as originally planned. There would be no discussion under the motion, the public interest, convenience and necessity would be determined by the licensing and operation of international broadcast stations. FCC General Counsel William J. Dempsey pointed out that this was one of the principal topics. He observed that the Sherley proposal took care of the language of the conflict "very well" but did not cover the public interest issue.

After Rev. Edward Lodge Curran, president of the Truth Society, and S. Howard Evans, on behalf of the Education Committee, disagreed vigorously with the Sherley proposal, he announced that they desired to have the hearing proceed. Chairman Brown announced that action on the motion would be reserved.

Censorship Danger

Fred H. Ballard, Washington representative of the American Civil Liberties Union, and H. Thomas Austin, special counsel for the Union, opened the proceedings. The hearing had been ordered on the basis of a pleading filed by the Union, at which time the FCC had ignored President Miller's letter on behalf of the NAB, holding that it was not a proper legal document on which it could act.

Offering no witnesses, Mr. Ballard first expressed appreciation from the FCC attitude as contained in Commissioner Brown's opening statement. He said that because of the importance of the censorship issue, the Union felt justified in asking to be heard. Referring to a speech made by Chairman McVine last January in which he said he was "unanimously opposed to cen-

Bill to Kill Rule

A BILL to kill the FCC so-called "censorship" rule on international broadcast stations, pending in the House July 13 by Rep. Corcoran (D-MO), the day before the FCC suspended the rule pending the outcome of hearings seeking its revision. The bill provided that Section 42.03(a) "shall not apply after the date of the enactment of this Act, and no penalty shall be imposed or privilege denied on account of any violation of such regulations regardless of when it occurred." It provided further that no regulation hereafter issued by the Commission "shall have the effect of limiting broadcasts to service which will reflect the culture of the United States or promote international good will, understanding or cooperation."

FCC Disclaims Intent to Censor; Suspends Rule...

THE following statement was made by Acting Chairman Thad H. Brown at the opening July 14 of the hearing on the international "censorship" rule when he announced suspension of the rule pending the hearing and consideration of the evidence:

This hearing was set on a petition of the American Civil Liberties Union for revision, amendment or废除 the Section of the Commission's rules and regulations governing international broadcast stations. This rule reads as follows:

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

What Was Intended

The Commission intended by this rule to require international broadcast stations, which are licensed for the purpose of rendering a program service designed for general public reception in foreign countries, to render a program service designed for general public reception in people of such countries as distinguished from a program service intended only for reception in this country. It was further intended to define the primary purpose and objectives of international broadcast stations for reasons of improved international agreements to which the United States is a party.

The operation of the present rules, as amended, require that licenses be issued to serve the public interest, convenience or necessity. To comply with this statutory mandate, the Commission is required before it may issue a license or assign any frequency to any particular service to define the purpose and objectives for such service in such a way that the public interest, convenience or necessity will be served by the station licensed to operate on frequencies assigned to this service. This is true whether the service be international broadcast service, telephones or telegraph service, domiciliary broadcast service, police service, aviation service or any of the other various classes of radio service authorized by the Commission.

Prior to the adoption of the present rules governing international broadcast stations, stations licensed to operate on such frequencies would be assigned to such service only after the Commission, in consultation with the International Bureau of the Communications Act of 1934, as amended, required that licenses be issued to serve the public interest, convenience or necessity. To comply with this statutory mandate, the Commission is required before it may issue a license or assign any frequency to any particular service to define the purpose and objectives for such service in such a way that the public interest, convenience or necessity will be served by the station licensed to operate on frequencies assigned to this service. This is true whether the service be international broadcast service, telephone or telegraph service, domiciliary broadcast service, police service, aviation service or any of the other various classes of radio service authorized by the Commission.

Public Benefit

The Commission reached the conclusion that there would be a public benefit of this country if American stations could be licensed to provide a program service to foreign countries if the effect of the operation of such stations abroad would be to engender international good-will, understanding and cooperation through program service reflecting the culture of our people.

The Commission was of the opinion that such a service (Continued on page 85)

(Continued on page 85)
Chicago AFRA Negotiations Continue as Accord Is Sought
Agency - Broadcaster Group of Six in Charge; KMOX and AFRA Finally Reach Agreement

CHICAGO chapter of AFRA and the combined committee of broadcasters and advertising agencies concluded their first formal sessions on July 7 after a week of continuing negotiations on a new commercial program agreement. It was found necessary to adjourn for a few days and to reconvene in New York July 11, in order to enable them to finish the negotiations under a newly-formed committee of six agency representatives and six broadcasters.

Spearhead of the disagreement is that the difference between the AFRA network commercial code and the proposed local commercial code is not great enough to satisfy Chicago agencies and broadcasters. Some of the leading broadcasters are of the opinion that if the AFRA network code is adopted, the rate AFRA is understood to have proposed for station break and network announcements, $7.50 per announcement.

The Combined Committee of Broadcasters and Advertising Agencies includes Sid F. N. Stumpf, manager of NBC - Chicago (WMAQ, WENR), chairman; Glenn Snyder, WLW; Robert Brown, WBZ; Alex Wood Jr., WGN; Ralph L. Atlass, WJJD-WIND; W. E. Hutchison, WAAP; E. W. A. Gardner, WLS; A. J. Bowles; L. D. Milligan, Blackett-Sample-Hummert; R. J. Scott, Schwimmer & Scott; Walter E. Smith, Rogers & Smith; E. Sondeling, United Broadcasting Co.; Frank R. Steel, McJunkin Adv. Co.

KMOX Settlement
Settlement of the long drawn out negotiations between AFRA and KMOX, Inc., has been reached in New York July 7, when an 18-month contract covering employment of talent at the station was signed by Emily Koth, secretary-treasurer of AFRA, and Merford R. Runyon, CBS vice-president, representing KMOX, which owns and operates the station. Contract covers all actors, singers, announcers, continuity writers, special program announcers and news writers employed at KMOX on both local and network programs, whether sustaining or commercial, and is said to be the most complete contract AFRA has negotiated.

Exact terms were not disclosed, but it is understood that the agreement gives for both commercial and sustaining network programs originating at the station are about 90% below the national rates and that the scale for local programs is proportionately lower than that in effect at the key network market of New York, Chicago, Los Angeles and San Francisco. It is estimated that acceptance of the contract will considerably reduce the costs of operation, amounting to something more than $20,000 annually.

The contract was signed only after negotiations lasting for several months and carried on both in St. Louis and New York. Similar negotiations for talent employed at WRC, CBS m. o. outlet in Cincinnati, are now under way, with Maj. James P. Holmes, AFRA's traveling representative, confer- ring with the station management and CBS executives in New York. George Heller, assistant executive secre- tary of the union, is carrying on the negotiations with network sta- tions in New York, and local AFRA officers are also working on independent stations in other cities, with the object of having the broad- casting industry completely organized before the summer of 1940, when the first AFRA contracts reach their expiration dates and come up for renewal.

Limited to Two Years
So far the union has signed no contracts for more than two years, on the theory that in such a rapidly changing business as radio it is unwise to be bound by long-term contracts and furthermore that these first contracts are in the nature of an experiment for both sides. It is expected, however, that when the present contracts expire the broadcasters will insist that the renewals be drawn up on a five- or ten-year basis, to enable them to plan ahead with a reasonable assurance that their overhead will not be radically changed during the years.

The national AFRA commercial contracts, covering terms and conditions of employment of actors, singers and announcers on network sponsored programs, has worked out surprisingly well, Mrs. Holt stated, pointing out that the recent all-time highs in network billing of substantial disproof of the prophecies that these contracts would result in driving national ad- vertising to the hands of other media. From the AFRA viewpoint the contracts have proved a spur to membership, with now exceeds 8,000 persons, she said.

AFRA Pact on Coast
AGREEMENT on new commercial regional wage scales and working conditions for Pacific Coast radio artists, announcers and spot announce- mentaries, has been reached by WCoast advertising agencies and broadcasters. AFRA, a chapter of the American Federation of Radio Artists, Committees from both meeting in Hollywood in early July have reached a mutually agreeable to all, but major rates originally submitted to the former group has been substantially unchanged [BROADCASTING, July 1]. Negotiations on local rates with NBC and NAB contracts, will start soon as the agency committee headed by Naylor Rogers, exec- utive of Rayon, R. Morgan Co., Hollywood, and that of Los Angeles Chapter, AFRA, headed by E. R. Kornblum, executive secretary, iron out details of the regional scales and prepare the agreement for signing.

Referee for AFRA-NBC
AFRA's dispute with NBC over payment of commissions to the network's Artists Bureau, on contracts of particular interest is a sustaining program at the minimum wage permitted by the sustaining program code, is in the hands of referees of the Ameri- can Arbitration Association. Case was argued and briefs filed under terms of the AFRA-network agreements, and a decision is ex- pected in about two weeks. It was also reported in New York that ne- gotiations between WINS and the American Federation of Radio Art- ists for a renewal contract are reaching their final stage.

Virginia Local Sold
JOHN F. ARBINGTON Jr., formerly with WIOD, Miami, and Mrs. Avrington this month took over con- trol and management of WCHV, Charlottesville, Va., having pur- chased the $1 interest held by Mrs. Hugh M. Curtler, wife of the late manager, and Mr. Hurward Hills, who has left the station, said the purchase price was $16,500.

Kelly Beverages, Stanhope, N. J. (Ke-Kola), has named Croydon Agency, New York, to handle the account and plans to use radio in the promotion in New York and Philadel- phia.

Met Policyholder Seeks To Restrain Broadcasts
JUSTICE Frank E. Johnson, of Brooklyn Supreme Court, on July 13 ordered the Metropolitan Life Insurance Co. to show cause July 18 why a temporary injunction should not be granted restraining it from continuing its Edwin C. Hill broadcasts, "POLICIES," on WNEW, New York.

The action was brought by L. Raymond Rivers, New York, who charges that $100,000 has been spent "excessively" for the broad- casts. He says that his premiums should be reduced. George Schnapp is Attorney for the plaintiff.

Gruen Plans Programs
GRUEN WATCH Co., Cincinnati, has increased its advertising ap- proval for this fall to introduce three new lines of watches and will offer seven different scrip- tionized programs to dealers for a cooperative campaign on local sta- tions. Built on the theme "Gifts From Your Watch That Are Gifts at Their Best," six quarter-hour pro- grams and one five-minute program will be furnished free of charge to stations with commitments, special pro- motions and suggested publicity tip- ups. McCann-Erickson, New York, is the agency on charge.

Nunn Plans Network
PLANS for a regional network of Southern stations, to be affiliated with NBC, are tentatively com- pleted during the NAB convention under the leadership of Gilmore N. Nunn, Jr., manager of WLAP, WGC, Ex-Lax Starts on 50
EX-LAX MFG. Co., Brooklyn on July 10 started a summer cam- paign of 11 weeks with three an- nouncements a week on 50 sta- tions. Agency is the Joseph Katz Co., New York.

Tests in Roanoke
FLOIDENT PRODUCT Co., New York (liquid dentifrice) has named the New York agency. The firm is now testing a program on WDBJ, Roanoke, and has expanded if the campaign is success- ful.

WGNY, Newburgh, N. Y., now a Mut- ual outlet, is now operating on its new calling station with 24 hours a day until local sunset. Headed by Peter Goettel, owner and manager, its ex- ecutive and program director, Richard Collins, is program director; Joseph Rake, act- ing manager, and Philip Simpson, chief engineer.


Wise Simoniz
SIMONIZ Co., Chicago (automotive cleaner and wax) has renewed its Sunday morning telephone show on WMAQ, that city, for another year making the second consecutive year of broad- casts on WMAQ. The firm started its radio advertising on the old KFY when Paul McClure, now assistant sales manager, NBC - Chicago, announced the show and gave hang-up commercials. Elmer Rich, president of Simoniz, reported that "after years of constantly driving home the idea 'Motorists Shop Wise Simoniz,' we found that it pays to entertain the millions who listen to WMAQ." Erwin H. Hart- man & Co, Chicago, handles the account.

USED to strange sights, Atlantic City Boardwalk visitors all year, some jumpl in their boots as they sighted Sax Rohmer's bogeymen, Harry Elks, who is now on the airplanes via Radio Attractions tran- scriptions.

BROADCASTING • Broadcast Advertising
White House Secretary Lauds Industry

BY STEPHEN T. EARLY
Secretary to President Roosevelt

Hits Myth of Official Pressure on Radio; Praises Code Plan; Deprecates Any Form of Government Censorship

I COME HERE today not in the role of White House “spokesman” for that mythical creature of evasion was interview in the fourth week of March, 1933, and, insofar as I can predict, he will never be resurrected; certainly not by the incumbent President. Any views which I express to you, therefore, reflect solely my personal beliefs based upon experience of a newspaperman and upon observations made during the past six years of official life.

When I accepted your invitation to appear before this convention, I emphasized to your President, Mr. Miller, that I would come to speak for the President of the United States. I wish now to reiterate that as a preface to my remarks to you.

No Banalities

Usually when a Government official appears before the trade association of an industry his remarks include:

1. A solemn plea for cooperation to attain some general and usually undefined objectives; or

2. A stern admonition to reform certain of its practices under the penalty of a paternal spanking; or

3. A soothing reassurance that the government has no immediate intention of taking over their business, leaving its operators to the mercies of a dictator with designs against the capitalist system, or

4. A pious affirmation of faith in the profit system.

I prefer to avoid such banalities although, like a famous Vermonter, I, too, could assure you that I am “as big as the average.”

Broadcasting, it seems to me, mostly craves reassurance. That I can bring you. I have no knowledge of any Marxist plot for the government to “take over” and operate radio stations. Neither can anyone else. Nor am I informed concerning any subversive movement to put the government in the retail hardware business. If such reassurance will serve to alleviate the jitters, I am glad to pass it along.

When the time comes that this Government dictates what its people shall hear; what they shall read or see, then freedom ends and democracy is no more.

Perhaps most of you are familiar with the recent utterance of the President concerning freedom of radio. Speaking in a transcribed interview conducted by Lowell Mellett, Executive Director of the National Emergency Council, the President said, in part:

“But now, in this day and time, there has come into being another great

*Full text of address before NAB Convention July 11, broadcast over combined NBC, CBS and MBS networks.

High Labor Standards of Broadcasters Inspire Praise From Wage-Hour Chief

OF 18,000 complaints involving alleged violations of the Fair Labor Standards Act, the entire radio industry has been involved in only a dozen, Elmer P. Andrews, Wage & Hour Administrator, told the NAB Convention at Atlantic City July 12. The dozen complaints, he explained, involve not only broadcast stations but equipment manufacturers as well.

Mr. Andrews described this as a “remarkable showing for an industry that employs 17,000 full-time workers and many additional thousands of part-time workers in more than 700 establishments.” He termed it evidence of compliance with the law and said the “radio industry is giving us very little trouble.”

Promises Action

The Administrator said the Wage & Hour Division will handle these complaints as quickly as possible. “Where violations are found,” he said, “we shall insist upon restitution of back wages that have been illegally withheld from employees, and if the violation has been flagrant—for instance, if records have been falsified—court action may be expected. The Act calls for such penalties as fines up to $10,000 and imprisonment for subsequent violations, as well as fines, and a number of gentlemen who thought they could defy the Government already have discovered that the game isn’t worth the candle.”

Observing that the average wage in radio is somewhat more than $45 a week, he said this high level takes the broadcast industry out of the sweat shop class and called his discussion of the 25c-an-hour minimum wage “somewhat academic,” inasmuch as radio is a high wage industry.

Persons employed in a bona fide executive, administrative, or professional capacity are exempt from the wage and hour provisions, Andrews said, and added that definitions of these classifications are defined in the regulations.

He explained that any person wishing a revision of the regulations may petition the Administrator who will either arrange for hearings or make other provision to afford interested persons an opportunity to present their views. In the absence of any petition for change in regulations applicable to professions, he said, “I assume that the radio industry has not found them too burdensome and has been able to adjust its operations to the requirements.”

In his enforcement of the Fair Labor Standards Act, Mr. Andrews said that he has been treated with courtesy by broadcasters and voiced his appreciation. This cooperation was done as a public service, he added, “rendered in the best traditions of your craft, which also, happily, are the best traditions of American fair play.”

In discussing other provisions of this Act to industry in general, Mr. Andrews said: “There is in America a vast potential market for radio equipment and appliances, a vast potential audience of listeners not yet reached. Minimum wages and overtime pay for excessive working hours will bring many millions of these into greater participation in their cultural and economic life.”

The broadcast industry and goes somewhat beyond the statutory prohibition against broadcasting obscene, indecent language or information concerning lotteries, etc. Fortunately or unfortunately, the radio spectrum limits the number of broadcast stations, and the government must determine who is to operate them. This necessarily involves a duty upon the part of the government and a peculiar responsibility upon the part of broadcasters who are licensed to operate a franchise in the public interest. Therefore, he thought that broadcasters are not hostile to a periodic scrutiny of their record to determine whether they have fulfilled their obligation to the people in performing a public service.

As I understand it, grants are made essentially to the highest bidder for public service. The licensee then has an obligation to render the type of service he specified in obtaining his grant. If someone thinks he can perform a better broadcasting service in your locality than you, under the law, he has a right to file application for your license, and, if he can prove his case to the satisfaction of the Commissioner, he can supplant you.

Consequently, I take it, your best insurance to defeat such potential antagonists is consistently to render the very best public service you can. A cumulative record of good service is an excellent insurance policy.

Extremists of the “hands-off” school may advocate that when a licensee is granted a station, the licensing authority should kiss him goodbye and let him manage his license every six months or a year as a matter of course. This would grant a perpetual franchise to each individual and would give the government, as the agent of the people, would have no opportunity to determine whether a proper public service would be rendered.

I would not advocate that the license (Continued on page 40)

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 19
**NBC Shifts Aimed At Stronger Blue; Kiggins is Director**

Reports to Trammell; Station Relations in 3 Divisions

**APPOINTMENT** of Keith Kiggins, formerly manager of sales relations for NBC, as director of the Blue Network shall not be interpreted as the first step in an eventual separation of Red and Blue activities by NBC, with separate personnel for each network; according to Niles Trammell, NBC executive vice-president to whom Mr. Kiggins reports.

While in his new position Mr. Kiggins will coordinate all activities of NBC’s sales, program promotion, stations and press departments as they effect the Blue Network and while certain members of each of the departments will be assigned by the department heads to work closely with him in this task, there is no intention of generating rival agencies and personnel along Red and Blue lines, Mr. Trammell stated. Mr. Kiggins’ appointment is another step in the program for strengthening the Blue Network and has no other significance.

**Halligan Makes Change**

Following the creation of the new post of E. H. S. Hedges, vice-president in charge of the stations department, announced the division of station relations into three sections, Red, Blue and Service. The Red division, headed by Sheldon H. Hickox, will handle relations with stations affiliated with the basic Red or Red supplementary groups and with Blue optional stations. In this capacity, Mr. Hickox will work closely with Mr. Kiggins. Easton C. Woolley will direct the service division supervising the Blue optional network and with the Red station relations division, including the contractual relations for all NBC affiliates. For the present Mr. Kiggins’ former position of manager of all station relations will remain vacant Hedges said.

A. E. Norton, who last fall was made sales manager for the Blue Network, will continue in that capacity, assisted by Robert Sautter and Paul Massman. The general sales staff will continue to function as representatives for Blue or Blue supplementary groups and with Blue optional stations. In this capacity Mr. Norton will work closely with Mr. Kiggins. Easton C. Woolley will direct the service division supervising Blue optional network and the Red station relations division, including the contractual relations for all NBC affiliates. For the present Mr. Kiggins’ former position of manager of all station relations will remain vacant Hedges said.

**Highest Rating for Broadcast On One Net Given Louis-Galteno Match**

**BROADCAST** of the Louis-Galteno championship bout on NBC-Blue, June 30, sponsored by Magazine Repeating Razor Co., had a CAB (Crossley) rating of 56.1, highest of any boxing match to be broadcast over a single network, although somewhat under the ratings for the fight broadcasts sponsored by General Motors Corp. for Buckie on combined Red and Blue networks.

While the number of stations used does not affect the Crossley ratings, in use of a single network, the use of two outlets in major cities naturally resulted in higher ratings. List of bouts broadcast and their ratings follow:

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<thead>
<tr>
<th>Fight</th>
<th>Sponsor</th>
<th>Network Rating</th>
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<tr>
<td>Louis-Brooklin</td>
<td>General Motors (Buick)</td>
<td>53.1</td>
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<tr>
<td>Louis-Braddock</td>
<td>General Motors (Buick)</td>
<td>57.6</td>
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<tr>
<td>Louis-Shadel</td>
<td>General Motors (Buick)</td>
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<td>Louis-Schmeling</td>
<td>General Motors (Buick)</td>
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<td>Brooklin-Wake</td>
<td>American Hat Stores</td>
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<td>Beans-Novav</td>
<td>RCA</td>
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<tr>
<td>Louis-Galteno</td>
<td>Magazine Repeating Razor Company</td>
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**Independents Ask Blue Time Change**

**Every-Other Hour Option Plan Broached by Basic Stations**

**REVISION** of the option time requirements of basic station affiliates of the Blue network will be discussed in a preliminary way July 11 at a meeting of independent network officials of NBC held in Atlantic City during the NAB convention.

After past executives—including President Lenox R. Lohr, Executive Vice-President Niles Trammell, Vice-President William S. Hedges, and Keith Kiggins and the Blue station relations manager, John Norton—had outlined plans for vigorous promotion of the Blue, it was agreed the groups should confer in New York beginning Aug. 29. Meanwhile the basic Blue outlets and network officials will study means of meeting the issue.

The Blue affiliates at a meeting the preceding day called by Samuel R. Rosenberg, president of WFIL, Philadelphia, and chairman of Independent Network Affiliates, tentatively discussed an arrangement whereby every other hour through the week could be optioned to NBC in lieu of the present arrangement covering a little less than half the day in operating time. The theory was that idle time now under option to NBC-Blue could be converted into bona-fide new-production periods if available for schedules rather than subject to cancellation by virtue of NBC’s prior sale. Most of the stations also are MSB affiliates.

The affiliates were assured at the dinner meeting July 11 that the outlook for the Blue is brighter, and that the concerted drive for business was expected to yield worthwhile results. Mr. Kiggins and Mr. Norton were expected to handle the preliminary negotiations with the independent affiliates.

In addition to network officials, those attending the July 11 dinner included Mr. Rosenberg and Roger W. Clipp, WFIL; Gardner Electronics; Howard W. Good, Craig Lawrence, WMT, Cedar Rapids, and KSO, Des Moines; Fred R. Ripper, WSYR; E. N. Steer and Loren Watson, Hearst Radio, for WBAL, Baltimore; John Shepard 3d, Yankee Network; W. E. Carman, KWK, St. Louis; C. T. Hagan, WTNH, St. Paul; H. K. Carpenter, WXR-WCE, Cleveland.

NBC Splits at 10 p.m.

**BASIC** Blue network and Blue supplementary groups are now available on a basis between 10 and 11 p.m., New York time, daily except Saturday, subject to the network removal clauses. Special discounts given to Blue network advertisers do not apply to these split networks.
Television to Force Broadcasts Into Shortwaves, Says Dunlap

Declares Now Is the Time to 'Stake Claims' Below 10 Meters; Sees Present Band Abandoned

By ORRIN E. DUNLAP Jr.*
Radio Editor, New York Times

TELEVISION is making inroads in New York, but slowly. It is like the baby who has taken a few steps and rather clumsily looks westward as if it might take the next step right across the map to San Francisco. But the parents know that when the youngster goes to California he'll not turn around, so with television today. It is toddling around New York, it can't walk to the Pacific. It must fly. But it cannot fly until there is a wire or a national radio relay system on which to travel.

Those in telecasting today are asking when the others are coming in to help them carry the load. The pioneer already feels the burden. He's afraid that he will not be appreciated until years from now, when monuments or plaques may be erected. Pioneers often have a thankless task. Trail blazers meet the obstacles and opposition.

A Hard Road

So it is with the telecaster. His road through the air is no easier than that of the covered wagon, the iron horse or the clipper planes. Nevertheless, pioneering made their achievements. A dozen years separated Lindbergh's flight and the first plane from Europe when ASCAP compositions were made the spash in New York that some expected. They overlooked certain factors, now more apparent since programming has been in effect on a regular schedule for two months. The optimistic figure of 100,000 television sets by Christmas is being whittled drastically; 10,000 would be a big surprise. Nevertheless, progress is being made.

From all indications it will be the autumn of 1941 at the earliest before television really gets up steam in the New York area. Telecasters have two years of agony ahead, but the period the Snookers will learn more about than ever, which incidentally, is not merely Hollywood plus broadcasting. Telecasting is an art in itself.

Furthermore, and this is vital, before the public takes to television, prices must be reduced or present radios converted to receive telecasts.

Revival of Federal Anti-Trust Action

Against ASCAP Again Being Considered

POSSIBLE revival of the Government's anti-trust suit against ASCAP, which has gathered cobwebs in the Federal District Court in New York for the last three years, was seen as an outstanding item of conversations currently being held in Washington.

ASCAP's opponents in Montana, where it has ordered cancellation of performing rights licenses held by stations in the State and has joined from paying ASCAP any funds until there is final adjudication of the suit, are to meet on June 20 by the court to avenge its license proceedings have been instituted against it, jointly with the National Association of Broadcasters.

In the Department of Justice, it was learned. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, who on two occasions has urged the department to revive its anti-trust suit, is understood to have pressed the matter again along with other members of Congress.

Hearing Postponed

Meanwhile, despite ASCAP's request that the networks cease providing stations in Montana with programs using ASCAP music, the "writ has not been quashed." Hearing on a temporary injunction against ASCAP, issued June 20 by the State court in Missoula, which was to have been held July 12, has been postponed to Aug. 2. The hearing on the plea to make the injunction permanent was also held, but ASCAP's attorney, who argues that networks NBC and CBS and officers of the networks, as well as ASCAP and its officers, all others, state they have not been served with papers in the criminal suits, which were served in the civil suit either.

Under this injunction, ASCAP is restrained from collecting money as claimed by ASCAP as due for the use of its music under ASCAP's agreements with ASCAP's licensees in Montana, and the networks are enjoined from paying ASCAP any funds until there is final adjudication of the suit.

The fact that the Constitutional Court in the same jurisdiction has issued warrants involving officers of ASCAP and the networks has tended to confuse the situation in connection with the hearing on the injunction though it was stated imputed to some nature probably could be procured against arrest.

In North Dakota, ASCAP has also been arrested by the offensive by using SRMC, Jamestown, for alleged infringement of ten of its compositions at the minimum infringement fee of $250 per number. It was asserted that ASCAP had canceled the license of the station for performing non-payment and proceeded to sue on alleged infringement. Because of an anti-ASCAP statute adopted by North Dakota, it was the Supreme Court of the United States appointed by the State to the criminal court in the same jurisdiction has issued warrants involving officers of ASCAP and the networks has tended to confuse the situation in connection with the infringement litigation.

In Montana, the stations generally are reported to be avoiding use of ASCAP compositions insofar as local renditions are concerned. But there is a great deal of activity on network programs, however, in being broadcast on the ground that the stations are not responsible for clearance of ASCAP's compositions.

As a national craze and became a pastime because it was simple and inexpensive. Radios could be built at home. It was a new fun. But that's a story you will know. The question now is what effect is television to have on broadcasting? There are many angles to the subject that I shall try to stick to the text, "What is to be the fate of the broadcasters and their millions invested?"

This question has been put also in regard to the stage and screen. Broadcasters are less directly affected by television than will Hollywood or the theatre. Television is just another motion picture, another movies and picture. It's in the air on wavelengths and that's where you are. It appeals directly to your audience and therefore to hold them, eventually you must add sight to sound. Your future as broadcasters is in ultra-shortwaves. Just as amendment centers shift, also shopping, residential, publishing and transportation terminals, so too will broadcasting's center of enterprise shift to keep pace with progress. It will go below ten meters. In years to come the present band may be supplanted; or, just as a three-ring circus you may have to go into the film making business short of attractions of your own for telecasting. But remember, on the air there is a secondhandness to films. And it's been learned in New York and London that televiewers prefer live shows and surprisingly as it may seem, that runs for more than an hour is a big hit, if properly staged. But, of course, the headline television act of acts is topicality as they call them in London; events as they happen as they call them in New York.

Television is an intimate medium.

(Continued on Page 88)

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 21

* Full text of address before KBW convention, made at a time of absence due to illness. Mr. Dunlap's paper was read by Edward M. Kirby of the KBW staff.
Miliken Explains Self-Control Plan Of Film Industry
Says Movies and Radio Have Many Problems in Common

COMMON problems, along with individual competitive advantages on both sides, give radio and exhibition pictures "a great responsibility together" in maintaining by self-regulation a freedom of expression completely within the bounds of good taste, Carl E. Miliken, secretary of Motion Picture Producers & Distributors of America and former Governor of Maine, declared at a luncheon meeting July 11 during the general NAB convention sessions.

Heard by virtually the entire membership at the convention, Mr. Miliken briefly reviewed the similarities and dissimilarities between the problems of the film and broadcast industries, and pointed to the movie-makers' success in dealing with their problems by regulating through their own production code authority.

Mass Audiences
Vast audiences, amounting to about 260,000,000 persons a week for the movies, in 60,000 theaters all over the world, as well as the radio's audiences in common of the group held in conjunction with the NAB convention in Atlantic City.

Reelecting the present executive committee of IRNA, which has functioned for the last two years, with R. O. Rosenbaum, president of WFIL, Philadelphia, as its chairman, the group authorized drafting of the permanent organization plan, to be considered at a future meeting, probably in September. The present executive committee, plus members of the three committees designated last year to confer with the major networks on revisions of certain commercial arrangements, was authorized to serve as the planning committee.

Mr. Rosenbaum's reelection was by unanimous vote of the some 100 representatives of affiliated stations present. It was regarded as a vote of confidence in his administration, carried on without a headquarters organization. Members have not been assessed dues for the last year, or since the initial functioning of IRNA in the negotiation of the schedule with the American Federation of Musicians covering staff orchestras.

Pending Problems
It was agreed the plan for a permanent organization should also encompass a plan dealing with proposals which affiliates desire to discuss with the major networks, having to do with station breaks, unrelated commercials, bulk sales of time, and similar network-affiliate problems of recent months. Moreover, it was agreed IRNA, as a group, should express itself on the copyright question in resolution of concerted action by the NAB.

GOV. CARL E. MILLIKEN

IRNA Votes Permanent Organization; May Hold Convention During September

SETTING up of a plan for a permanent organization by Independent Radio Network Affiliates was voted July 11 at a meeting of the group held in conjunction with the NAB convention in Atlantic City.

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Industry Achievements Praised
By Miller in Reviewing Record

Urges Aggressive Front to Meet Groups Seeking to
Exact Tributes From Broadcasters

WITH A RINGING address, hurling defiance at "self-seeking groups who come from the center of the industry, seeking plunder" and praising radio's accomplishments during the last year, Neville Miller, NAB's first paid president, made his debut on July 11 before the membership of the NAB at its annual convention in Atlantic City.

"I believe the time has arrived when we can no longer continue to fight a long series of rear-guard actions attempting to halt a steady advance of increasing demands," he asserted.

Mr. Miller made a plea for cooperation and confidence, in opening his address. He struck at loose talk and urged that the procedure be one under which every industry representative in their negotiations "may enjoy a certain secrecy of movement", and "not be required that every step which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations."

Legislation, labor problems, legal problems, public relations, research activities and engineering all were reviewed in the NAB executive's report. Mr. Miller commented on radio's brilliant accomplishments during the last year in program arrangements. From the editorial, Mr. Miller commented its "serious consideration of the status of the industry, as well as those outside the industry, who seek to devise ways and means to exact further tribute from the industry." He declared that the question of fairer and more equitable methods of pay, as well as the question of a better form for the payment of salaries, had reached a point where it could be seriously considered.

NAB Groups Report Progress;
Budget Is Highest in History

Some $250,000 Spent, With $50,000 Balance;
Departmental Achievements Are Reviewed

WITH A BALANCE as of June 30 of approximately $50,000, the NAB during its first fiscal year of operation as a reorganized association has spent approximately $250,000, or more than double its disbursements of any preceding year.

Operating under the new method of convention operation devised at the last convention in Washington in February, 1938, the financial statement covering the intervening 16-month period showed aggregate receipts of more than $300,000, according to the annual report of Ed- win M. Spence, secretary-treasurer. Total expenses aggregated $248,178 and cash on hand as of June 30 amounted to $92,566. The largest single item of expense was $81,557 for salaries, legal, engineering and accounting fees amounted to $33,820 and printing to $26,850. Traveling expenses aggregated $17,239; expenses of committees, $14,206; miscellaneous expenses, $18,550; and expenses of departmental meetings, approximately $12,000; rent, $7,798; general hearing, $7,318; NAB-BMA promotions, $15,350; furniture and fixtures, $6,244; postage, $5,651.

Mr. Spence's report revealed that on Feb. 12, 1938, when the last annual convention began, the NAB had 417 members. The association now has 422 active members and three associates, he declared. Of the aggregate membership, 256 stations were network affiliates and 169 independent stations, constituting 60% of all operating commercial stations in the country.

Labor Relations

The "remarkable record" of the NAB in its labor relations was recounted in the report of Joseph L. Miller, director of labor relations. Only two complaints of Wagner Act violations have been filed with the National Labor Relations Board against NAB members stations and both were set aside "out of court," he pointed out. Asserting that few other industries have as clean a slate on compliance with the Wagner Act, he added that there has not been a single strike or lockout in the industry during the year.

Holding that all in all, the relationship between the broadcasting industry and labor is most amicable and that a continuation of the present progressive policy will keep it so, Mr. Miller recited a series of instances in which his work has assisted materially in "fostering this friendship and in reducing friction to a minimum." Pointing out that the present agreement between network affiliates and the American Federation of Musicians expires Jan. 12 and that with the independent stations expires May 6, Mr. Miller said that members of the NAB Labor Committee already are giving attention to this matter. The committee plans to meet soon to determine NAB policy and to prepare for negotiations well before the expiration date and to make sure that the statements of individual stations are not involved.

AFRA Negotiations

The status of industry negotiations with American Federation of Radio Artists was reviewed by Mr. Miller, who observed that apparently this organization intends to confine its efforts "for a while" to the major markets. The only city other than key points in which AFRA has an agreement is in Racine, Wis., he pointed out.

The case of the International Brotherhood of Electrical Workers and of the American Communications Assn., among other unions, were coming along with other union activities. Also covered was the applicability of the Wage & Hour Act to the broadcasting industry, and it was pointed out that principal problems arising out of the Act have resulted from the overtime compensation.

Mr. Miller estimated that more than 200 broadcasters have obtained the NAB Labor Department applying the Wage & Hour Act to their employees.

RESEARCH

Paul F. Peter, NAB director of research, in his report pointed out that during the past year he has spent considerable time and effort in establishing valuable files and library facilities for research material and other basic facilities for the efficient performance of his duties. It is realized that principal work of the research director will always be concerned directly with the broadcasting industry, he said a very complete file of basic information for each station licensed or granted a construction permit by the FOC is being kept current with Commission action.

Reviews Questionnaires

A review of questionnaires dispatched by the NAB to stations—covering copyright, motion picture, engineering, law court broadcasting, alcohol liquor, advertising and Independent Radio Network Affiliates—was embodied in Mr. Peter's report. The results of these questionnaires, despite the burden on stations, proved most useful in handling these problems.

Finally, Mr. Peter recommended reinstatement of the NAB Business Index showing monthly dollar volume of broadcast advertising which was discontinued in 1937. He declared that many inquiries are received in

(Continued on page 44)
Wheeler Confer With Members of FCC on Policies
Clear Channels, Superpower Centers of Conversation
WITH clear channels and superpower the main topic, Senator E. K. Wheeler (D-Dont.), chair man of the Senate Interstate Commerce Committee, in which radio legislation originated, conferred formally June 29 with the entire membership of the FCC. Present at the invitation of Acting Chairman Paul A. Senator Wheeler discussed the radio regulatory situation with members of the Commission, General Counsel William J. Dempsey and Chief Engineer E. K. Jett for more than an hour.

Although no official word was forthcoming, it was understood that Senator Wheeler inquired particularly about the recently pro mulgated rules, which become effective Aug. 1 and which fix the number of clear channels.

At the luncheon of the FCC, the Senator that the Inter-American broadcast allocations situation, complicated by Mexico’s failure to ratify the Havana Treaty, made it desirable to retain a substantial number of exceptions, lest their breaking down result in what was described as possible chaos.

Clean Channel Policy
Policy questions confronting the Commission were discussed by Senator Wheeler, who desired to acquaint himself and members of his committee with the Commission’s operations, particularly in the light of constant criticism leveled against that body. It was not expected that there would be an immediate change in Commission policy or sentiment as a result of the conference, since it was emphasized by Senator Wheeler that he appeared upon the invitation of Acting Chairman Walker and purely on information.

It was evident that the FCC does not have in mind any change in its clear channel policy, as a means of serving rural listeners, until after the Havana Treaty is ratified by Mexico or some alternative agreement is reached. Whether the FCC, in that event, will be disposed to consider additional duplication of clear channels, notably on the East and West Coasts, remains an open question. In some quarters it is thought such a course is likely.

Moreover, the impression prevalent that the Commission is inclined to consider individual applications for duplication on existing clear channels is incorrect. In that fashion, an individual is unlikely that the Commission may decide to veer from its established policy in certain individual instances.

Commiss,ioner Walker had conferred with Highway Commissioner Jett on June 27 also conferred with

AT BUREAU of Advertising luncheon (seated, the text of the news stories to be used in coordinated promotion of radio as an advertising medium, and the need for selling the radio medium as a whole to advertisers, was stressed at a June 29 luncheon in Atlantic City.

A group of radio advertisers, was expressed at the luncheon by the President of the National Association of Broadcasters, P. F. Peter, that the medium has a bright future in research. The radio industry is itself through interchange of information among NAB members, he stated, while later research efforts will be extended to consumers and users of radio time.

Exhibiting advertising presentation at El Paso, by a similar organization under the American Newspaper Publishers Assn., he lauded the idea of selling advertising in general and leaving it up to individual publishers to sell space after the advertiser has been impressed with the newspaper medium as a whole.

The NAB bureau at present has started similar promotion pieces, including a bi-weekly direct-mail package covering specific successes in radio advertising and a ringbound presentation promoting the radio medium, he pointed out, but the material is not yet available to compile a presentation comparable to that available to the newspaper industry.

More Funds Needed
Dr. Herman Hettinger, well-known radio economist, also addressed the meeting, informing summarizing a study of sales administration in radio stations completed recently by one of his students at the University of Pennsylvania. Pointing out the development of definite selling procedures for radio, Dr. Hettinger reviewed the genesis in the last few years of station representatives, coverage surveys, and the work of the Joint Committee on Radio Research, to demonstrate the growing administrative task of radio operation.

The need for an all-industry promotional organization like the advertising bureau has grown, particularly as the scrap for the advertising dollar is getting tougher than ever”, he declared, but the NAB bureau is “competing on a shoestring” against the ANPA organization, which he said last year had a budget of $150,000 and this year about $170,000. He urged that the industry induce the bureau not enough “working capital” and not to expect it to paint radio as the “jewel in the crown.”

Panel discussions covering specific radio-selling problems were turned over to members by Chairman Lawrence immediately following the speeches. L. H. Avery, commissioner of the WRQ-WSK, New York City, led the discussion on selling time to chain stores; Edward Y. Planigan, of WSBD, Toledo, on selling radio to national and national accounts; Charles C. Caley, of WMWD, Peoria, Ill., on manufacturing the cooperative advertising program; and Purnell H. Gould, of WFBF, Baltimore, on selling methods for banks and department stores.

BROADCASTING • Broadcast Advertising

**KFWA, in Amarillo, Takes Air Aug. 1**

KFWA, Amarillo, Tex., will go on the air Aug. 1 with 100 watts of power fulltime on 1500 kc. The station will have Mutual and Texas Station Network affiliations.

A reported $40,000 has been expended for the new station, which uses RCA equipment. An engineer of the Goog Engineering Co. Gilmore N. Nunn, vice-president and general manager, will manage the station and with his father, J. Lindsay Nunn, entered radio in the early 20’s when they constructed the old WDAG, in Amarillo. Since that time the Nunn’s have operated newspaper and radio interests in the Southwest and at present are operating WCM, Ashland, Ky., and WLP, Lexington, Ky.

Commissioner is Don C. Robbins, who has been in radio since 1922 when he joined KFI in Los Angeles. He has been affiliated with KJBS and KSFO, San Francisco, and as West Coast national sales manager for the Columbia Broadcasting Co. supervised construction and operation of KYS, in San Francisco.

It was understood that he had been with Walter Biddeck, station representative, in San Francisco. Earl R. Strandberg is program director, coming from KLBR, Little Rock, Ark. He entered radio in 1929 with WGD, Amarillo, leaving in 1937 to join OKY, Oklahoma City. Later he was with Southwestern Broadcasting System, Fort Worth, as director, and with KOMX, St. Louis.

Operations of KFWA will be affiliated with WLP and WCM.

**M-G-M in 28 Cities**

METRO-GOLDWYN-MAYER Picture Corp., New York, through Donahue & Coe, New York, is sponsoring from 5 to 40 spot announcements in 28 cities throughout the country to promote its new productions, "Tarzan's New York Adventure” and "Groom of the Century," Mr. Chips," playing in Loebs' theaters in those cities. Spots are used on ten days to a week ahead of the openings of the films on one station in some cities and as many as four stations in others.
Television Images Like These Were Shown at RCA Convention Exhibit

ELZEY ROBERTS
KXOK, St. Louis

ELZEY ROBERTS JR
KXOK, St. Louis

TED SMITH
In Charge of RCA Television Sales

Television Units
For Field Showing
Provided by RCA

Complete Equipment and Crew
Will Be Rented Locally

TO ACQUIANT the public with television in areas which have not yet seen it, RCA announced during the NAB convention that it is making available several traveling units for local demonstrations by radio stations, among others. The system, using wireless or low-power high-frequency radio for transmission from the scanning camera to the simplified terminal and viewing equipment, which has been labeled the "Jeeb", can be hired by the week by any broadcaster in any part of the country with complete equipment and crew.

Television was one of the main centers of interest at the convention, where RCA set up both its "barnstorming" unit to demonstrate how local telecasts can be handled and its shortwave unit to demonstrate actual Atlantic City boardwalk, personality and other pickups. For the latter the RCA-NBC mobile television trucks were shown hand July 10. Remarkably clear pictures were shown for the four days of the convention.

So the Public May See

According to Ted Smith, television transmitter sales manager of RCA, the plan of sending out traveling units for local demonstrations is aimed at giving the public a first-hand view of video broadcasting as well as showing local broadcast station managers and others how the system has been simplified and how it works. High-definition pictures of 441 lines are shown, the equipment being exactly the same as that shown in the RCA and Westinghouse buildings at the New York World's Fair and the RCA exhibit at the San Francisco Exposition.

The plan to send the units into the field evolved after the enormous success that attended the demonstrations of wired television with the RCA equipment in the Hartman Department Store of Pittsburg in June and the Marshall Field Store in Chicago in July.

Some 100,000 persons viewed style shows, local talent, people picked at random from the crowds, cartoons and other program material during the demonstrations in each of the stores.

The traveling units consist of a television camera, microphones and amplifiers, the "Jeeb" (which is picture-producing unit containing monitor, amplifier and control equipment all in one cabinet), four banks of lights, a standing platform for subjects to be televised and all associated apparatus.

Sears Roebuck & Co. is one of the first to grace the RCA broadcast equipment with a purchase; it purchased one outright, and is using it at present to demonstrate sales to its store managers and their staffs the operation of television with a view to taking advantage of the new medium in advertising.

With each unit, RCA furnishes a crew of three men who comprise a sufficient staff to operate the television transmissions. The rental basis is $2,000 per week, which includes all material and expenses and the services of the operators.

For the second week the fee is $1,500. Several broadcasters at the NAB convention indicated their intention of booking the units for local displays, some planning demonstrations for promotion purposes.


GETS EVERYTHING

RCA Custom Monitor Has Wide
Receiving Range

WHAT its hearers generally conceded was "the last word" in 1939, receptivity was demonstrated at the RCA exhibit at the NAB convention where a custom-built model of a new broadcast monitoring unit, capable of a receiving range of 45 to 12,000 cycles, including sweep, was shown for the first time.

The set, which was built to specifications for the system in charge of RCA transmitter sales, and which represents the combined efforts of the research laboratories and factory, was described as capable of receiving "anything any transmitter can put out".

The model shown at the NAB is the only one yet built, and in fact production plans have been made. In about four months more may be produced, according to Mr. Baker, and these will be offered first to broadcasters by direct sale from the factory. No plans to market the set publicly are contemplated.

The set was built to transmitter specifications on performance, including the monitoring speaker. Its reproduction is regarded as the closest thing to actually being inside the broadcast studio. It has six controls: (1) volume in db.; (2) bass compensator at 45 cycles; (3) power-phone, cycle filter; (4) tuner; (5) selectivity up to 12,000 cycles; (6) sensitivity.

Dairy Group Sponsors

FARMERS in the Midwest have formed a Pure Milk Association which started an institutional series July 10 on WLS, Chicago, thrice weekly, 8:8:15 a.m., featuring Lloyd L. (Doc) Burlinkham of the Assn. in a program titled The Pure Milk Backing. The RCA exhibit has 12,000-farmer-members and is devoting its entire advertising budget to marketing according to Presba, Fellers & Presba, Chicago agency handling the account. Hal Culver, vice-president of the company, it is said, is making a sincere milkman having worked for a dairy in Nashville, Tenn., while he studied voice, Mr. Belden's RCA gives short talks on the health value of milk during the program.

WABC Is Forced Off Air
By Fire in Switch Room

WABC, New York, on July 10 was off the air from 8:01 to 11:32 a.m., due to a short circuit in the circuit breaker in the station's main tower switch room, which caused a fire that melted part of the transmitting apparatus. Confusing, which was confined to the single room, was put out in an hour, with repairs taking up the other two hours before the station returned to the air. During this period WJZ, WNEW, and WOR broadcast frequent announcements explaining that the station was off the air due to technical difficulties.

In addition to the physical damage caused by the fire, which was not immediately determinable, the catastrophe cost the station approximately $250 in rebate to the sponsors of eight CBS programs which were cancelled on WABC, although carried by the rest of the network. These were: Manhattan Mother, sponsored by Lever Bros. (Chips); Bachelor's Children, sponsored by Cudahy Packing Co. (Old Dutch Cleanser); Pretty Kitty Kelly, sponsored by Continental Baking Co. (Wonder Bread); Hostess Cake); Myrt and Marge, Hilltop House, Stemother, sponsored by Colgate-Palmolive-Peet Co. (Super Suds, Palmolive soap, Colgate tooth powder, respectively); It Happened in Hollywood, sponsored by Geo. A. Hormel & Co. (sausages); Scattergood Barnes, sponsored by Wm. Wrigley Jr. Co. (gum).

Longine's to Use 85
L O N G I N E S - WITTNAUER
WATCH CO., New York, has announced that its fall advertising will be similar to that used last year, consisting of daily time signals on about 85 stations throughout the country. Arthur Rosenberg, New York, handles the account.

Benrus to Expand

B E N R U S C O , New York, has announced that an increased appropriation for radio advertising will be used this September with several new markets to be added to those already carrying daily time signals. New stations will be devoted to August, J. D. Ran- cher & Co., New York, places the account.

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 25

www.americanradiohistory.com
KRDL Dedicates New 50 kw. Plant

Dallas Station Staff Enlarged As Power Is Increased

NEW transmitter of KRDL, Dallas, was to be dedicated July 16, bringing the station's power up to 50,000 watts. Public officials and other dignitaries were slated to take part in the ceremonies, to be held in the Hotel Adolphus.

The station has been operated since 1927, a year after its formation, by the Dallas Times Herald, with Edwin J. Kiest, owner and publisher, and Tom Gooch, president of KRDL Corp. and editor-in-chief.

The West Dallas transmitter is located at Garland, 14 miles away, with two 475-foot radiators emitting a directional signal to the west, south and east. In charge of the installation were Roy M. Flynn, KRDL chief technician, and Jack Herber.

Staff Enlarged

With the power increase the KRDL staff has been enlarged. James W. Crocker, formerly radio director of the Texas Pan American Exposition, has been placed in charge of personnel and merchandising. He has been with the station nearly two years. Roy George is production manager. The three new announcers are former stationers Bill Ware, formerly of WKRC, Cincinnati; Thomas Mead, formerly of Lowry, AL; and Jack亳n, of Oklahoma City. KRDL officials, besides Mr. Kiest and Mr. Gooch are J. W. Runyon, Times Herald advertising manager, managing director; Clyde Rembert, station and studio manager.

A special salute program was broadcast by CBS, with Texas Station Owners and others participating. The station's own dedication program was broadcast at 6:30, with station and public officials taking part. During the inaugural week it was planned to broadcast over 21 stations, including foreign stations.

Senate Confirms Walker With a Unanimous Vote

INDICATING a tapering off of Senatorial antagonism to the FCC was the confirmation, without debate, hearing or opposition of Commissioner Paul A. Walker to serve a new seven-year term on the FCC from July 1.

The Senate June 29 confirmed President Roosevelt's renomination of Commissioner Walker by unanimous consent. Previously, the nomination had been in committee, but the favorable report to the Senate was unanimous. The Oklahoma broadcaster has been a member of the FCC since its creation in 1934 and was in charge of the far-reaching reorganization of the American Telephone & Telegraph Co. and its subsidiary organizations.

The next term expiration on the FCC is that of Commissioner Thad H. Brown, Ohio Republican, on June 20, 1940, and Commissioner Kiest has intimated that he may retire from public office by the end of the term to avoid a possible practice of law. No formal announcement, however, has been made.

A Listener Knew

WAPI, Birmingham, was broadcasting the revealing information of the station's new Q#?, program. Answering the telephone the WAPI operator heard: "Did you know the air, you're off the air?"

New PLANT housing the 50,000-watt transmitter of KRDL, Dallas, with a vertical tower designed to send out a heart-shaped signal pointing to the Southwest. The transmitter, located at Garland, Texas, was to be placed in operation July 16. It was constructed under the direction of Roy M. Flynn, KRDL chief technician.

Ethyl to Go Musical

ETHYL GASOLINE Corp., New York, which on Aug. 21 resumes Tune-Up Time on CBS, Mondays, 8-8:30 p.m., will change the format from a stock-of-the-trade kind of show to one featuring Ollie O'Keefe and all comedy. A new m.c. will probably be selected, while Dore Gardner and his orchestra and Kay Thompson and her Rhythm Singers will continue to supply the music.

New York, handles the account.

Schulenburg Asks Uniformity in Data

AUTHENTIC and Standard Facts Declared a Vital Need

STANDARDIZATION of radio coverage and audience data, generally along the lines of the objective of radio deregulation, was urged July 3 by E. A. Schulenburg, of the Arbitration Bureau Co., St. Louis, in a letter to a list of broadcasters.

Pointing out that the subject is one which has been discussed previously, although nothing definite has been materialized, Mr. Schulenburg said that in the publishing field the Audit Bureau of Circulations handles such data. The Traffic Audit Bureau performs a similar function for billboards, and furnishes an acceptable statement of circulation for this medium.

He suggested an organization of station owners, advertisers and agencies along lines similar to those followed by the Audit Bureau of Directors controlled by advertisers and agencies. The object of such a body would be to supply information on coverage along with essential data on a uniform and standard basis, to be determined by the board. The cost of this service would necessarily have to be borne by stations, as well as the membership fees paid by advertisers and agencies. He suggested an organization of efficient engineering-auditors which had been established for this work, so that coverage maps and data would be uniform for all stations.

The Joint Committee, established some years ago and equally representative of broadcasters, advertisers and advertising agencies through their respective trade associations, had undertaken several studies on receiving set ownership and distribution but has never adopted a formula for standardization of coverage and audience data.

Posto-Photo to Add

POSTO-PHOTO, Camden, N. J. (film development enlarge ments), on July 3 for 13 weeks started three-quarter-hours weekly of "The Bullok on the Ballroom" on WNEW, New York. The company also sponsoring Phil Cook's morning program thrice weekly on WABC, New York, plans to add more stations to the campaign later this summer. Redfield, Johnston, New York, handles the account.

out to others for broadcast service was $19,483,369, which with other deductions of $9,268,228 as commissions paid to agencies and brokers, the total revenue figure of $44,862,567 is reached.

Profit of $7,003,700 by Major Nets And 23 O&M Stations Shown in 1938

A NET INCOME of $7,003,700 on total revenues of $44,882,607 was earned by the three major network organizations (NBC, CBS and MBS) and their 23 managed and operated stations during 1938, according to an additional income statement released July 6 by the Federal Communications Commission. The report supple mental the figures for the industry as a whole released earlier [BROADCASTING, July 1] which showed that 860 stations and the three major networks last year had total revenues of $11,358,378 and a net income of $16,854,784.

According to the new report, network operations on a gross basis (red, blue), CBS and MBS resulted in total revenues from time sales and other sources, after deductions of $23,229,616. The net income from network operations only, amounted to $4,348,446.

M & O Stations

Station operation by the networks resulted in total revenues of $32,989,467 and net income of $6,958,289, indicating that on a smaller dollar volume the 23 managed and operated stations earned a considerably larger net profit than did the networks as such.

Included in the 23 managed and operated stations were the 14 NBC-operated stations: WEAF and WJZ, New York; WENR and WMAG, Chicago; WRC and WMAL, Washington; KPO and KGO, San Francisco; WBZ-WBZA, Boston-Springfield (counted as one station); WATM, Cleveland; KOA, Denver; KDKA, Pittsburgh; WGY, Schenectady.

The nine managed and operated stations were those of CBS: WABC, New York; WBBM, Chicago; WJZ, Washington; WKRC, Cincinnati; WHFS, Fort Wayne; WCCO, Minneapolis; KMOX, St. Louis; WEEL, Boston; KKNX, Los Angeles.

MBS is represented in the aggregate by one station, the network operation, as it does not own any stations but rather is itself owned by two of its stations — WOR, Newark, and WGN, Chicago. The revenue and profits for the MBS operations are not included in the FCC report, nor are the NBC, CBS and MBS figures given separately.

To the net revenue figure for networks ($4,340,446), and the net profits of $44,862,567 subtracted, were added the net income of $7,003,700.

In the report, nine key stations of NBC and CBS had total revenues during 1938 of $5,358,846 and a net income of $2,549,098. These stations are NBC's WEAF, WJZ, WMAQ, WENR, KPO and KGO, and CBS's WABC, WBBM and KNX.

Non-Key Projects

The other 14 stations of the two major network organizations, had total revenues of $7,276,103 and a net income of $2,408,302. Thus the nine New York, Chicago, San Francisco and Hollywood key stations showed substantially higher profits than others and a slightly lower net profit than the remaining 14.

Breakdowns by individual stations as network operations are available, but David Sarnoff, NBC board chairman, at the May 2 meeting of the Joint Committee disclosed that NBC during 1938 earned a net profit of $3,434,801. These networks, he added, were broadcasting May 11, in his 1938 annual report, William Paley, CBS president, reported his company's net profit for the year was $5,41,740 [BROADCASTING, April 15].

Total network time sales amounted to $54,302,999 during 1938, while the 23 stations earned $13,184,646 worth of time, the report shows, and the gross volume of business of the three organizations amounted to $68,125,555. Paid

Page 26 • July 15, 1939

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Radio Found to Be Superior As a Medium for Cigarettes

College Survey Shows Broadcasts Far Outstrip Competing Media in Return-Dollar

COMPLETE superiority of radio as an advertising medium for cigarettes is shown in a survey recently completed at Kansas State College. Surprising power of broadcast news programs is revealed in a second survey at the college, ranking a shade above newspapers as the public's main source of news.

A third survey probed the effectiveness of different types of commercial continuities.

So far ahead of other media was radio, the survey indicated, that it offered advertisers twice as much return per dollar spent on cigarette advertising as magazines offer, and nearly six times the return per dollar spent for newspaper advertising.

The individual research studies of the commercial and program side of broadcasting were completed recently by three Kansas State College students as part of their regular studies under H. B. Summers, instructor in radio broadcasting at the Manhattan, Kansas, school. The surveys also were entered in competition for a $25 annual prize for the best piece of student research relating to broadcasting offered by WIBW, Topeka, and Senator Arthur Capper, Its owner. First prize this year was won by Elton Pieplow for his study of consumer recall ability of advertising in various media.

Radio Far Ahead

Mr. Pieplow's survey indicated that with consumer recall ability for radio advertising far above other media, and with only 17.7% of the cigarette manufacturers' advertising expenditures going for radio advertising "the advertiser is getting in consumer recall ability nearly six times the return per dollar spent for radio advertising that he receives per dollar spent in newspapers".

Based on interviews with 786 cigarette buyers in five Kansas towns, the study showed that of 577 men answering, 78% recalled a radio advertisement for their particular brand of cigarette during the preceding week, 49% recalled a magazine advertisement, 39% a newspaper advertisement, and 33% a billboard advertisement. Of 191 women buyers, 72% recalled a radio advertisement during the preceding week, 47% a magazine ad, 39% a newspaper and 24% a billboard. Responses to another question, whether an advertisement previous to the month preceding could be recalled, showed a slight general percentage decline, although the ratio remained substantially the same between the various media.

"While there was some variation in the results obtained in different towns, the figures were fairly consistent," Mr. Pieplow explained in his report. "Radio was in first place in every town in which interviews were made. Of course, the complete significance of the results hinges on the amounts spent for advertising in the various media.

Twice as Much

"It was impossible to discover how much had been spent to each media in the Kansas area; and agencies handling the tobacco accounts refused information as to total amounts being spent in different media over the nation. In 1937, however, total appropriations of the manufacturers of the four leading cigarette brands were about $5,000,000 for radio, $9,000,000 for newspapers, and $14,000,000 for magazines: and it can be fairly assumed that the proportions have not varied greatly in 1938 or for the early months of 1939. "If the assumption is correct that the comparative amounts spent on radio, magazine, and newspaper advertising...

Thriving Summer Business on Networks Brings June Total to All-Time Record

NETWORK reports of advertising revenue for June give continued evidence that national advertisers are spending more money in the summer than in any other season over the past 50 years. The June figures show the network broadcasters receiving $1,342,179 per hour, which is 56% higher than the June total for 1938.

"Advertising dollars continue to be spent for more than $2,651,657 for advertisers using the Red network and $757,474 for the Blue. The June 1939 figures depict that of $3,200,560 billed by NBC in the same month a year ago, 59% of the total is received. For the half-year, NBC shows cumulative billings of $22,598,972 in 1939, against $21,023,674 in 1938, an increase of 7.5% in the first six months of the year. For the June 1938 broadcast total was $3,364,790, but

Miscellaneous facts discovered in tabulating replies include: A number of buyers who could not recall advertisements seen or heard during the previous week could recall advertisements seen or heard more than twice previously. Women showed lower ability to recall advertisements of cigarettes than did men; this was especially noticeable in the tobacco and billboard advertisements. Little variation is discoverable between brand preferences and geographic areas. And there was little or no variation in either brand preferences or in ability to recall advertising in either brand preference.

Reaction to News

The study of listener reactions to news broadcasts, conducted by Frank E. Woolf and based on personal interviews with 415 persons living in cities such as Topeka, indicated that 60% of those interviewed get their news chiefly from daily newspapers, 47% from radio news, 2% from magazines, and the remaining 1% from neighbors. Of this number only 8% said they did not listen to an average of one news broadcast a week, while 36% averaged one newscast per day, 34% two, 22% three or more.

With peak news listening during the 12:1 p.m. period, followed by 6-7 p.m., 9-11 a.m. and 7-8 a.m., 71% said they get their radio news from one station, while the remaining 29% listened to newscasts over various stations. A preference for a particular commercial announcer was registered by 23% of those interviewed, with reasons for preference ranging from liking the announcer's voice to the manner in which he handled his news items.

Pooled on their favorite type of network that broadcast, 17% preferred the short, five-minute "headline" type, with few details; 38% preferred a half-hour broadcast, with important items presented in detail; 28% preferred a dramatized news form in the March of Time style, and 16% a combination of different types, in most cases the quarter-hour program with some items dramatized.

Preferences in Commercials

The third survey, conducted by Donnassie Loymeyer showed a distinct preference for informal dia-

LOGICUS & MYERS Tobacco Co.,
New York (Chesterfield), which
was first to appear on the air weekdays
weekly on NBC-Red from 7:15
to 7:30 p.m. (EDST), is giving the pro-
gram a second hearing in the
New York area for 13 weeks on
WJZ, the NBC-blue station in New
York, from 11:05-11:15 p.m., the
time of the program's rebroadcast for
the Midwest and Coast. This second
broadcast in New York has been
included in the Liegget & Myers
contract with NBC and is not a
determinant in listener interest
in the John Newell-Emmett Co.,
New York, handles the account.

Voting in the spring of 1939 are
for proportionate amounts spent
in 1939—the percentages would
be 41% for radio, 31.7 for magazines,
and 56.0 for newspapers—the
advertiser is getting, in consumer
recall ability, roughly twice the
return per dollar spent in magazines
that receive per dollar spent in
newspapers, and nearly six times
the return per dollar spent for radio.

"Adapting his figure that he receives per dollar spent in newspapers.
Petition by MBS Seeks FCC Limit On Net Contracts

Declared NBC-Crosley Pact Bar to Cincinnati Market

A NEW PLEA that the FCC forthwith adopt a regulation restringing stations from contracting with NBC and CBS for affiliations beyond a specified date, was premised largely on the view that negotiation of the new five-year contract of NBC with WLW and WSAI, Cincinnati, was made illegal by the actions of July 6 by MBS.

Urging the FCC to grant the oral motion made by Louis G. Caldwell, MBS's attorney, when the so-called network-monopoly hearings were adjourned April 19, the MBS plea charged that NBC negotiated the contract with the Crosley stations "for the purpose of preventing Mutual from having a satisfactory outlet in the Cincinnati area and of handicapping and injuring petitioner in its operation of the nation-wide networks," and further added that if NBC is successful in negotiating a Blue network contract with WCKY, Cincinnati, it would eliminate the possibility of MBS using any comparable facility in Cincinnati.

Monopoly Alleged

The original MBS motion, which precipitated a furore, has not been acted upon either by the Network-Monopoly Committee or the FCC itself. While no formal announcement was made, it is pointed out that the FCC, upon its own motion, can take whatever action it regards as necessary with respect to exclusive affiliation contracts.

The committee does not plan to submit its report to the full FCC until fall. It is generally expected that it will contain legislative recommendations dealing with licensing of networks in the Cincinnati area and of handi-capping and injuring petitioner in its operation of the nation-wide networks. It is also felt that the reasons orally given by Mr. Caldwell for the suggested regulation concerning affiliation contracts, and agreements beyond a specified date, to be determined by the Commis-sion, alone will give the signature of Mr. Caldwell, who is the MBS-WGN counsel, Frank D. Scott, MDS, and Percy H. Russell, Mr. Caldwell's associate.

It was suggested the date be specified to allow sufficient time for the FCC committee to prepare a report, for parties to file exception and partial of opposition, and for the Commission to announce its conclusions and issue regulations applicable to stations engaged in chain broadcasting. Among other things, the petition recites that most of CBS's are engaged in securing and attempting to secure renewals of existing contracts for five-year terms, which in many instances expired during the existing situation until 1946.

The petition alleged that most of the major network operators maintain provisions which, because of the limited number of stations in many important cities, it is "toward monopoly, restrained competition, and prevent both the growth of existing networks and the establishment of new networks." It was contended (Continued on Page 73)

Radio Itself

EIGHT programs devoted to the story of radio itself, titled "This Is Radio," will be presented over CBS starting July 17, 10-10:30 p.m. (EDST). Columbus has assigned Norman Conwin, noted for his Words Without Music and Columbia Workshop productions, to write and direct the series. The programs are designed to take radio listeners behind-the-scenes and in dramatic form to answer questions most frequently asked by the audience.

Adam Hat Signs Fights

STARTING WITH the Henry Armstrong title bout Aug. 22, the entire fall-winter series of prizefights promoted by Mike Jacobs, comprising at least three matches, will be so sponsored exclusively over NBC-Blue by Adam Hat Skylows Inc. (chain). Sam Taub and Bill Silber handled the matches for the last two years, will announce.

Wilson Signs CBS Affiliation

For 50 Kw. WCKY, Cincinnati

AN AFFILIATION of WCKY, Cincinnati, with CBS was consummated July 12 under an agreement whereby the new 50,000-watt NBC outlet will be sold, probably Oct. 1. WRC, CBS-owned station in the city, will become an independent outlet and will probably be sold.

Simultaneously it was announced that WMT, Grand Rapids, also, has also signed with CBS and will leave the NBC-Blue as of next May 1. Owned by the Des Moines Register & Tribune, it is presently operating WAXY, Yankton, and KNT, Des Moines, CBS outlets, and has been floated for some time. WMT will become a part of a new CBS group in the Iowa-South Dakota area.

The CBS-WCKY affiliation is an outgrowth of the controversy provoked by the new five-year contract of WLW and its sister station, WSAI, with NBC. Whereas all three Cincinnati stations have been optional Red and Blue outlets, the new NBC arrangement with the Crosley stations precluded WCKY's use for Red stations. [BROADCASTING, July 1]

New NBC Plan Rejected

L. B. Wilson, president of WCKY, signed the agreement for the new affiliation with Mr. Klein, executive vice-president of CBS, both of whom were in Atlanta for the NAB convention. The transaction followed preliminary conversations in New York the preceding week with CBS President William Paley, WMT President L. B. Wilson, Mr. Krauber, Herbert V. Akenberg, station relations vice-president, and other CBS officials.

Immediately following the signing of the WLW-NBC contract last Monday, Mr. Wilson rejected the NBC proposal that he become an exclusive Blue outlet. Because his present affiliation contract with NBC has until 1941 to run, there was some speculation as to possible efforts by NBC to resist the WCKY-CBS affiliation.

Former Commissioner E. O. Sykes, counsel for Mr. Wilson, partic-ipated in the negotiations. It is the view of WCKY, it is understood, that NBC, by virtue of its arrangement with the Crosley stations under which WCKY is denied Red programs, already has breached its affiliation contract with the station.

It is expected that the rate for WCKY as a CBS outlet, will be $425 per hour. Its new transmitter already is installed and undergo-ing program tests, with regular opera-tion expected to begin shortly, changing over from its present 10,000-watt.

There were several conferences between Mr. Wilson and his attorney, Judge Sykes, with NBC Presi-dent_box & Lohr and other of-ficials of that network prior to signing of the agreement July 12.

It was reported that an alternative proposition was made for continued affiliation with the Blue but that it had been rejected.

In the original conversations with Mr. Wilson, CBS discussed possible sale of WKRK to him as part of the transaction. This idea, it is un-derstood, has been dropped, and the plan now is to dispose of the station in some other fashion after the new affiliation becomes effective.

The affiliation of WMT with CBS was agreed to in conferences of CBS officials with Gardner Cowles Jr., president, and Luther L. Hill, vice-president of the Iowa Broadcasting System. As a basic CBS outlet, the station will have an evening hour rate of $225.

Yacht Race to Honolulu Is Covered for Seven-Up

SEVEN-UP Bottling Co., Los An-geles (beverages) through Buchanan & Co., that city, on July 4 started for the two-week transpacific cruise, to cover the quarter-hour reports of the San Francisco-Honolulu yacht race now under way.

The programs were shortwave from aboard the 100-foot schooner "Genesa," with Jimmy Wallington, CBS announcer, as commentator, and Alden Packard, engineer.

Dun Lee-Mutual network, as a sustaining special feature, is also broadcasting nightly quarter-hour reports of the 14-day race direct from the boat. We also suggest the nearness.

Appeals WRNL Grant

CLAIMING it would be seriously affected by loss of revenue, WRTD, Richmond, Va., on July 10 appealed to the U. S. Court of Appeals for the District of Columbia from the FCC decision Feb 20 granting WRNL, Richmond, an increase from day to full time, and increase in power from 500 to 1,000 watts.

Operation of WRNL as proposed, said Elliott C. Lovett, counsel for the Times-District Radio Corp., owner of WRTD, would adversely affect it by depriving it of program material and operating revenue and would "interfere with or disparage or ac-tually destroy the ability of WRTD to carry on in the public interest."

Beyond the court's alleg of the decision technically is not good allocation practice and is contrary to the standards adopted by the FCC, as well as the provision of law which provides for fair, efficient and equitable distribution of broadcasting facilities.

BROADCASTING • Broadcast Advertising

Trendel Deserts Theatre for Radio

RESIGNING as president and execu-tive head of United Detroit Theatres Corp., one of the Mid-west's most important theatre chains, George W. Trendle, presi-dent of Trendle Broadcasting Co., Inc., licensee of WXYZ, Detroit, and operator of WOOD-WASH, Grand Rapids, has announced that he will hereafter devote his entire time to his radio interests.

The nearness of television to actual commercial use and increasing responsibilities in the broadcasters field are given officially as the reasons for his retirement from the theatrical field. Mr. Trendle is also head of The Lone Ranger Inc., producer of the famous serial of the same name and also of the Green Hornet serial. He was the originator of both. He also is head of the Michigan Radio Network.

It was announced that WXYZ is anticipating a power increase in the near future as it has acquired a 20-acre site for a new transmitter. Mr. Trendle entered radio in 1950 with John H. King, his associate in the theatre business. They pur-chased WXYZ, and it has continu-ously been under his direction. The station has long been prominent for its original programs.

Page 28 • July 15, 1939
Ah . . . here it is —
"How to Hold An Audience"!

Prithie, good sir, before ever thou treadeth the Thespian boards in these our great Midwestern domains—prithee peruse The 1939 Iowa Radio Audience Survey. . . . 'Tis worth thy weight in gold!

Seriously, we can't go very far with this Elizabethan double-talk, but you'll go a lot further in radio if you'll take an hour off, and study this newest and most monumental of the famous surveys conducted throughout Iowa by Dr. H. B. Summers, of Kansas State College.

Among other things, it tells you what stations the people out here listen to—when and how much they listen—what they like to hear—how they rate various programs. Yes, it even contains more than a dozen maps showing the intensity of coverage of various stations in Iowa. It is a source-book that you most positively should have.

Incidentally, it proves all the things we've always told you, to the effect that WHO performs by far the best job you can get in Iowa. Shall we send you a copy? There's no obligation, of course.

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
Working Reporters in Radio’s Own Gallery

Third Writ Issued By Federal Court
FCC Directed to Follow Its Ruling in Hannibal Case

FOR THE third time in as many months, the court of appeals for the District of Columbia on June 30 issued a writ of mandamus commanding the FCC to follow its decision in cases involving appeals from Commission actions.

In a per curiam opinion in the Courier-Post Publishing Co. case, involving reversal of a Commission decision denying the newspaper a new station in Hannibal, Mo., the court instructed the Commission to proceed in a manner consistent with its new ruling or contemplated in accordance with its new decision. The court had earlier issued writs against the Commission, commanding it to follow specific judgments in the so-called Heitmeyer case relating to a new station in Cheyenne, Wyo., and in the Pottsville case, having to do with a new station grant in Pottsville, Pa. Steps looking toward Supreme Court review of the Heitmeyer case, initiated by FCC General Counsel William J. Dempsey, with the Department of Justice. The court subsequently had suspended its action in the Heitmeyer case, pending filing of additional briefs on the FCC’s motion.

In the light of the Hannibal writ, it is expected the FCC will reverse its earlier decision in the Pottsville case.

Appeal Would Be Futile

In its new opinion, the court pointed out that on March 6, 1939 it had reversed the Commission’s denial of the Courier-Post application for a new station in Hannibal. The applicant newspaper had a long and satisfactory history.

The court had denied the application due to competition with a new station grant to Hannibal Broadcasting Co., had been denied for lack of public need for additional radio services in Hannibal.

There also had been a question of possible interference with KWOS, Jefferson City, Mo.

The court referred to its April 3 decision in the Pottsville case in which it said the applicant newspaper “ought not to have occupied at the original hearing, after a court reversal. It added it felt the Commission was wrong in joining in its order for rehearing in the Hannibal case, which was not in line with the new one issued in the Courier-Post case by the Commission. If a different view prevails, it added, an appeal “would be a futile gesture and there would be no termination to proceedings of this character.”

The court added that the law makes its decisions final and the Commission should proceed in accordance with them. Pointing out that the Commission held the court had no right or authority to direct it, it said only as to what it shall do after the court’s decision is rendered, the court said that to recognize this principle “would be to substitute for and assume control over the ultimate decision on the part of the Commission which we think is not provided in or contemplated by the Act.”

In conclusion, the court said that its ruling does not apply to a reconsideration of the Courier-Post application with relation to possible objectionable interference with KWOS, since that question was in issue on the original hearing. “But to extend beyond this and to applications for stations not yet granted and not filed at the time petitioner’s record was made, would be to retry the application on totally new and different state of facts and this, we have held, the Commission is not authorized to do.”

On July 6, the FCC filed with the court a petition asking it to vacate its order in the Courier-Post case and a supplemental motion for leave to file a brief and argue the motion. At the same time, it filed similar documents in the Heitmeyer case, asking the court to vacate or further suspend its mandamus order and to permit it to argue the merits of the issue.

New WFMI Gets Ready

WITH department heads selected and construction progressing on schedule, the new WFLM, Youngstown, O., 100-watt daytime outlet on 1420 kc., will go into operation between Aug. 15 and Sept. 1, according to William F. Maag Jr., publisher of the Youngstown Vindicator, who will be the licensee. Mr. Maag will direct the station, which will have its own quarters in a downtown building specially constructed for the purpose. RCA equipment is being used throughout with a Truscon radiator and Johns-Manville acoustical treatment in the studios. Mr. Maag announced the appointment of Leonard Nasman, formerly director of photographe-ware department of the newspaper, as commercial manager; John H. Baxter, formerly with NBC Artists Service, as program director, and Frank Dieringer, of Cincinnati, as chief engineer.

SOURCE of Congressional news for broadcasting is the new Radio Gallery in the House of Representatives. In this workroom are several radio reporters in seat. Seated in chairs are Frank L. Muma, superintendent of the gallery, and Robert Menaugh, superintendent of the gallery. Around the table are: H. C. Barksdale and William R. McAndrew, NBC and Francis J. Tully, Yankee Network; Robert L. Warner, CBS; Fred Morrison, Transradio. Actual broadcasts from the workroom are now permitted.

New WTMC Starts

FORMAL inauguration of the new WTMC, Ocala, Fla., 100 watts on 1500 kc., was authorized for construction by the FCC last March, took place July 1 under the direction of John T. Alsop Jr., Florida mayor of Jacksonville, the licensee. The station occupies its own modernistic building on the Jacksonville Highway, and its equipment includes a composite transmitter and Winchage vertical radiator. The staff as announced to date includes Hal Davis, commercial manager; Ray Cambron, program director; Bert Mead, chief engineer; Sidney Veal, chief announcer; Betty Mayo, talent director; Charles Berosfeld, pianist; Helen Davis, cashier, and Henry E. Pensacola, assistant representative of Mr. Alsop. Mr. Mead formerly was with WCOA, Pensacola, and the others are local residents.

Rep. Larrabee Advocates Superpower Inquiry for Benefit of Farm Areas

PREFACED by the observation that the FCC ban on superpower was designed to limit general listeners radio service they should be able to enjoy on equal terms with urban dwellers, a resolution introduced in the House yesterday by Rep. William H. Larrabee (D-Ind.) recommends that the FCC take steps “to provide an adequate method to obtain data to determine the social and economic effects of power stations of 50 kilowatts.”

The measure also states that “in so doing the FCC shall not be restrained from licensing one or more stations to operate at power of more than 50 kilowatts for such experimental operation as may be thus necessary.” The resolution has been referred to the House Committee on Interstate & Foreign Commerce, where no action has yet been taken.

Giving his views on the superpower situation in an expansion of remarks on the House resolution, Rep. Larrabee pointed out that the FCC had so far licensed four stations; that 50 percent of the stations had suspended operations; that it was proposed to license 28 more. He declared that “it appears that our only chance for better radio service comes in the possible licensing of high power.”

He brought out also that it was unfair to force rural listeners to buy new equipment in order to receive a secure better service while a city dweller “can secure the best in radio by going to the corner drug store and buying a set at $9.99, when by the simple expedient of pointing them, as is done in other countries, is the signal source. Since it is not necessary to have the stronger, the expense is placed squarely on the shoulders of the consumer, it belongs, not on the already overburdened pockets of our citizens.”

New Camel Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes) on July 3 replaced Eddie Cantor's Camel Caravan with Blondie, a radio version of Chic Young's comic strip, on 90 CBS stations, Mon. 7:30-8 p.m. (EDT), with west coast simulcast, 6:30-7 p.m. (PST). Series features the film players Peggy Singleton as Blondie, Arthur Lake as Dagwood, with Larry Simms, 4, portraying Baby Dupling. They were also featured in the Blondie films produced by Columbia Picture's E.P.T.V. Corp. Bill Artzt is in charge of music for the series and Bill Good served as sound engineer. Ashamed Dave is writer-director of the weekly program, under supervision of Joe Solomon, radio executive of Wn. Eddy & Co., New York agency servicing the account. Richard Marvin, radio director of the agency was also named for the initial broadcast. He later went to San Francisco to assist in starting Benny Goodman's Camel Caravan on NBC from that city July 3.
Huge Bonus for Summer Advertisers in Michigan

Twelve Million Vacationists Spending $300,000,000

- RESORTERS FROM 47 STATES -
Enter And Leave Through A Veritable Barrage Of
MICHIGAN RADIO NETWORK BROADCASTING

This is Bonus Buying Power—
A Summer Plussage For
Radio Advertisers Who Use
Michigan Radio Network

For Rates and Market Information About
Michigan Radio Network Write
KING-TRENDLE
BROADCASTING CORPORATION
DETROIT
Key WXYZ Station Blue NBC Network

NOTE: Here's business gain in Michigan from first quarter 1938 to first quarter 1939: Household Refrigerator Sales Gain 57% — Farm Income Gain 3% — Electric Power Output Gain 26% — Life Insurance Sales Gain 39% — Heavy Construction Gain 72% — Passenger Car Sales Gain 79% — Gasoline Consumption Gain 7%. These tabulations are shown in Business Week June 17, 1939 issue.
Bulova Gets New York Facility
But May Face Long Litigation

Philadelphia-to-Boston Network May Be Organized
With His New Fulltime N. Y. Outlet As Key

SUCCESSFUL in his first skirmish before the FCC to procure a fulltime 5,000-watt station in New York in lieu of his two present part-time stations and through acquisition of WPG, Atlantic City, Arde Bulova, prominent New York watch manufacturer and broadcaster, appears to be facing somewhat prolonged litigation before he can effectuate his plans.

With an investment of nearly $1,000,000 involved in the fulltime station project, Mr. Bulova contemplates making the proposed new station the key of a Philadelphia to Boston network, with a half-dozen outlets in which he has controlling financial interest. The proposed findings of fact and conclusions of the FCC, favoring the WPG acquisition, made public June 27, immediately drew the fire of several stations in New York. It was learned that exceptions and requests for oral argument definitely will be made in behalf of WOR, WHN and WMCA, with possibly other New York stations joining the opposition. The major networks, in behalf of their key stations, however, do not plan to participate.

Appeals Foreseen
In view of the quasi-recess of the FCC from July 15 until Sept. 5, when no hearings or arguments will be heard, it was logically assumed that oral arguments will be set for this fall. Exceptions to the proposed report are due by July 17. Moreover, it is freely predicted there will be appeals, should the Commission, after filing of exceptions and hearing oral arguments, affirm its proposed decision.

A proposed finding, it has developed, is virtually tantamount to an actual decision, since the FCC has not yet reversed itself on such findings since institution of the new procedure last November.

The Bulova plan involves purchase of WPG, municipally-owned Atlantic City station, for $275,000 and removal to New York of that station's five-sevenths time facility on the 1100 kc. duplicated clear channel. Mr. Bulova already owns WBIL, which operates the other two-sevenths time on this frequency, having purchased that station for $275,000 from the Paulist Fathers in June, 1937. In addition he owns WOV, limited-time foreign language station in New York on 1150 kc. which he purchased from the late John Traci for $300,000 in 1937.

Would Combine for Fulltime
The latter station, plus the present WBIL, would be deleted, along with WPG. In lieu thereof, Mr. Bulova would set up the new WBIL operating fulltime on 1100 kc. with 5,000 watts but with the likelihood that the station would be accorded 50,000 watts by virtue of its channel assignment. The 1100 kc. channel now is used by KWKH, Shreveport, which is installing a 50,000-watt transmitter, and it is said to be engineeringly feasible for the New York station to operate with a similar power. WOV's deletion would be forced by virtue of the 30 kilocycle separation between the 1100 kc. channel and the 1130 kc. channel which is not sufficient to permit non-interfering operation in the same metropolitan area.

The Greater New York Broadcasting Corp., which under the FCC action would operate the fulltime station resulting from the merger of WPG, WBIL and WOV, has been capitalized at $900,000. Mr. Bulova would supply the $275,000 for the purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000 and $300,000 respectively, and $50,000 additional in cash. It is estimated that the new fulltime station, with litigation and equipment costs, would represent a total investment of more than $1,000,000.

In addition to his ownership of WPG and WBIL, Mr. Bulova owns half of WNEW, New York regional. He has pending before the FCC an application for acquisition of WPEC, Philadelphia, which would become a part of the projected network. Other stations in which he has control or substantial interest presumably would be aligned in the network, including NWBC, New Britain, WCOP, Boston, WOR, Boston, and WELI, New Haven.

Economic Aspects
With His two stations, Mr. Bulova would have virtually a monopoly in his New York City, the metropolitan area of more than 5,000,000 population.

Local Channel Group Holds Pre-Convention Caucus at Atlantic City

FCC Decisions
FOR additional FCC decisions, covering its summer windup meetings of July 12 and 13, see complete stories on page 84 listing transfers of ownership and new station and facility grants.

Coughlin Picketer Gets Court Delay
Pleads Not Guilty to Charge of Attempted WMCA Extortion

ALLEN ZOLL, commander of American Patriots Inc., an antiradical organization, and an active member of the pickets who for more than six months have each Sunday demonstrated before the WDEL station, New York City, in protest against the station's cancellation of the weekly broadcasts of Father E. Coughlin, on July 12 was granted a preliminary injunction by the Sessions Court of New York County to plead not guilty to a grand jury indictment charging attempted extortion. The indictment, of $7,500 from Donald Flamm, station head, Zoll allegedly offered to call off the picket line for this sum, and threatened to double the number of picketers if it was not paid.

Judge Morris Koening granted a request of George M. Carney, counsel for Zoll, for a two-week period in which to file motions. Zoll was also given leave to leave the State after Carney explained that National Surety Co., which had posted Zoll's bail of $3,000, had already given its permission. Motion was made for reasons connected with Zoll's bail by his sales representative, Carney said.

Started WMCA Picketing
Idea of picketing WMCA was first announced by Zoll at a mass meeting in New York Dec. 15 under the auspices of the Committee for the Defense of American Constitutional Rights. A number of speakers who had denounced the "censorship" of Father Coughlin by WMCA had called on the audience to join him in picketing the station the following Sunday. At that time he told reporters he was a Presbyterian and that the demonstration was "not merely a Catholic protest in support of Father Coughlin, but an American protest against the denial of free speech" (Broadcasting, Jan. 26). At their peak these demonstrations included as many as 2,000 persons, but recently the number has been under 500.

Caught by Dewey Detectives
Zoll was arrested July 1 on charges made by detectives of District Attorney Thomas E. Dewey's office that June 30 he had demanded $7,500 from Mr. Flamm for calling off the picket line and that he had accepted $200 in marked bills as down payment. Zoll denied the accusation and said that the money had been paid to him for services as a sales consultant to help the station to get rid of the pickets. He was arraigned in felon Court, appearing July 7, where the charges were dismissed and he was immediately arrested on an indictment issued by the grand jury the day before. A group of about 60 persons, chiefly women, followed Zoll from the court, into the hall where he was re arrested.

MUTUAL foreseeable backing to Colonial America united Leslie Joy, KYW, Philadelphia, and George Joy, of WRAK, Williamsport, Pa., who met for the first time at the NAB Atlantic City convention.
AND WGBI BROUGHT THEM OUT...

* * * 8,790 Scrantonians (three more than a previous record) see a promise fulfilled when the total attendance mounts to 36,242 for 14 home appearances to date and thus exceeds by several thousand what the stingless Bees drew in all of 1937 here. (Scranton had no team in 1938)

(From the Scranton Tribune, May 22, 1939)

* * * the presence of the greatest outpouring in Scranton's professional baseball history, a Father and Son Night assemblage of 10,130 cash clients **

(From the Scranton Tribune, June 9, 1939)

EASTERN LOOP, REGIONAL RECORDS FALL AS 12,538 CHEER GATES CLOSED TO 3,500 THRU LACK OF SPACE

* * * the biggest sports assemblage in all Northeastern Pennsylvania's history. ** It also surpasses every Eastern League record by several thousand

(From the Scranton Tribune, June 28, 1939)

The Atlantic Refining Company's sponsorship of Scranton home games over WGBI is the only new promotional medium used for Scranton baseball. So there's no denying that WGBI pulls them in...whether they're prospects for ball games, laundry soap or parcheesi sets.

Starch Personal Interview Survey found that 98% of the daytime listeners and 96% of the evening listeners in Northeastern Pennsylvania tune regularly to WGBI.

WGBI

Scranton, Pennsylvania

SCRANTON BROADCASTERS, INC: Frank Magee, PRES.
National Representatives: JOHN BLAIR and CO.

1000 WATTS LS
* 500 WATTS NIGHT
* 880 KC

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 33
Horizontal Boosts in Power Not Planned Under New Rules

FCC to Grant Only Uncontested Increases to 5 kw Night for Regions, 250 Night for Locals

NOTICE THAT there will be no horizontal or wholesale increases in night power of regional stations from 1,000 watts to 5,000 watts, or local stations from 105 to 250 watts, pending under the notice of the new rules and regulations which become effective Aug. 1, was given July 1 by the FCC.

In a formal notice to station licensees, the Commission said, in respect to regionals, that final action will be deferred on applications requesting nighttime operation which would involve "serious interference problems if other pending applications purporting to use 5 kw. power on such frequencies are granted."

Where there are no engineering conflicts, however, the Commission after Aug. 1 can grant without hearing and upon proper application increases in power to the new 5,000 watt level. Pending, therefore, the Commission will be in quasi-recess from July 15 until Sept. 4, then may not make any increases until the latter date. It is possible, however, that it may devise a more expeditious procedure.

Increases for Locals

The same general procedure, it is understood, will be followed in connection with local stations, which, under the new rules may increase night power from 100 watts to 250 watts. Because of inherent "interference" factor is not as great, it is not anticipated that many difficulties will arise. Each power increase, however, will be of the individual station application by the FCC after the Aug. 1 effective date.

Pointing out that such applications for 500-1,000 watts under Section 1 will not, however, include those of KUTA, Salt Lake City; KFPO, Spokane; WGBB, Evanston; and the new applications of William F. Huffman, Wisconsin Rapids, Wis., and John F. Arrington, Valdosta, Ga.

JACK KNEILL, special events reporter of WEEI, Boston, on July 16 was awarded the annual trophy of Atlantic City's National Headliners Club for the best radio reporting of a news event. The award was made to Knell for his eyewitness account (see above) of the rescue of the survivors of the sunken submarine Squalus, broadcast over CBS.

Regional Ratings on Appeal Program Are Undertaken by C. E. Hooper Inc.

TO AID sponsors in evaluating the influences of program "placement" on inherent appeal of their radio programs, the monthly Hooper Radio Reports, beginning with July, will contain regional as well as national ratings, C. E. Hooper, president of C. E. Hooper Inc., announced to the advertising press at a luncheon on July 17. Regional reports will cover listeners in the "Eastern," "North Central," "West Central," "South Central," and "Pacific" regions, coincidence with the time zones. "Mountain," while included in the report, will not be shown separately, he said.

Thirty cities are covered by the reports, with six points: There must be local service from CBS, NBC-Red and NBC-Blue. An effective signal must be laid down by each local network station within the area. There must be a sufficient large list of telephone subscribers. Ratings of the program must be received from five stations continuously even though such numbers are used up at the rate of 500 per month. Ratings are based on 14 weeks. There are only 31 cities in the country meeting the first two requirements, he said. A further condition is that the 30 cities used comprise approximately 30% of the total population, 67% of the total "A" market population and 64% of the total U.S. radio sales volume, he stated.

National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained. Change from previous column will be noted on the market in "A" market population and 64% of the total U.S. radio sales volume, he stated. National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained. Change from previous column will be noted on the market in "A" market population and 64% of the total U.S. radio sales volume, he stated. National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained. Change from previous column will be noted on the market in "A" market population and 64% of the total U.S. radio sales volume, he stated. National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained. Change from previous column will be noted on the market in "A" market population and 64% of the total U.S. radio sales volume, he stated. National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained. Change from previous column will be noted on the market in "A"

Pointing out that program ratings are not really "popularity" ratings, Mr. Hooper said that a rating figure is arrived at by the use of six factors: the inherent appeal of the program itself and five modifying or "inherent" factors including: time of presentation, time of reception, programs preceding and following the program being rated, survey points selected and lapse of time between the broadcast and the interview. It is, he said, the duty of the research organization either to eliminate or to explain these modifying factors, which are considered intrinsic in the program. In his report, he said, the lapse of time factor is explained: the survey points were selected so as to cover all programs of the three network studied, and the other factors are explained.

Issued in Three Parts

Beginning with July the Hooper reports will be issued in three parts: national program rating reports, sets in use reports and sectional program rating reports. The first, intended primarily for use by "production" executives, is for each program: Name of sponsor; title of program; network; day and time in use; % of total calls, with change from previous report; program rating, % of total calls, with change; % of listeners, % of sets in use to program; with change; sponsor; identification, % of listeners to program; for "placement" executives, contain: per cents of total calls not answering phones; home but not listening; office accounts to support national network programs, and tuned to other than sponsored network programs.

The sectional rating reports, in-
Introducing... some of the big-time "local" programs that help keep KOIN... 
FIRST CHOICE in PORTLAND

Good home-town shows are great audience builders... With the biggest staff of artists in the Pacific Northwest... KOIN is a consistent leader in production activities and originates many network attractions.

HERE ARE SOME OTHER REASONS FOR KOIN'S CLAIM TO TOP RATING ON ALL SPOT SCHEDULES...

- Only CBS outlet in this fertile 120,000 square mile market.
- "Listener-first" policies under which no spot medical, dental, liquor, beer or wine advertising is accepted.
- Effective merchandising cooperation.
- Technical perfection.
- Extensive public relations activities.
- 96% of all homes have radios (highest percentage in U. S.).
- A healthy... productive... market... consistently gaining.

KOIN

THE JOURNAL... CBS Outlet
PORTLAND, OREGON

NOTE: KOIN HAS JUST COMPLETED THE BIGGEST SIX MONTHS in its HISTORY
... with a June gain of 21% over 1938 and a 13.7% gain for the six months period...
Nothing succeeds like success, and only success in audience building can produce this kind of success in advertising volume. And 42% of KOIN's total volume is local business where results must be delivered week after week.

National Representatives
FREE and PETERS
World Broadcasting System
Expansion of Staff Is Planned by FCC

Finally Gets Appropriation, With Increase in Total

SECURE with an appropriation of $1,883,175 for the 1939-1940 fiscal year which began July 1, the FCC plans to increase its personnel within the limitations of the new fund and also to modernize equipment at several of its monitoring stations to aid in "policing" work.

While its financial worries held on until the very eleventh hour, the Commission was given its new appropriation June 30 when President Roosevelt signed a deficiency bill carrying a $1,616,000 increase over the last fiscal year. After the House on June 23 passed the deficiency bill, the Senate the following week carried through in swift order and the appropriation was provided just before the old fiscal year expired June 30.

Would Enlarge Staff

The appropriation was $200,000 less than the budget estimates but some $93,000 more than the FCC had for operating expenses during the past fiscal year. FCC field force, which would include six new inspectors, was increased by a proposal to employ seven clerks in the field, as well as 10 new accounting employees, of whom nine would be assigned to the field. It was claimed these field accountants would be assigned largely to common carrier telephone and telegraph work, rather than broadcast operations, although they would be available for service in that field. Whether all of these new employees will be procured in view of the smaller appropriation, remains to be determined.

In the Engineering Department, the total payroll was $224,553 during the 1938 fiscal year. The Commission requested an increase of $23,914 to employ three engineers and seven clerks in Washington. In addition, an increase of $27,000 in the FCC field force, which would include six new inspectors, was requested. Reorganization of the Engineering Department in use at frequency monitoring stations, to a total amount of approximately $50,000, is proposed during the new fiscal year.

WAPI Appeals Denial

APPEALS from the FCC decision denying the transfer of the license of WAPI, Birmingham, Alabama, to three colleges owning the station to a new corporation in which CBS holds a minority interest, were filed in the U. S. Court of Appeals for the District of Columbia July 8 in the name of the colleges. The station, a CBS affiliate, now is licensed to the Alabama Polytechnic Institute, University of Alabama and Alabama Broadcast Inc. After the Commission denied the application May 16 [Broadcasting, June 1] the groups filed petition for rehearing which also was denied on June 20. The appeals, almost identical in context, were filed by D. W. Patrick, Washington attorney.

WITH THE City Planning Commission approving the request of Don Lee Broadcasting System to move its television experimental station WUXO from downtown Los Angeles to Hollywood, plans for the new structure to house the transmitter are being completed. Actual building will start as soon as the FCC gives its official approval for the transfer. New proposed teleporting site atop Mount Lee, in memory of the late Don Lee, founder of the network, Cooperating with the Don Lee network in obtaining official zoning approval from the council, the International Photographers Union which sent a petition to grant the permit, estimates it would mean additions work for its members. The union has signed a pact with Don Lee Broadcasting System, first agreement of its kind, calling for cameramen to be assigned each week. Later agreement on wages and working conditions will be negotiated.

Policy Governing Television Licenses May Be Suggested to FCC in September

POLICY governing licensing of experimental television stations, comprising "phase two" of the agenda of the FCC Television Committee, will be suggested to the FCC when it reconvenes next September as a result of recent meetings of the special committee. Scheduled for July 12 on its procedure, the committee instructed the FCC staff to draft a proposed report embodying its ideas on policy. This followed the unanimous adoption June 27 of the initial report of the Television Committee, in which a continuing study was advocated, along with a hands-off policy on approval of standards. In addition to Chairman T. A. M. Craven, the committee comprises Commissioners Norman S. Case and Thad H. Brown.

Primarily involved in the second phase of the committee's operations is consideration of pending applications for new stations in various sections and the formulation of a definite licensing policy. Under present regulations, experimental television licenses are issued only on condition that the licences contribute to the technical advancement of the art, with no consideration given to testing of public reaction or program technique.

Regional Problem

It appears certain the committee will be disposed to recommend granting of licenses for other than purely scientific technical advancement. Moreover, it must grapple with the question of allocations to particular areas, in view of the very limited number of assignments available plus the matter of licensee qualification. It is definitely expected that guideposts will be established along these lines.

Unquestionably, established radio and television agencies would be jeopardized if broadcast station operators will be given consideration in any new station allocations. Radio manufacturers, who have been in the forefront of experimentation, newspaper organizations, and motion picture companies are looked upon as probably the best qualified television licensees.

There are now pending before the committee approximately a dozen applications. Several propose stations to experiments in programming technique and tests of audience reaction, rather than undertaking basic scientific development. It is felt the Commission would be disposed to require that licensees contribute toward program development as well as technical advancement, though it may separate the requirements insofar as individual licensees are involved. Tentatively, it appears that licensing can be classified into four categories: Television experimenters and manufacturers; qualified experienced broadcasters and newspaper organizations, and motion picture companies, plus other qualified individual groups.

A difficult question has been that of coordination of transmission and reception and some thought has been given to a requirement that television transmission should fit receivers of all types. Moreover, it is felt the entire procedure should be established under which the public could be advised of any developments in television with which it might bring about rapid obsolescence.

Time sharing of licensee stations may become standard practice as the present state of the art and because of the limited channels available. Some thought has been given to a procedure under which cities of over 1,000,000 population would have a maximum of three stations, those of 500,000 to 1,000,000, two stations, and those below 500,000, one station.

It is expected the committee will begin writing its report on the licensing policy phase as soon as the Committee on Appropriations and Hearings. The report then will go to the full Commission for consideration.

Applications pending for new experimental television stations include those of Don Lee (KJH); the Milwaukee Journal (WMTJ); Croisy Corporation (WLW); Earl C. Anthony (KFI); May Department Stores of Los Angeles; Allen B. DuMont Laboratories for New York and Washington; Television Productions Inc. of Los Angeles; LeRoy's Jewelers, Los Angeles; Kansas State College, Manhattan, Kans. (KSC); Joseph M. Peckham, Albany, N. Y. The application for experimental television stations also will come before the committee. One will be on behalf of two department stores—Bloomingdale's of New York, and Abraham Straus, of Brooklyn, through the Metropolitan Broadcasting Corp., of New York. The second is on behalf of the Grant Union High School of North Catholic, and the third, it is rumoured, is being recommended for use on the air with broadcast in mind.

Hinn gave a description of the scene after the flight. Cecil C. Car- michael, WLW public relations director, Bob Riker, WLW engineer, and Ed Mason, WLW announcer, drove through the waters to the city to deliver the broadcast a description by direct wire.

Folger May Go East

J. A. FOLGER & Co., Kansas City (coffee), which has appointed Lord & Thomas, New York, to handle its advertising, may add some eastern stations to the list it carries, which is carried twice a weekquarter-hour serial Judy & Jane, sponsored by the company in the Midwest for the last three years. Plans for expansion are still indefinite. Stations now carrying the serial include KOA West Bend; WJMS WDAY KPRC WDAF WMC WCCO WKY WWMA and WOAI. WIBW KVNO KFH and WNAX.

WLV Puts Flood Photos On Facsimile Broadcasts

FACSIMILE pictures of the July flood which swept through Many, Kansas, will be broadcast in the early hours of July 6. Cinematic photos were taken by Peter Koch, of the Cincinnati Times-Star, who flew over the scene with Michael Hinn, WLW announcer. Wilfred Guenther, Crosely technical director, on the facsimile system for television, put five photographs on the air with brief descriptive matter.

Hinn gave a description of the scene after the flight. Cecil C. Car- michael, WLW public relations director, Bob Riker, WLW engineer, and Ed Mason, WLW announcer, drove through the waters to the city to deliver the broadcast a description by direct wire.

Page 36 • July 15, 1939

BROADCASTING • Broadcast Advertising
53.2% New All Time Rating Record for ANY network on NBC Blue!

(Blue Basic and Blue Supps.)

Louis-Galento Fight June 28th, 1939

Thanks to the sponsor, Schick Injector Razor and their agency, J. M. Mathes
For every success there is always the fellow. Spot Broadcasters get the breaks naturally. The local flavor not inherent in any other form of advertisers are those who capitalize most on firmly the great opportunities Spot affords. stations which have demonstrated—and are knowledge of successful Spot technique. Ap
no chirps up, "Plenty lucky—he got the breaks." 
y get flexibility of time and station, and they get 
radio advertising. • The most successful Spot 
pot's natural advantages—those who seize most 
it is significant that such advertisers choose these 
demonstrating today—they're thorough, practical 
vertisers who use these stations make the breaks.
White House Secretary Lauds Radio

Hits Myth of Official Pressure Against Broadcasters

(Continued from page 19)

Censorship a Myth

Nevertheless, certain myths have grown up which deserve examination. The first myth that should be eradicated is censorship. The Communications Act of 1934—am I certain you have recently read this section—says "nothing in this Act should be understood to give the Commission the power of censorship . . . and no regulation or condition shall be promulgated or fixed by the Commission to be applied to interference with the right of free speech." There is nothing ambiguous or equivocal about that language. Legalists may quibble over its commas and semi-colons but I stick to the interpretation that it means exactly what it says. And should this Commission or any of its successors promulgate any regulation that violates that section, broadcasters have the remedy of judicial review and, if you can't get in the courtroom, you can ignore the regulation until the Commission takes you there.

The Shortwave Censorship Rule

The recent outcry over the regulation relating to international broadcasting demonstrates that the people of our country would never tolerate censorship. In this instance, the Commission, as you might expect, disclaimed any attempt at censorship and I understand it now has convened a hearing to determine whether the rule should be revised. It is my personal hope that the final regulations governing this class of broadcast stations will leave no doubt that freedom of speech is American culture and that no agency of government intends to supervise or control the programs broadcast.

In my opinion, censorship of radio, the press and other media of public information, should be entirely done to our national welfare by such a body. The average American citizen realizes that in most cases their principal motive will be to seek something either for the sake of notoriety itself or because they are paid sums of money by people who have special axes to grind.

There is a real danger—a permanent danger, however—in news stories which might originate in the United States and be directed by foreign agencies to the citizens of other nations. The people of other nations are not as familiar with our own background as we are and the most fantastic stories about what is going on within the United States are readily believed by foreigners when they hear these stories over the shortwave or read them as so-called news stories in their newspapers. They get wholly erroneous ideas not only about facts in the United States, but also about public opinion in the United States. The result is that these foreigners, because of false impressions, become less friendly to us and make it more difficult for us to maintain or to make friendships with them. This affects, of necessity, what we call our American relationship to international affairs as a whole.

I do not have to cite instances or to give illustrations. I do not have to name names. You are just as aware as I am that within the last few years there have been newspaper writers and radio commentators whose words have been hailed with glee in certain portions of the earth as proof that the United States is friendly to certain principles of international conduct, which, as a matter of fact, the majority of Americans dislike and abhor. To say that false news of this kind emanating from the United States does harm not only to us but to civilization as a whole is putting it mildly. But that does not mean that the time has come for Government censorship even over such false news.

Avoiding Falsity

It is obvious that those who operate international broadcast stations have a very definite public duty to keep their programs free from false news. Definitely this is their duty—and definitely the Government is watching and will continue to watch with great interest to see whether those in control of these stations continue to observe this public obligation.

International broadcasting is but a single aspect of this problem. It is my information that international broadcasting by American stations, largely because of the accuracy of their reports, are relied upon by constantly increasing numbers of foreign listeners. While it is a sad commentary on our civilization that harried citizens elsewhere under the penalty of incarceration must obtain accurate news from without their borders, you international licensees

EARLY CONVENTION arrivals were (bottom row, l to r) Mrs. George Diefendorfer, Maurice C. Coleman, WATL, Atlanta; William Appleby, WPG, Atlantic City; Harold Wheeler, WSMB, New Orleans; R. H. Mason, WPTF, Raleigh; George Diefendorfer, Paul H. Raymer Co. Back row (l to r) Walter Koeslett, WROE, Rockford, Ill.; Clark A. Luthard, WJFH, WJFU, Des Moines; Stanley Schultz, WLAW, Lawrence, Mass.; Jack Field, WPTF, Raleigh; Fred Brokaw, Paul H. Raymer Co.; Fred Ripley, WSYE, Syracuse.
IS RADIO censored or isn't it, was the question discussed at an informal roundtable during the recent reception given by MBS for John Steele, its European commentator. Taking part were (I to r) Raymond Gran Swing, Edward Fulton Live, MBS Washington commentator, and Elliott Roosevelt, commentator for Emerson Radio and president of the Texas State Network.

Elliott Roosevelt Charges Censorship Of Fear and Urges Indefinable Licenses

STATING that the present term licensing system of radio has placed the American broadcaster under a definite "censorship of fear," Elliott Roosevelt, president of the Texas State Network, turned the scheduled discussion of radio as a news medium here and abroad into a heated discussion of censorship in the United States during the press reception given June 29 by Mutual in honor of John Steele, the network's representative in London and Europe. Also participating in the roundtable were Raymond Gran Swing, who nominated the advertising agency as the real American censor; and Fulton Lewis Jr., MBS Washington commentator, who acted as interlocutor. Reception was broadcast live from New York, during Mr. Steele's first visit to New York in six years.

In England, Mr. Steele said, my own amazement of the growth and development of this industry. It is an old story to acquaint fascinating to those not engaged in broadcasting to contemplate the fact that in the past 31 per cent of our families have acquired radio sets. That broadcasting must have done a good job is further evidenced by the fact that these sets are in use almost five hours a day. Through the medium of network systems more than 90% of the country's population can listen to the voice of their President and to his critics, hear the greatest in music and the drama, and the world is brought to our door. Contrasted with what has been done in other countries, we are convinced that the pattern adopted in America not only is the most consistent with our domestic traditions but affords the greatest opportunity for the development of a superior service.

No one can predict when radio will become of age because the miracles of science apparently have no boundaries. Of this much I am certain—radio in the hands of pri-vate enterprise is certain to come along very well. With the government assuring free competition in the service to the public, with that sense of public responsibility which all recognition efforts imply, with that awareness to needs of scientific research. You have manifested, there is every reason for you to receive the continued and enthusiastic support of the public—that ultimate tribunal of success.

on one side of a public question, I believe they should have the right to have their, as long as they label it as such.

"The trouble I find is that there is too little definition on the part of the FCC as to what the rules and regulations should be as to defining what a program is. If they will define a program clearly at the beginning and at the end, then, in my opinion, there should be no fear of censorship. If a station is using its license. If they give out propaganda, all well and good, label it properly.

Because of the present term licensing system, he continued, the broadcasting industry is "the only industry in this country that cannot go to a bank for its financing on a regular commercial or industrial basis. We have to depend entirely on private speculative capital for the development of our industry."

Sponsor Censorship

The real censorship in this country is that of the advertising agency rather than the FCC, according to Mr. Swing, who stated that it is "difficult" with political opinions put on to sell a given product and he has views which are going to awaken opposition, the sale of that product is going to be stopped at a certain place, namely those people who don't agree with him. Your advertising agency will be interested in keeping him from spreading the views which stop the sale of the product and in the nature of things the expression of political opinion over commercial programs is a matter which has to be examined, because there you have an automatic censorship directed not for any political reason but simply a promotion of a commercial proogam.

Pegler Declares Press Must Fight for Free Air WARNING against a controlled radio, Mr. Pegler could be used as a propaganda arm to destroy the freedom of the press", Westbrook Pegler declared in the recent issue of the n o u n e d international broadcast rules in his syndicated newspaper column July 6, declared that the "people are in danger of having their fight to take over the fight to establish freedom of the radio, since the broadcasting industry itself is afraid to use its own medium to present its own case because it would be the "press" to attack the public legal agency of the New Deal which controls its conduct and issues which it operates "fear and any attempt made to influence anything I wanted to say as the BBC commentator in this country."

"Mr. Roosevelt further declared that "if a radio station or a radio chain desires to have an editorial policy

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 41
New Net Policies Explained by CBC

Agencies and Stations to Get
Official Notice on Hookups

By JAMES MONTAGNES

Canadian agencies and stations were surprised this month from the CBC outlining the new CBC policy in regard to all network programs. The new policy applies to the CBC regional or national nets. The new system will require advertisers wishing to use more stations connected by landlines to go direct or through an advertising agency to the CBC for time on any independent station.

The CBC will make all arrangements with the individual stations the advertiser wants to use, will look after all billings, and remit to the stations their full card rate less the usual 20% by which it will remit to the agencies. The CBC does not plan to charge anything for the service. The new policy goes into effect about Aug. 15 or Sept. 1.

Hereafter the advertising agency has gone ahead for line time for any network programs and for the CBC okay on the program. Normally the entire arrangement will go through the CBC, which will negotiate with the individual stations worked by an advertiser for the required time.

A Complicating Factor

While no official information has as yet gone out on the new CBC policy, news of the change was revealed in a letter sent by Dr. A. Frigon, assistant CBC general manager [Broadcasting, July 1]. Many stations and agency executives feel the new policy will complicate their network plans.

The CBC does not plan to use the new hookup policy to bring more business to CBC networks, it being the opinion among CBC officials that the CBC cannot carry more commercial networks as a government-owned broadcaster. One of the goals of the hookup policy may be a second series of regional networks, but the CBC officials say, is for future development.

Harry Stovin, station relations supervisor, is making a tour of Canadian broadcasting stations to explain the new policy and program matters.

Harry Sedgwick, CFRB, Toronto, president of the Canadian Association of Broadcasters, and Joseph Sedgwick, solicitor for the CAB, were informed of the new policy by the board of governors at Ottawa July 5 and 6, and were told that the change was purely for administrative purposes and would help facilitate network planning. As a result of this meeting, it is believed they are of the opinion that the new policy will work out satisfactorily for the private broadcaster.

New Script Service

READY-TO-AIR Service, a script service designed to provide stations with first-class material for man-on-the-street interviews, will have its program package started in New London, Conn., by Bob Howell, of WNLC, Warwick, R.I. The Howell includes Bea Goodrich, former news commentator of WMEX, Boston, and several other radio people. New scripts are now in preparation for release soon.

50 kw. CBK to Take Air July 29 in Saskatchewan

The fourth 50,000-watt transmitter to be opened by the CBC goes on the air July 29 as CBK, Watrous, opening Sask. The opening address will be given by CBC chairman L. W. Brockington, from London, England. He is in charge of the spinning on CBC-BBC program exchange.

CBK is a sister station to CBA, Sault Ste. Marie, previously opened on July 10 and 8. Both stations were built by RCA in Canada, with the vertical radiator built by Canadian Bridge Co. of Walkerville, Ont. The station will carry a limited number of commercial network programs at present, but as the time when the whole CBC commercial network goes into operation with fall business, will be on the air from 12 to 6 p.m.

Roy Cahoon, formerly with special events department of CBC, has been placed in charge of all stations. What will be the engineer is now with the CBC's present staff are W. W. Grant, F. B. Johnson, C. F. Patterson, E. S. Greener, K. Marshall, R. L. Punshon, and G. Sheffield.

MBS Right to Transmit

To Canada Is Renewed

Despite the claim of WJKB, Detroit local, that its service was "impaired," the FCC June 29 made public its proposed findings of fact and conclusions to grant the application of MBS for renewal of its permit to transmit programs to broadcast stations in Canada, notably WJKB. WJKB, Detroit local had contended that MBS service to CKLW not only re

24 for Sweets Co.

SWEETS Co. of America, New York, is sponsoring thrice-weekly participations on the World's Fair with seven sponsors. Sweets Co., Knickerbocker and Prentiss on WMCA. New York, will further promote Tootsie Rolls later this month with 150-word spots, three times weekly on a list of 24 stations throughout the country, which have been definitely decided on as yet. Biow Co., New York, handles the account.

Page 42 • July 15, 1939
Morning Listening

The Hooper-Holmes Bureau has just completed a very detailed roster survey in the New York Metropolitan District. This study was sponsored by WOR, National Broadcasting Company, Columbia Broadcasting System, and the Hooper-Holmes Bureau.

The study shows the programs listened to by 6881 families from 6 A.M. to 1 P.M. each day for one week—about 1000 each day. For the first time these sponsors have a definite picture of the audience for each quarter-hour period on thirteen New York stations.

Furthermore, this study shows the division of listeners in the five boroughs of New York and the fourteen counties in the Metropolitan District outside the city proper. And, for each program it gives the economic level of listeners in four groups. The difference in listening of telephone subscribers and non-subscribers is clearly indicated for each program.

If you are interested in seeing a copy of this very complete radio study, get in touch with the Hooper-Holmes Branch in your city.

Any broadcasting station which wants to know the truth about radio in its city should consult us.

WHAT IS THE HOOPER-HOLMES BUREAU?
For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

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

THE HOOPER-HOLMES BUREAU, INC.
102 MAIDEN LANE, NEW YORK
TO INDUCE travelers to and from the New York World’s Fair to go through New York to sell New York’s attractions as a vacation place, the Bureau of State Publicity is conducting a spot radio campaign in the Midwest, from which some 5,000,000 cars are expected to come to the Fair during the summer.

The campaign, handled by Barlow Adv. Agency, Syracuse, consists of 20 five-minute transmissions produced by NBC, featuring talks on New York’s many scenic spots by such personalities as Gov. Lehman, Lieut. Gov. Poletti, Alfred E. Smith, Robert Moses, Lowell Thomas, Kate Smith and others. Each program features one part of the State and invites midwesterners to visit it.

Broadcasts started June 28 on a two-weekly basis on WHAS, Louisville; WTMJ, Cleveland; WJR, Detroit; WLS, Chicago; WFBM, Indianapolis, and KSD, St. Louis. Offered on each broadcast is a fourfold page containing a large map of the State and six suggested routes, together with pictures and brief descriptions of the State’s beauty spots. Stations also cooperate by distributing these folders to local hotel and travel agencies in their vicinity.

Newspaper space in this region and other national magazine space is also being used in the campaign which is described as self-liquidating by E. S. Barlow, president of the agency. "Of the 5,000,000 cars coming from the Middle West," he says, "we need attract only 100,000 of those through New York to defray the entire cost of the advertising, for it is estimated that each car that travels through the State will spend $2.61 in gasoline taxes alone."

Stanco’s Larger List

STANCO Inc., New York (Nujol, Contact Oil, Filt), on July 15 to expand the list of stations carrying the quarter-hour transcribed program "Nabisco Nut Guide" heard twice weekly, to a total of 50 throughout the country. Stations are: WCAU WCAE KGW WCHS KFSO KAPI WBOF WBCB WBBN WWCN WJLL WOR WJZ WJAX WBGO WBMG WBME WBOB WBMG WBBB W BFC WBFR WBBF WBBG WBBK WBBM WBBY WBBU WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN WBBP WBBQ WBBW WBBX WBBZ WBBF WBBR WBBJ WBBK WBBM WBBN
SALES MANAGERS

Craig Lawrence, chairman of the Sales Managers Committee, in his report reviewed four major activities of the group held since the last Convention. These included the departmental at the Convention of the Advertising Federation of America in Detroit in June, 1938; steering committee and district meetings, cooperation with the Bureau of Radio Advertising, designed to supply basic selling information on broadcast advertising to stations and otherwise build up the business of broadcasting, and the American Convention of 1939 in New York.

Particular emphasis was placed upon the Bureau of Radio Advertising plan, which Mr. Lawrence pointed out was well under way.

INDEPENDENT BROADCASTERS

Problems peculiar to independent broadcast stations that need study and action by a representative body make desirable continuation of a group such as the National Committee of Independent Broadcasters, according to the report of that group, headed by Lloyd C. Thomas, formerly of WRK, Rockford, Ill., as chairman. Pointing out that the activities of the committee were confined largely during the past year to the negotiations with the American Federation of Musicians, the committee nevertheless recommended that the Convention and the membership give recognition to the committee on the premise that problems peculiar and vital to independent stations must be coped with.

Night Baseball Problem

STATIONS carrying baseball broadcasts may well be faced with a new problem next season due to the popularity of night baseball and the resulting conflict in broadcasting schedules. The Chicago White Sox will broadcast a series of six or seven night games beginning in early August and Comiskey Park, Chicago, is being equipped with powerful flood lights. Chicago stations carrying the Sox home games include WGN, WBBM, WJJD and WCFL. Station managers are meeting to devise means of clearing schedules so that the night games may be aired. No decision had been reached as broadcasting went to press, but it is understood that WGN and WCFL will definitely carry the Sox night games. WBBM may be able to shift its schedule and carry the games, while WJJD, which leaves the air nightly at 10 p.m., may shift the games toIND, its sister station.

Oven Ready for Fall

BALLARD & BALLARD Co., Louisville (Oven Ready biscuit flour), early this fall will use a quarter-hour disc series on about 15 stations. It is understood that the series will be aired on a thrice-weekly basis. Program has not been selected, according to Frank Perrin, radio director of Henri, Hurst & McDonald, Chicago agency in charge.

A Night of Volts

WHEN Al Teachman, engineer of WEEI, Boston, prepared to close the WEEI transmitter out on the Medford marshes one recent night, he stepped into the high-voltage room for a final check and before he knew what was happening the door slammed shut and the spring lock snapped. After spending most of the night in the room, he managed to climb through a small window to the platform holding high voltage transformers, which was completely surrounded by a high steel wall topped with barbed wire. Eventually, by lighting his meager supply of matches and throwing them in the air, his calls drew the attention of some early morning workers passing by. Teachman threw his keys over the wall, and after some difficulty getting the special safety latches unlocked, the men released him.

Kostka Heads NBC Press

WILLIAM KOSTKA, recently magazine editor of NBC, has been named manager of the network's press division, filling the position left vacant last month by the resignation of Wayne Randall. No other changes were made, Edwin P. Curtin continuing as news editor, Richard G. Spencer as night editor and Leonard W. Bradock as manager of the audience inquiry division. Kostka, who joined NBC last fall, has a wide background in newspaper and magazine work, as telegraph editor of the Chicago Daily News Journal, central division manager of International News Service, eastern managing editor of Fawcett Publications, magazine editor for Frank A. Munsey Co. and publisher of Everyday Photography.

Hearing in Bellingham

Scheduled by the FCC with funds available by virtue of the eleventh hour action of Congress in providing the $1,835,000 appropriation for the 1940 fiscal year which began July 1, the FCC June 30 authorized Commissioner George H. Payne to preside at a hearing in Bellingham, Wash., involving the renewal of license of KVOS of that city and the competitive application of the Bellingham Broadcasting Co. for the same local facilities.

A hearing scheduled in Yuma, Ariz., involving revocation proceedings against KUMA and new applications for the facilities in that city, July 24, will be presided over by Commissioner Norman S. Case, was deferred on the Commission's own motion until Sept. 25. This hearing may be held in Washington rather than Yuma.

CBS announcer's softball team, on July 1 won a 9-1 victory over a team of NBC announcers in New York, and on July 15 was to play a return match.

Mr. Kostka

WEGMAN'S progressive home-town grocers operate a string of super-markets in Rochester.

A natural place for an inquiring agency man to ask questions.

"What do you think Rochester people think of WHEC", the agency man asked Sid Williams, Wegman's supervisor.

"I don't have to think, Mister", said Mr. Williams.

"We buy three programs a week for ourselves over WHEC."

The actual conversation, reported to us by the agency man (the bought WHEC, too), is significant. Rochester grocers know Rochester's listening preferences first hand—back their opinion of WHEC with their own hard dollars.

DEALERS' CHOICE

Mr. Sidney Williams

The Station of The Gannett Newspapers

Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit San Francisco

WHEC

ROCHESTER

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 45
Kansas City Sports

SOFTBALL League of Kansas City radio stations completed the first half of the 1939 schedule July 2 with KCKN in first place, KMBC second, KITE third and WHB fourth. With all league games played Sunday mornings, each station has plugged the contests on their sports programs and brought out good crowds for each encounter. Officers of the organization include Joe Matthews, KMBC sales manager, president; Wayne Hatchett, KITE chief engineer, vice-president; Francis Reese, KCKN operator, secretary, and Jack Grogan, WHB announcer, treasurer. The softball venture has been so successful that plans now are being made to organize for winter sports.

Lucy Heads Va. Group

C. T. LUCY, general manager of WRVA, Richmond, has been elected president of the Virginia Broadcasters Assn. Ray P. Jordan, WDBJ, Roanoke, was elected vice-president, and Edward E. Bishop, WGH, Newport News, secretary-treasurer. Preparing for the NAB convention, the Virginia broadcasters met in the Hotel Richmond as guests of WRVA to discuss copyright, wage and hour legislation, etc. Attending, in addition to the officers elected, were Charles P. Blackley, WSVA, Harrisonburg; S. Onanderch, WFTM, Danville; Ondarcho, WBTM, Richmond; Barron Howard and Walter R. Bishop, WRVA; John W. Smith, WTAR, Norfolk; Edward Whitlock, WRNL, Richmond.

Lucy Strike Audition

AMERICAN TOBACCO Co., New York (Lucy Strike cigarettes) July 7 auditioned a new CBS 45-minute Hollywood studio audience program built around the current Hit Parade format. Though denied by Karl Schullinger, radio production executive of Lord & Thomas, it is understood that if the program meets with approval of President George Washington Hill, it will replace or be tied in with the Hit Parade next fall, Assisting Schullinger on production of the audition program were Frank Wilson, head script writer of Lord & Thomas, New York, and Thomas Freehaim-Smith, CBS Hollywood writer-producer. James Wright, agency executive on the Lucy Strike account, accompanied Wilson, returned to New York following the broadcast and took back an air-check of the program for Hill’s inspection. Schullinger remains on the West Coast to supervise production of Kay Kyser’s College of Music Knowledge sponsored by American on NBC. Al Jolson was featured on the audition program, supported by Bette, Betty Grable, vocalist, and Carl Hoff’s 45-piece orchestra. John Conte and Ken Niles handled the commercials.

RED CROSS PLANS
NATIONWIDE DRIVE

THROUGH its national headquarters in Washington, the American Red Cross is launching a coordinated radio promotion covering local, regional and national activities. Directed at securing $100,000 in new memberships during the coming Roll Call, the Red Cross is planning to use individual stations, regional and national networks in the radio campaign to emphasize its educational and disaster work. Through full and centralized cooperation of national headquarters with the industry, it is believed better programs will result.

As part of the radio promotion, two local round-about educational features designed to develop a record of practical experience as a guide for improved local Red Cross programs in all parts of the country, have been started at Norfolk, Va., on WTAR, and at Columbus, Ohio, jointly on WAMS, WOOL, WHRC and WOSU. Twelve regional programs, with scripts written in Washington and produced by large stations and regional network keys, also have been arranged as part of a Red Cross Cavalcade series. Each unit of the series stressed Red Cross history in the particular region, with special emphasis on newsworthy events and well-known personalities.

Among stations that have started the series are WLTW, Cincinnati; WMAL, Washington; WOR, Memphis; KSD, Des Moines, and a network including WMT, Waterloo, and KMA, Shenandoah; KSTP, St. Paul, and stations of the North Central Broadcasting System and WTMJ, Milwaukee.

To afford nationwide promotion for the Roll Call, the three national networks have allotted eight 30-minute coast-to-coast spots from Oct. 15 to Nov. 11. Now in negotiation is a set of rules on disaster relief broadcasts in the form of a three-way agreement between the NAB, U. S. Weather Bureau and the Red Cross, designed to eliminate confusion over unofficial reports and unauthorized appeals during times of disaster.

Dairy Adds WOR, NNEW

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (Aristocrat Ice Cream), on July 3 started a weekly quarter-hour recorded program titled Monday Melodies on WOR, New York. The company also sponsors weather reports, news programs and musical shows on 12 other stations throughout the East. Scheck Adv. Agency, Newark, is the agency in charge.

John Morrell on WOR

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut hams), is sponsoring a 125-word announcements on WOR, Newark, six times weekly. Sponsor is the first advertiser in the station’s new quarter-hour program of recorded music made available July 1 for cooperative sponsorship. Program started July 3 in the 10-11:15 a.m. spot, shifting July 10 to 9:45-10 a.m. Morrell agency is Henri, Hurst & McDonald, Chicago.

Page 46 • July 15, 1939

BROADCASTING • Broadcast Advertising
NO BITE FROM THIS MIKE

Many a logical prospect has shied away from network broadcasting, haunted by a mental picture of the network microphone chewing large holes in his appropriation.

But Mutual, budget-minded, introduces the new advertiser into network radio step by step, station by station. And this policy has proved so resultful that, in twelve months...

Wheeling Steel increased their hookup from 5 to 17 to 27 stations... and clocked a 15% increase in coast distributors' sales.

Winter & Company's piano sales shot to a new high on one of the lowest cost shows in network history.

Maine Development Board sold more potatoes at a higher price (20¢ more per 100 lbs!) than the year previous without radio.

Successes like these have again made Mutual (so far in 1939) the choice of twice as many new network sponsors, as any other major broadcasting chain.

This is the Mutual Broadcasting System
Because it Works

This is not the first time we have suggested that it's good sailing (and sale-ing) on the sturdy craft, "Showmanship." We like the idea because it works. It works for us because it works for our advertisers.

KDYL has the power and the equipment to put strong, clear signals into every part of the vast Salt Lake Market Area. It has the world's leading programs. And it has the flair for showmanship which wins and holds listeners.

That's why KDYL is the popular station.

Radio Clause Is Deleted
In State Gambling Bill
PENNSYLVANIA'S "gambling wire" bill, as signed last month by Gov. Arthur H. James, was stripped of all provisions relating to broadcasting, as a result of a vigorous fight carried on by the Pennsylvania Broadcasters Assn. Dr. Leon Levy, president of WCAU, Philadelphia, led the opposition.

The original bill made it necessary for broadcasting stations to sign a leasing contract with the telephone company and file a copy with the Public Utility Commission for any remote control pickups where private wires were necessary. The law also banned leasing of wires for sporting events including horse racing, baseball, and football. Stations would have been guilty of participating in gambling had any information been broadcast before or after such an event. Dr. Levy first carried the fight to the Commonwealth Court and on Jan. 3 the court decided against the Utility Commission requiring them to show cause why an injunction should not be issued restraining them from enforcing the Act. The amended Act, signed by Gov. James, provides that this section shall not apply to any private wires furnished for use in radio broadcasting.

Script Rights Denied
SUIT of Ira Phillips, radio script writer, against WGN, Chicago, seeking to show independent ownership of the five-weekly quarter-hour script show Painted Dreams was denied July 6 by Judge Donald McKinley of Chicago's Superior Court who sustained a Master of Chancery report. It is understood that an appeal will soon be filed. Miss Phillips alleges that the show was created and written by her, and asked for an accounting. She alleged that she was not on a regular salary while employed by WGN 1930-1932 when the show was started. Judge McKinley ruled that the WGN manager had given Miss Phillips the general outline for the show and that she did not show independent ownership. The show is presently sponsored by WGN by the Borden Co., Chicago. Miss Phillips writes Guiding Light, Road of Life and Woman in White which are produced by Carl Wester & Co., Chicago.

Oke Doke in Chicago
KRAFT PHENIX CHEESE Corp., Chicago (Oke Doke cheese covered popcorn), on July 13 started a series of spot announcements varying from 20-words to one minute on these Chicago stations: WMAQ, WBMM, WGN, WJJD. Individual licenses of the confection are subscribed for the advertising in various cities and the announcements are being placed through J. Walter Thompson Co., Chicago.

Union Pacific's 65
UNION PACIFIC RAILROAD Co., Omaha, on July 8 for 13 weeks started three-minute transcriptions weekly, entitled Surprise Your Husband and featuring dramatized recipients on 65 stations throughout the country. Caples Co., New York, handles the account.
LISTENER

Preference

THE PROOF
Five of the First Six Are on KSD Programs

750,000 voters took part in the 1939 Radio Guide poll to select the Stars. Five of the first six leaders are on KSD programs. In the 1939 Motion Picture Daily poll, four of the first five and in the World-Telegram poll, eight of the first twelve were heard on KSD.

In previous nation-wide polls leading stars on KSD programs have ranked as "firsts" year after year.

USE KSD TO INCREASE SUMMER SALES!

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

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

L.B. Wilson
Bootleg Broadcasting

THE MEXICAN “border station” situation has taken on a more sinister aspect—one that amounts to bootlegging in commercial programs. It is a sad commentary on American business but the records nevertheless reveal that a substantial number of big manufacturers, including those in the soap field, are buying time on these stations to reach not Mexican but American listeners. They are doing it because rates are lower and because there are no restrictions on commercials.

Thus, while we tighten up on ethics and business practices in this country, some American business organizations, interested only in the dollar return today rather than sound building for the future, are helping regenerate American broadcasters continue their sabotaging and bringing in the United States Congress the opportunity to legislate foreign ownership and intrastate broadcasting. These stations, totaling about a dozen, have only their transmitters on Mexican soil, using directive antenna arrays to reach listeners in the Midwest and the Southwest. They are employing higher and higher powers—superpower—which we frown upon for our own stations.

For a half-dozen years outlawed American broadcasters, unable to hold licenses in this country, have been sputtering at strategic locations just across the border. They have bombarded American listeners with fake cancer cures, goat gland rejuvenations, fortune-telling charlatans who somehow come off as the gullible—all illegal in this country. By one device or another, licenses to operate these stations were obtained through the subterfuge of Mexican corporations. Because there is no agreement on frequency allocations these stations have operated on “mid-channels” causing serious interference to the reception of our own stations.

The Postoffice Department time and again has taken a hand in this situation by refusing to deliver mail on grounds of violation of the Postal statutes. Yet, legitimate American business houses are patronizing these stations which flout our laws and which injure and impede public service of our own stations.

These outlawed broadcasters do not pay taxes in this country and are not amenable to our radio regulations. But they derive their revenues from Americans—not Mexicans. American radio advertisers, buying time on such stations in increasing numbers, are not only condoning these extralegal activities but actually are helping them to become established on firmer ground to the detriment of the best interests of business in this country.

A Dead Issue

WHEN THE FCC took over from the Old Radio Commission exactly five years ago this month, the number of broadcast stations identified with newspaper under the New Deal has been in excess of 100. As of July 1 of this year, the number of stations in operation or authorized for construction owned in whole or part by publishing interests was exactly 246—slightly less than one-third of all the stations in the country—and several more were being added by FCC decisions even as these lines are written.

Thus, despite frequent criticisms of newspaper ownership and in the face of the oft-expressed antipathy of the Roosevelt Administration toward newspapers and newspaper-radio control, the trend has continued with greater acceleration under the New Deal than under either the Hoover or Coolidge regimes. The New Dealers may not like it, but they evidently know there is nothing they can do about it under the present law. Many of the stations now in newspaper hands were purchased, but even more are new ones which were authorized for construction by the FCC. As for changing the law, there is no apparent disposition in any quarter at present to change it with respect to newspaper ownership, for the newspaper stations, by and large, have comport themselves with high regard for the public service values of broadcasting.

That the FCC is cognizant of its inability to curb newspaper ownership was evidenced last month when, after declaring its intention of making a “test” of the so-called Allentown case, involving the merger of two part-time local stations into one which would be newspaper-controlled, it relented and authorized the merger and transfer unilaterally and without the scheduled hearing. A contrary decision probably would not have held water in court.

Recognizing the danger of potential abuses, which happily have been the exception rather than the rule in recent years, it has always been our contention that it is none of the Federal Government’s concern what other lines of business station owners may engage in, so long as they meet requirements of public service in the operation of their stations and so long as they are not aliens. A lot of fuss and bother has been raised about newspaper ownership, multiple ownership, local monopoly and similar things. But these attacks on broadcasting policy have been made. But for every apparent precedent one way, one or more can be cited exactly the converse.

Decade of Progress

BECAUSE television, the glamour child, has all but blacked out developments in the more plebian forms of radio, scant notice has been given outside the broadcasting industry itself to a momentous event. The new rules and regulations governing standard broadcasting constitute the most significant advance in broadcast operations in more than a decade.

Under these rules, which become generally effective Aug. 1, there will be gradual improvement in the service to the public in practically all areas—resulting apparently, stronger, better interference-free signals. In lieu of three present classes of stations (clear, regional and local) there will be four general classes. And except for the Class I clears which are pegged at 50,000 watts, all other classes will enjoy beneficial power increases. A substantial number of the regional, now limited to 1,000 watts at night, will be enabled to use five times that output. The locals, long operating under the stigma of 100-watt “peanut whistle” power at night, will be permitted to use 250 watts, plus 50 watts in what used to be a secondary regional classification.

These are only a few of the forward steps made possible under the new rules. The one-year license, while niggardly under the provisions of the law allowing three-year tenures, nevertheless will tend to alleviate some of the distress that has been caused by the new rules. It is not unusual for long with six-month licenses. But in the purely technical aspects, as embodied in the Standards of Good Engineering Practice, provisions are made for enhancement of station performance. To the listener this means better reception. To the advertiser it means larger coverage, which is one of the desired benefits.

It is unfortunate that the full benefit of the changed rules as originally contemplated, can not be realized now. There was due to be a reallocation of broadcast facilities, based on the terms of the North American Regional Broadcasting Agreement adopted in Havana in 1941, which will redefine the cornerstones of the new structure. Mexico’s refusal to ratify this treaty without a concession which would permit it to retain American-financed stations on the border, thus far has balked the reallocation.

Instead of receiving changed assignments and full-time operation, many of the existing unlicensed stations will continue on present assignments in most cases but will reap the benefits of the power increases, interference limitations and other advances which are possible without the actual reallocation.

Through the years the only branch of FCC operations (and of its predecessor Radio Commission) which has not been subjected to severe criticism has been its Engineering Department. Dr. C. B. Jolliffe distinguished himself as the chief engineer who organized the first department of the permanent FCC. His work was ably carried forward by Comdr. T. A. M. Craven, now a Commissioner, and in turn, Lieut. E. K. Jett, the present chief engineer, has kept the technical branch functioning smoothly and harmoniously. The new rules and the projected reallocation can be attributed to the work of this department and to Assistant Chief Engineer Andrew D. Ring who has been a mainstay of broadcast policy. This was instrumental in the methodical development of the new engineering practices which make possible these beneficial results.
If you happened to Omaha and asked to see the “head man” of WOW, a station with a particularly appropriate call letters in view of its ownership, likely as not you would be directed to the city's most ornate building and ushered into a giant bank vault flanked by plain clothes men quietly sitting cross-legged on high stools and armed to the teeth.

In an office nearby you would be greeted by a veritable mountain of a man with snow-white hair, who bears the title “personnel director of WOW.” But his primary function is really that of chairman of authors of the Worldmen of the World News, member of WOW, the man who keeps an eagle eye on the $128,000,000 in liquid securities which belong to the 400,000 members of the Society. Hence the safe deposit vault.

In such an odd setting sits William Russ, figuratively the helmsman of WOW. He sits behind the scenes, but his genius nevertheless makes a distinct impression in radio. Although he has shunned the spotlight, he has been a participant in many important industry matters, notably copyright.

It is the hand of Mr. Russ that controls the dynamic energy of WOW’s dapper young general manager, John J. Gillin Jr. Policy matters, in the final analysis, are settled by Mr. Russ, who counsels and advises the brilliant Johnny but who keeps entirely in the background as far as the station’s operations are concerned.

Mr. Russ is known to his intimates as “Big Bill” because of his giant stature. His dress is modish and immaculate, his smile infectious. He is a story-teller of the old school with a limitless repertoire. At WOW staff parties and luncheons and banquets, he unlooses a Will Rogers type of home-spun anecdote and philosophy.

Mr. Russ entered Worldmen activities via pharmacy and radio via insurance. At the turn of the century he owned his drugstore in Cleveland, and was the presiding officer of the druggist association of that city. In 1919, after 28 years in the drug business, he sold his business and took a full-time to fraternal work. He moved to Omaha in 1933 and was advanced to chairman of authors of Worldmen in 1936, when he also became the supervising official of WOW.

William Russ was born in Cleveland, April 23, 1875. He was educated in the grammar and high schools of that city and became a pharmacist in 1896. Three years earlier he had entered the drug business and acquired a part ownership in a drug store. He served as a member of the Board of Trustees in the School of Pharmacy prior to its absorption by Western Reserve University and became an important figure in the drug and pharmaceutical industry, working actively in national trade organizations in that field.

Establishment of WOW’s elaborate studios and offices in the Woodmen headquarters building was largely the work of Mr. Russ. His supervision of WOW personnel has set some kind of record. The staff has grown to 72 full-time employees. Changes in personnel are rare. Two or three staff members have left during the last few years to go to fame and glory in radio, but for the most part, the only changes since Mr. Russ took charge have been due to marriage of young ladies of the clerical staff.

A stickler for maximum performance and appearance, Mr. Russ has insisted upon introduction of radio’s most modern innovations at WOW. He lives a quiet life in Omaha. He was married 40 years ago. Mrs. Russ died last year.

He finds time to play golf two or three days a week, loves horse-racing and frequently attends the Ak-Sar-Ben Races in Omaha. He is a member of the Omaha Club, Athletic Club, Kiwanis Club and the Omaha Country Club. His interests include a hobbyist for polo, pinochle, bridge and rummy players.

Paul White, CBS director of public affairs, sailed from New York July 7 for Bermuda for a month’s tour to Europe, where he will confer with CBS representatives and officials of foreign networks during companies’ regarding future CBS broadcasts from Europe. The United States expects to return to early in August.

TREVOR ADAMS Jr., formerly the sales staffs of WHN and WMCA, New York, has joined The Graph Network as Texas representative. Adams’ transfer to the Southwest radio field follows that of his father, John T. Adams, who recently became executive vice-president of GN.

L. W. BROCKINGTON, CBS chairman, and W. Gladstone Murray, CBS general manager, sailed from July 8 from the Empress of Russia for a ten-day visit in London, England, where they will confer with officials of the BBC.

C. ALDEN BAKER, formerly national commercial manager of WCBU, Charleston, W. Va., has joined WKRN, Youngstown, O., as sales director.

WALTER RICKETS, former head of the WJAR, radio station, Cleveland, signed July 14 to join Republic Pictures, Hollywood, as assistant to Samuel Goldwyn, president of the studio.

F. E. MCDONALD Jr., president of Zenith Radio Corp., Chicago, recently announced the election of Walter C. Thompson as vice-president of the company and the appointment of John R. Isenlund as assistant to the president. Mr. Thompson was formerly with the Radiola Corporation and Federal Telephone and Cable Co., and was general manager and director of Pilot Radio Corp., Mr. Isenlund was a deputy vs. inspector under NRA and later joined the staff of Philco.

R. M. WALLACE, manager of WAMT, Charleston, S. C., is the father of a boy born recently.

C. E. WEBBER, formerly a partner of the Chicago company, now in Beavertown, Va., has joined the sales staff of WRTD, Richmond, Va.

S. E. BOSKA, of RCA’s public relations staff is back on the job after an absence of six weeks because of illness.

DALE DRAKE, radio director of Craft Ad. Agency, Dallas, has been named commercial manager of WRR, Dallas.

FRANK O. MYERS, recently with KJZ, Fort Worth, has been named manager of KJZT, Paris, Texas. He succeeds Fred Humphrey, who has been manager of KJZT, San Antonio, Texas.

HOWARD BEYNTA Jr., account executive of KFVW, Hollywood, was arrested on May 29 under a bill of complaint in an accident which may cause him to lose the use of his left hand. A porcelain figurine that he broke in his efforts to save several small arteries and tendons.

WILLIAM TRENKER, formerly of WFIL, Philadelphia, has joined WIRX, Utica, N. Y., in charge of sales promotion.

NED BUTLER, former newspaperman, has joined the sales department of KLRA, Little Rock, Ark.

John F. Royal, NBC vice-president in charge of programs, flew to Washington July 16 aboard the Yankee Clipper to see Arturo Toscanini, conductor of NBC’s Symphony Orchestra; Paul Archard, NBC representative in Paris; Fred Bate, London representative of the network, and Max Jordan, NBC’s executive in Central Europe. Mr. Royal is due back at his post in New York July 18.

ARTHUR J. LADENBERG, recently commercial manager of KUTA, Salt Lake City, has joined manager of the new KVOO, new under construction in Provo, Utah. Work has been started on the station, which is to be sold to a local syndicate. Personnel of the new station is now being selected and will soon be announced.

Jack Latham, former president of American Cigar & Cigarette Co., and well known in radio advertising circles, and Mrs. Latham, are the parents of their first child, a boy, born June 13 at Stamford, Conn.

Leslie W. Joy, general manager of KYW, Philadelphia, was with Phila-
delphia’s new company who’s present position was partner in the advertising agency of Dickson & Ford.

Fred S. Hugo, general manager of WCBS, New York, who is said to be in the running for a new local which he was instrumental in installing, has resigned from that post due to illness.

Marjorie Snyder, daughter of Glenn Snyder, manager of WLS, Chicago, has joined the WLS commercial department. Wells Barnett, formerly of West-Barnett-Arnett Agency, Chicago, has also joined the WLS commercial department.

John Gillin has been transferred from the WLS commercial department to the new merchandising department, a newly created WLS post.

Phil Stearns, former supervisor of the radio division of the Federal Theater Project, recently joined KFRC. San Francisco daily and public relations manager. He succeeded Pat Kelly, now free-lancing.

Keith B. Collins, manager of KX (Conno, Glendale and Virginia Gor-
ette were married in that city July 1.

William G. James, controller of music for the Australian Broadcasting Commission, Chicago recent, has joined the staffs of NBC, Chicago, with studying facilities and library methods at NBC studios.

Frank R. Mills, of the Champaign (Ill.) News- Gazette, has taken over the duties of advertising director of WGDY, Champaign, Ill., the newspaper’s radio station.

William W. Behrman, director of WBOV, Terre Haute, Ind., recently was elected vice-president of the Terre Haute Chamber of Commerce.

Barry M. CLOW, of the sales staff of WCLY, Joliet, Ill., married Miss Jane Patterson June 6.

Stan Hbson, formerly with the staff of KUHI, Wat-
soulville, is now secretary and pub-
city director of Brookdale Lodge, near Santa Cruz, Cal.

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 53
PARKER HEADS WEAN

Malcolm Parker, for two years New Haven studio manager of WICC, Bridgeport, has been appointed station supervisor of WEAN, Providence, by John Shepard, 3d, Yankee-Colonial president. He took over his new duties at once, filling the position left vacant by the resignation of James Jenkinson. Jud Labay succeeds Mr. Parker at New Haven.

ECKELBERG, PABST WIN PROMOTIONS

Appointment of Wilbur Eckelberg, manager of KFRC, San Francisco, as general sales manager of the Western Broadcasting Company, was announced July 1 by Lewis V. O. Weis, president and general manager of the company. Mr. Eckelberg has been with the station for 3½ years. He entered radio nearly a decade ago as manager of the KROX station, Scott Howe Bowen Inc. In 1935 he joined the New York office of Ed. Petry & Co., and a year later returned to the Coast with Weis.

Mr. Eckelberg has been manager of KFRC for 3½ years. He entered radio nearly a decade ago as manager of the KROX station, Scott Howe Bowen Inc. In 1935 he joined the New York office of Ed. Petry & Co., and a year later returned to the Coast with Weis. Upon graduation from Stanford University in 1927, joined the Don Lee organization and has been with it in various capacities since that time. Ward Ingram, sales manager of the San Francisco Don Lee outlet, was named assistant manager. Ben Harkens remains as program director.

Walter Blaufuss, conductor of NBC-Chicago on the National Farm & Home Hour, recently composed a march titled "Forward Future Farmers." During his six years on the program Mr. Blaufuss has arranged a number of compositions for use exclusively on the show.

Paul L. Riesser, formerly of the announcing staff of WJR, now has returned to the staff as vacation announcer.

Hamilton Ridgell, city editor of the KXX, Hollywood, news bureau and Beatrice Howson, of Los Angeles, were married in that city July 29.

Russell Hughes, KFWB, Hollywood, writer-producer, has taken over production duties of the studio July 18 when Manning Ostraff, head of that department, leaves on an extended vacation.

Arthur Godfrey, announcer of WJZ, New York, is conducting a daily column in the Washington Daily News, titled "As I Was Saying...."

Ted Green, described as the originator of Dorothy好吗和的"Trytons," has been appointed as entertainment director of the Mutual Broadcasting System. Mrs. Melrose was named secretary of WOR, Newark, was married recently to Richard Hardin of New York.

Jack E. Sarnoff, president of the NBC electrical division, has been transferred to NBC Hollywood, on the West Coast, it was announced yesterday by Richard A. Ruppert, promotion manager of WSAI, Cincinnati, recently resigned from the Cincinnati YMCA night school with whom, and is taking the state bar examinations. Michael H. WSAI announcer, recently purchased a new two-sector monitor at the National Exhibit in Chicago.

Dreser D. Hallestede, NBC Hollywood announcer, has been transferred to San Francisco for two months. He has been engaged on the Mary Rose Band's tour of the Orient and will head for a honeymoon trip to Florida and Mexico. Tommy Knode, of the news staff of WMC-TV, Chicago, is the father of a baby boy born in June.

Kleve Kirby, announcer and news commentator of WWL, New Orleans, and his bride of late June, Elkie Buiset, of the New Orleans Press-Telegram, are the parents of a girl born June 24.

Franklin Bingham, KHJ, Los Angeles, news commentator, has resigned to join the NBC Hollywood staff.

John Byron, new to radio, has joined the announcing staff of WCCO, Minneapolis.

Richard Noble, formerly of WDU, Champagnie, has joined WCCO, Springfield, Ill., as sportscaster.

Nell Cleary, of NBC Hollywood press department, is recuperating from a major operation.

Bill Frost, formerly chief announcer of WIRE, Indianapolis, has joined the announcing staff of WWA, Cincinnati.

Franklin Mitchell, chief announcer of WJZ, Baltimore, is the father of twins, a boy and a girl, born June 20.

Francis Craig, band leader featured on WNOX, Knoxville, recently was commissioned a Tennessee Colonel of the Air Force Reserve. Col. Craig is a cousin of E. W. Craig, executive director of WSM.

Bill Beal, continuity chief of WLS, Chicago, resigned July 1 and joined Cynthia Gate, Jean Spitalny, personal friends of the late William Beal, KDKA music director, and Morgan Glenn to present their new program, "The Night Beat." R. Goldie Buckingham, former editor of the Rinardae News, recently joined WNOX, Knoxville, Tn., as merchandising director, succeeding Harry J. Doyle.

Walter White is producing the weekly half-hour Don Lee-Mutual network program, "The Children," from Larkentine, Los Angeles. Tony La Frano announces.

Bill L. Haworth, formerly of KEHE, Los Angeles, has joined KJH, that network station.

Bill Dougherty, program director and chief announcer in charge of special events at WRL, Columbus, Ohio, recently joined recently to join the announcing staff of WIB, Cumberland, Md.

Robert N. Perry, program director of WORL, Boston, and Helen Hor- worth, WORL production manager, recently announced their engagement and coming marriage in September.

Sam Haynes, Hollywood news commentator, recently announced a new weekly radio quarterly-hour program, "Daily Speculator," on the CBS Pacific Network. He will be heard in women's listening rooms. He continues his weekly radio column, "The Ballot Box" on the CBS California network under continued sponsorship of Eucil Candy Co.
TAKE A TRIP WITH US TO "NEVER-NEVER-LAND"
WLW has paid the topsy-turvy fare!

Recently, WLW has been making some curious statements — in this and other publications. For example, WLW said, regarding a 13-city "survey" in what they term their "primary market":

"Results show that the average audience tuned in to WLW Monday through Friday is 111.8% greater than that of the dominant local stations serving these markets." Whew!

And: "The leading local station in each of these 13 markets was able to attract only an average of 22.8%." Whew!

And: "WLW so dominates this territory that, day in and day out during the entire week studied, 48.3% of all radio homes were tuned to WLW." Whew!

The weather's kind of hot but, even so, our friends of WHAS in Louisville (one of the 13 cities) asked questions . . . since the "survey" admitted that the week day score showed a Louisville audience almost five times greater for WHAS than for WLW. The "research organization" explained that "Louisville was an exception" but "elsewhere WLW does dominate the entire area".

So we took our pen in hand (Charleston, W. Va., is another of the 13 cities). "How come," we said, "that in the same weekly recapitulation of the same WLW 'survey' during the mornings WCHS had 100% more listeners than WLW, in the afternoon, 22% more, and, for the entire week, 20% more . . . how come the 'elsewhere'?"

The "research organization" answered us. "There were two of the cities in which this study was conducted where the average weekly listener percentage favored the leading local station over WLW. These cities were Charleston, W. Va. and Louisville, Ky."—then they added that WLW's claims were the result of "averaging" markets and stations.

So we who questioned the "survey" are left with the claim of a radio station—WLW—offering coverage of a "Never-Never-Land" to which no one ever journeys except to discuss "averages".

WHAS—a real station in a real city—dominates its markets. WLW proved that!

WCHS—a real station in a real city—dominates its markets. WLW proved that!

All of which leaves WLW supreme with its "average audiences" in a mythical kingdom called "Average". So long as that's clear, everybody's happy.

And, by the way, now that we're back to thinking about real people in real markets, we are grateful to WLW for proving again that in Charleston, more people listen more hours to WCHS than to any other radio station!

WCHS
5000 Watts *
*(CP Permit LS)

CHARLESTON • WEST VIRGINIA

The Branham Company—National Representatives
ADRIEN POULIOT, secretary of the Faculty of Science at Laval University, Quebec, has been appointed to the board of governors of the CBC in place of Mgr. Alexandre Vachon, rector of Laval University, who resigned because of the increase in his duties as rector.

Pouliot is a civil engineer, professor of mathematics, graduate of Laval, University of Montreal, University of Chicago. He is a member of the Institute of Civil Engineers, of the Societe de Mathematiques de France and of the American Mathematical Society. He will serve the unexpired portion of Mgr. Vachon's term, which ends Nov. 2, 1941. Ira Dilworth on leave from his position of associate professor will be on leave from the University.

Radio - Press Executives On Yankee Clipper Flight

WHEN the Pan American Airways' Yankee Clipper took off July 7 for England and Ireland, the passengers aboard included John F. Royal, NBC program vice-president; General Manager of WMAL and KGKO, Fort Worth, and publisher of the Fort Worth Telegram, and General Manager of the Des Moines Register & Tribune, affiliated with the WSB System (KSN-

BROADCASTING • Broadcast Advertising
An invitation to join the parade of SMART agency people, advertisers who call on us for FACTS

Here every day come people. Smart people on the prowl. Agency people, advertisers and others plus. More will come tomorrow and more next day—for requests rise steadily.

What on earth brings this regiment?

* The fact that WOR is an old subscriber to, and acute analyst of, the listening findings of such crack services as Hooper, Crossley, Hooper-Holmes, and Ross-Federal. These, in turn, are packaged into the facts YOU want—easy to find, work from, make profit of. All grouped, classified, simplified, to help YOU pick the right time, opposite the right show with minimum trouble and mayhem.

** The fact that MORE THAN 60 SUCCESS STORIES are carefully filed for comparison and profit-making study. Everything from autos to hot dogs to lipstick to turkey. What WOR doesn’t have it will search for with the calm ferocity of a Charlie Chan.

*** The fact that our flying wedge of market experts are hip-deep in uncommonly sound facts regarding the greatest market group in America—and HOW you can dig into it at less cost more quickly. We might add such facts as—trading characteristics as they affect radio, and YOUR radio investment, time selection by buying habits, et al.

**** The fact that some 400 carefully indexed cards record the rise and fall of WOR contests and offers day by day, hour by hour, show by show. What contest is most successful at what time? Does YOUR offer have a chance? What offers and contests have been most successful on WOR? Why? We know.

Here are good radio minds backed with sound radio market and listening dope ready to do expert work for you. WOR is aware, alert—and always particularly anxious to show WHY one greater-New York station deserves your undivided attention.

Pssst!—a postcard, note or runner directed to WOR, 1440 Broadway, in New York, will bring back pronto a copy of “Morning Audiences in New York”, the recent Hooper-Holmes-WOR listening study condensed to nine quick-readin pages.
WGBA, Milwaukee

Emery, Milwaukee, Wis. 

Standard Oil Co. of Ohio, Cleveland, 2 a week, thru McCann-Erickson, Cleveland.

Professional & Gamble Co., Cincinnati (Ivy Bakes), 5 as weekly, thru Compton Adv., N. Y.

Nissan Cleveland Co., Cleveland (point), 6 as weekly, thru Campbell-Sanford Adv., Clevelanld.

Montana Club, W. Va. Co., Cleveland, (Sapphire 2.0), 5 as weekly, thru Griswold-Ehdeho Co., Cleveland.

Metro-Goldwyn-Mayfair, New York (motion pictures), 13 as weekly, thru Donahue & Co., N. Y.

WGN, Chicago

Lever Bros., Cambridge, Mass. (Rimso), 4 a week, thru Rutherford & Ryan, N. Y.

Cape

Dr. Miles Labs.

White Laboratories, St. Louis, 2 a week, thru Aitken & Sons, Chicago.

Stanco Inc., New York (Flit), 5 a week, thru McCann-Erickson, N. Y.

KPH, Los Angeles

Adolph Milk Farms, Los Angeles (dairy products), weekly, thru Lord & Thomas, Los Angeles.


Los Cabin Bridg Co., Los Angeles (Romna Meal bread), 2 weeks thru Schools Adv. Services, Los Angeles.

Streamline Co., Los Angeles (beverages), 3 weeks thru Mayers Co., Los Angeles.

A 1938 BUSINESS OF BROADCASTING

WLS, Chicago

Omar Inc., Omaha (four), 5 sp week,


United Pacific Railroad, weekly thru Coples Co., Omaha.

Illinois Farm Supply Co., Chicago, weekly sp.


Industrial Training Corp., Chicago, 4 a week, thru James R. Lanke & Assoc., Chicago.

Donn Studios, Omaha, 3 as weekly, thru Lessing Adv. Agency, Des Moines.

R. F. Goodrich Co., Akron, 6 as weekly, thru Griswold-Ehdeho Co., Cleveland.


KNX, Hollywood

Cern-Loc Co., Los Angeles (Cranchette), 6 sp weekly, thru Associated Agency, Los Angeles.

Stephenson Bros. Philadelphia (Marvel cigarette), 3 sp weekly, thru Altman & Kastor, N. Y.

J. A. Folger Co., San Francisco (coffee), 5 sp weekly, thru Raymond R. Morgan Co., Los Angeles.

Goodyear Tire & Rubber Co., Akron (tires), thru Arthur Kuder, N. Y.

Los Angeles Soap Co., Los Angeles (White King), 5 as weekly, thru Raymond R. Morgan Co., Hollywood.


Coca-Cola Bottling Co. of California, Los Angeles (beverage), 5 t week, thru S. R. Ray and Ruder, N. Y.

Seven Up Bottling Co., Los Angeles (beverages), 14 sp, thru Buchanan & Co., Los Angeles.

WOAI, San Antonio

Duncan Coffee Co., Houston (tobacco), 14 as weekly, thru Steele Adv. Agency, Houston.

Benny Krouton, 6-8 tablets, 2 a week, thru R. H. W. Kastor & Sons, Chicago.

Baltimore Mills, Inc. (Gold Medal, Korn Kix), 5 a week, thru Bobinet-Sample-Humack, Chicago.

Steed & Thompson Co., Philadelphia, thru McCann-Erickson, N. Y.

Raymon Currin, thru McCann-Erickson, Los Angeles.

WLA, Los Angeles


Cook's Products Co., San Francisco (Glorious Horseshoe) weekly thru Raley, San Francisco.

Staaco Inc., New York (Star D & R Products) 10 a week, thru McCann-Erickson, N. Y.

KOMA, Oklahoma City

Great Western Sugar Co., Denver, 52 sp weekly thru McCann-Erickson, Denver.

Colest Salt Co., Hutchinson, Kan., 194 a week thru Fire-Hauly Co., Kansas City.

Abbott Co., Dallas (Abby), 13 a week thru Tracy-Locke-Dawson, Dallas.

KMP, Beverly Hills, Cal.

Smart & Co., Hollywood (cosmetics), weekly sp. direct.

United Pacific, Portland, Omaha, (rail), 5 as weekly thru Coples Co., Los Angeles.

"We bat out sales and net big profits on WRC in Washington."  

WMCA, New York

New York Daily Mirror, New York, 4 sp. direct.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetables compound), 3 t weekly, thru Erwin, Wasey & Co., N. Y.

Davco, Stores, New York (radio-sporting goods), 8 sp weekly, thru Cushman's Sons, New York (bakery), 6 t weekly, thru S. C. Croot, N. Y.

Sweets Co. of America, New York (Footwear), 13 weeks, thru Biow, N. Y.

Rambler, New York, 12 sp weekly, thru Midtown Adv. Agency, N. Y.

Finnegan Products, New York (Arrid deodorant), daily, 20 a week, thru Erwin, Wichita, Ft. Smith.

Yekkes-Etichenbaum, New York (flavor-added meals), 5 as weekly, thru S. C. Croot, N. Y.

WOB, Newark


Duggert & Rannell, New York (cold cream), 5 a week, thru McCann-Erickson, New York.


Ramsele Inc., New York (sugar cubes), thru W. J. Hamilton, N. Y.

KFL, Los Angeles

O'Keefe & Merritt Co., Los Angeles (stoves refrigerators), 3 sp weekly thru Art & B. Archibald, Los Angeles.

American Tobacco Co., New York (Tobacco Cigarettes), thru Lord & Thomas, N. Y.

Genora Drug Co., New York (cereals), 5 a week, thru Reuter & Reuter, N. Y.

Pavoni, Inc., Los Angeles, thru Beson & Beson, N. Y.

Railway Express Agency, New York (express service), 3 a week, thru Chicago, N. Y.

WFFA-WBAP, Dallas-Ft. Worth

Potter Drug Co., Colen. Co., California (Vitamin), thru B. S. Lewis, N. Y.

Lever Bros. Co., Cambridge, Mass. thru Staford & Toms, N. Y.

Snoo, Inc. (New York), thru Beson & Beson, N. Y.

White King Soap Co., Los Angeles, thru R. Morgan Co., Los Angeles.

WAAB, Boston

House of Old Molineaux Wines, Boston, 200 a week, thru Rossi & Thrush, N. Y.


Kemp & Lane, Boy, N. Y. (orange line), thru Hughes-Wolf & Co., Rochester.


KSRG, Santa Rosa, Calif.

Hein's Bio-Meat, Paloma, Cal. thru Breeder & Breeder, thru T. B. Sutter, N. Y.

Pilot Radio Corp., Long Island City, New York, thru T. B. Sutter, N. Y.

KOY, Phoenix

White King Soap Co., Los Angeles (granulated soap), 5 a week, thru Raymond R. Morgan Co., Hollywood.

WJZ, New York

Peter Paul, Nautuck, Conn., thru the Crown Mills, daily 50 a week, thru Plant-Forbes, N. Y.

Page 58 • July 15, 1939

BROADCASTING • Broadcast Advertising

WMCA, New York

New York Daily Mirror, New York, 4 sp. direct.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compound), 3 t weekly thru Erwin, Wasey & Co., N. Y.

Davco, Stores, New York (radio-sporting goods), 8 sp weekly thru Cushman's Sons, New York (bakery), 6 t weekly thru S. C. Croot, N. Y.

Sweets Co. of America, New York (Footwear), 13 weeks thru Biow, N. Y.

Rambler, New York, 12 sp weekly thru Midtown Adv. Agency, N. Y.

Finnegan Products, New York (Arrid deodorant), daily 20 a week thru Erwin, Wichita, Ft. Smith.

Yekkes-Etichenbaum, New York (flavor-added meals), 5 a week thru S. C. Croot, N. Y.

WOB, Newark


Duggert & Rannell, New York (cold cream), 5 a week thru McCann-Erickson, New York.


Ramsele Inc., New York (sugar cubes), thru W. J. Hamilton, N. Y.

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Hein's Bio-Meat, Paloma, Cal. thru Breeder & Breeder, thru T. B. Sutter, N. Y.

Pilot Radio Corp., Long Island City, New York, thru T. B. Sutter, N. Y.

KOY, Phoenix

White King Soap Co., Los Angeles (granulated soap), 5 a week thru Raymond R. Morgan Co., Hollywood.

WJZ, New York

Peter Paul, Nautuck, Conn., thru the Crown Mills, daily 50 a week thru Plant-Forbes, N. Y.
A national drug manufacturer made his own survey of Tulsa Druggists regarding popularity and sales effectiveness of Tulsa stations. KVOO preference was 61% above competition! The advertiser is now using KVOO.

Tulsa druggists appreciate KVOO's popularity in the Oil Capital! Their enthusiasm is shared by druggists within a 75 mile radius of Tulsa. This area contains 40% of Oklahoma's population, furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's Greatest Market with KVOO, Oklahoma's Most Powerful Station! Also Primary Coverage counties in Kansas, Missouri and Arkansas! 25,000 watts. Both N.B.C. Networks. Edward Petry and Company, Inc., National Representatives!
Carter’s Two Series
CARTER PRODUCTS, New York (Carter’s Little Liver Pills), on July 3 started a 52-week campaign of five spot announcements weekly on a large list of stations in the East. The exact number of stations was not divulged by Spot Broadcasting, New York, which places the spots for Street & Finney, New York, the agency in charge. Ferndine Products Division of Carter also started a campaign July 3 for Armit deodorant using three spot announcements weekly for 26 weeks on about 20 stations, including WLB, New York, WNEW, New York, WJJD, Chicago, and WIND, Gary. This division is also placed by Spot Broadcasting, with the agency in charge, Small & Seltzer, New York.

Radio Advertisers
BRISTOL-MYERS Co., New York (Sia Helen), on July 6 started a 13-week sponsorship of Quin Ryan’s quarter-hour news commentary program, Mondays, Thursdays and Saturdays on WGN, Chicago. The program is produced by the agency and hosted by Gary. This program is sponsored by the other four week days by Manhattan Soap Co., New York, for Sweetheart Soap. Young & Rubicam, New York, handles the Bristol-Myers account, and Franklin Bruck Adv. Agency, New York, placed the Manhattan Soap account.

O'CEDAR OF CANADA, Toronto (floor polish) on Aug. 31 started a series of Thursday evening half-hour live programs to run 52 weeks entitled I’ll Tell The World. Program will be produced and encoded by Roy Ward Diesel, Toronto. Account was placed by Dickson & Ford, Toronto.

RAILWAY EXPRESS AGENCY Inc., Chicago, has started a series of three-weekly time signal announcements on WGN, that city. Caples Co., Chicago, is handling the account.

O'KEEFE & MERRITT Co., Los Angeles (stoves and refrigerators), has returned to a series of three weekly quarter-hour early morning news programs featuring Pat Bingham commentary, on KFI, that city. Contract is for 52 weeks. Agency is Richard B. Atkinson Adv., Los Angeles.

Life Savers to Expand
LIFE SAVERS Inc, Portchester, N. Y., on June 22 started ten 50-word announcements weekly for seven weeks on WLS, Chicago, at the end of which period three 50-word announcements weekly will be used for the third week. More stations may be added later this summer. Young & Rubicam, New York, handles the account.

MODERN AGE ADVERTISING, New York, has been appointed to handle the English language program cooperatively sponsored by 10 sponsors: Hoosier Inc., (cuckoos), the French Line, the French Government Tours, and seven French and American manufacturers. These 10 advertisers for the past 24 years have been jointly sponsoring The French Hour, a series of skits and music under the direction of Jo Delmotte, twice weekly on WNYX, New York. Further radio plans for fall are now under way with two new programs under consideration, one for French students and the other a French detective series.

RICHARD H. GRANT, formerly with Geyer, Cornell & Newman, Detroit, advertising manager for Nash-Vik-Tor Corp., Detroit, has been named advertising manager of the Nash division of the corporation, succeeding A. R. Beckman, who has been appointed general sales manager, W. A. Bleca.

ABERNOATICAL INSTITUTE of Technology and Aeronautics (Los Angeles airport), is sponsoring a seven-week quarter-hour quarter-hour program on KFVD, Los Angeles, thrones with the account.

INDUSTRIAL TRAINING institute, Chicago (air conditioning school), on July 14 started a series of three-weekly minute announcements on the Farm's Digest, an early morning participating program on WOR, New York. It is understood that the campaign will soon start on approximately 60 stations, James R. Lunte & Associates, Chicago, handles the account.

Los Angeles Times, one of the investigators in the campaign which eliminated radio columns from Pacific Coast newspapers, has started using a daily average of three time signal announcements daily on KXTL, Hollywood, placing direct contract. For six months, began July 9.

SUPREME OLIVE OIL Corp., San Francisco, Cal., new to radio, on June 30 started six days per week six times weekly in the combined Sunrise Salute and Housewives’ Protective League programs on WEMU, Hollywood, Colorado. Contract is for 52 weeks. Elwood J. Rebb, WBBM, Chicago, agency, Los Angeles, has the account.

CERA-LAC Co., Los Angeles (Crunchettes), new to radio, through the associated agencies, that city, on July 3 started a 13-week summer campaign on all West Coast stations, using six weekly participations in the Sunrise Salute program.

R. T. RABBITT Inc., New York (canner), sponsoring the five-week quarter-hour transcribed David Harem series on WNYX, Hollywood, for the past six months, on July 24 renew for another 13 weeks. Agency is Blackett-Sample-Hummer, New York.

JOHN R. THOMPSON Co., Chicago (restaurants), on July 19 will sponsor 10 weekly 30-minute half-hour track broadcasts on WINI, Gary, Ind., making the sixth sponsor participating in the series (BROADCASTER, June 15, 13). Wade Adv., Dallas, handles the account.

BC REMEDY Co., Durham, N. C. has signed another full-year contract for sports programs on WSM, Nashville. The agency handles two sports reviews and three 1-minute afternoon sports bulletins weekly on the station. Harvey-Massengale Co.

PUBLIC-RICKARD-Theatres, Phoenix, Ariz., having five theatres in that city, has started a three-week weekly feature Time Line, weekly on KZYK, Phoenix. Agency is Heutz, Pickering & Co., Los Angeles.

CARROLL B. KNOX Co., Johnstown, N. Y., on July 3 started a 50-week campaign of 15 spots per week, starting June 15, using five to two five day spot announcements on KFVD, KFOX, KEMI, KPKM, KARM. In addition is also sponsoring participation in daily programs on KMRT, KCOX, KJRT, KFWT, KROM, KBOY, WBBM, Chicago, handles the account.

COMMUNITY OPTICIANS, Long Beach, Calif., is currently sponsoring six programs weekly on WNEW, New York, and is planning four new WNEW programs to the schedule, including two new news broadcasts by Richard F. Wilchinsky, owner of WNEW, and a program of hillbilly music, and an interview program in the Spotlight with Rosalind Sherman. Commonwealth Adv. Agency, Boston, places the account.

Healhtails Test
HEALTHAIDS Inc., Jersey City, N. J., last month launched an unlimired campaign in September for Serutan [BROADCASTING, July 1], started testing two quarter-hour programs July 10 on WOR, Newark, one for Serutan and the other for V-Vent tonic, Monday through Fridays. Eleven days advance, broadcast from 10:30 to 11 s.m. The first quarter-hour titled Memories features Norman Bruck, who appears weekly by favorable piano melodies, and the second period is a transcribed series, Album of Life, broadcast during dramatizations of human interest incidents encountered by ‘The Wanderer’ while traveling foreign lands. If successful, the latter quarter-hour program will be expanded to include stations throughout the country. Austin & Spence, New York, handles the account.

KFVD, Los Angeles daytime station on 1,000 ke., has applied to the FCC for authority to shift to 990 ke., using 1,000 watts day and 500 night.

BROADCASTING • Broadcast Advertising
To sell MORE for LESS use the **VITAL FIFTEEN**

Here are stations that assure real results for the Spot Broadcaster

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Power (Watts)</th>
<th>Frequency (KC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>KGO</td>
<td>7,500</td>
<td>790</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KPO</td>
<td>50,000</td>
<td>680</td>
</tr>
<tr>
<td>Chicago</td>
<td>WENR</td>
<td>50,000</td>
<td>870</td>
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<tr>
<td>Chicago</td>
<td>WMAQ</td>
<td>50,000</td>
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<tr>
<td>Pittsburgh</td>
<td>KDKA</td>
<td>50,000</td>
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<td>Cleveland</td>
<td>KYW</td>
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<td>Schenectady</td>
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<tr>
<td>New York</td>
<td>WJZ</td>
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<td>New York</td>
<td>WEAH</td>
<td>50,000</td>
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<tr>
<td>Washington</td>
<td>WRC</td>
<td>500-1,000</td>
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<tr>
<td>Washington</td>
<td>WMAL</td>
<td>500-250</td>
<td>630</td>
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<tr>
<td>Boston</td>
<td>WBZ &amp; WBZA</td>
<td>50,000-1,000</td>
<td>990</td>
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<tr>
<td>Springfield</td>
<td></td>
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</tr>
</tbody>
</table>

These "super-spots" command great audiences. **THEY ARE THE VITAL FIFTEEN!**

**VITAL** Because they will produce a demand for your merchandise.

**VITAL** Because they will produce this demand in 10 of the richest markets in America.

**VITAL** Because they are programmed by NBC, assuring the finest in radio entertainment.

**VITAL** Because they have established clear-cut Local identity and well deserved prestige.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting Problem.
THE IDEA OF DOING ONE JOB WELL

Paul H. Rayme
Exclusive Radio Station
The company of the Paul H. Raymer Company is concentrated on doing one job superlatively well: the job of selling the facilities of the stations represented.
First Disc for Sponsor Is Recorded in Canada

FOR THE first time American transcription character is making a series of Canadian episodes for the Canadian stations used by the sponsor. An American Canadian story setting and a cast of Canadian actors are now engaged at Toronto to make 65 episodes for the "When Wing" aviation adventure transcription series used by Kellogg Co. of Canada, London, Ont. The actor playing "When Wing" is the only regular member of the cast to take part in the new Canadian series. The shows started production in Toronto July 3 and the first episode was to go over 15 Canadian stations and VONF, St. John's, Newfoundland, on July 14. The production and cutting takes place in the studios of CFBR, Toronto, under direction of Howard Lindsay, of J. Walter Thompson Co., who handled the Kellogg account, and Ray Purdy, of CFBR. The transcriptions are processed by the Campbell Co., Montreal. It is not at present planned to use the Canadian episodes on United States stations. With the Canadian story the Canadian stations will offer a map and decoder.

TRANSFER of the ownership of KOBH, Rapid City, S. D., to a group of seven local business men organized as the Black Hills Broadcast Co. of Rapid City was authorized by the FCC June 27. The new owners are Robert J. Dean, manager; C. A. and E. P. Quimby, millers; Ward B. Clark, broker; E. J. Grover, miller; John Balduz, machinery and J. J. Curren, mining.

In Omaha

Serving 201,430 radio homes in this rich trading area, KOIL with its tested, productive 7 POINT PLUS MERCHANDISING PLAN, is now the Basic Columbia Outlet

offering better programs, more listeners, greater results.

For an Outstanding Job, it's KOIL-OMAHA

Rep. by the Katz Agency

Page 64 • July 15, 1939

BROADCASTING • Broadcast Advertising

BOAKE CARTER returns to radio with a "syndicated" column type of news commentary on transcriptions, which he demonstrated to broadcasters at NAB Convention in Atlantic City.

NBC Disc Gains

INDICATIVE of the growth of the transcription business during the past few years are figures recently released by NBC covering the revenue of its transcription division. In 1937, the income was $566,000, approximately 40% above that for 1936; in 1938 it rose another 12% to $722,000, and another increase is seen for this year, with billings of $800,000 for the first quarter, plus another $124,000 for May and June. Revenue comes from the following sources: transcriptions for use in supplementary stations, syndicated transcription program series, such as the Lone Ranger for which NBC holds exclusive rights for use in areas not covered by the network broadcasts of this popular serial, custom built programs for advertisers, and recordings for advertisers and agency files.

Discs in Bookstores

NORMAN CORWIN, director of They Fly Through the Air, the CBS program which has won several citations from various organizations, on July 21 will be honored at a reception given at the Press Club, New York, by the radio divisions of the Theatre Arts Committee and the League of American Writers. An electrical transcription of the program will be played and Mr. Corwin will autograph copies of the book, made from the program, which were on display in the bookstore the week prior to the reception. This marks the first step by the Booksellers' Guild to promote the sale of transcriptions along with the books.

'Fag Club'

FORMATION of a "Fag Club" of radio men who enjoy the dictates of grandfathers, was announced at the NAB convention when the Arthur Churches (KBOO, Kansas City) announced the birth of a grandson. Parents are Tom Morris, of the sales staff of KGKO, Fort Worth, and Mrs. Morris, who is the former Virginia Church. The baby was born July 1.
SURE COVERAGE OF TEXAS—THE NATION'S MOST PROSPEROUS MARKET

The Branham Company National Advertising Representatives
Chicago    New York    Dallas    St. Louis    Detroit    Kansas City
San Francisco    Los Angeles    Portland    Seattle

KRLD, THE VOICE OF THE DALLAS TIMES HERALD

KRLD, ONLY COLUMBIA OUTLET
Covering Texas With 50,000 Watts
NATIONALLY CLEARED FREQUENCY
bel canto

The bell-like quality of a beautiful voice is one of the many kinds of sounds that present a problem to telephone engineers in network broadcasting.

To preserve this beauty, the Bell Telephone System has developed special circuits to link the nation's radio stations. Trained supervisors stand guard over the most modern equipment in order that the public may get the fullest enjoyment from radio.

And in Bell Telephone Laboratories, constant research goes forward to further improve the service and facilities offered to the radio industry.

RADIO WORKSHOPS USE NBC PROGRAMS

NBC announces that 12 of its programs selected "for their excellence as illustrations of the technique for education by radio" are being used as texts this summer by radio workshops at 15 universities and colleges and the National Music Camp, Interlochen, Mich. The workshops are also studying the NBC student aids issued for use by schools that employ these broadcasts for classroom and assigned home listening.

NBC is providing a number of staff lecturers for several of the workshops. Dr. Franklin Dunham, NBC educational director, is conducting courses at Columbia U. and Harvard U. and will appear as guest lecturer at New York U. Blevins Davis, director of the NBC Great Play series, is lecturing on drama at the National Music Camp and Ernest LaPrade, director of music research of the NBC music division, is a conductor at the camp. Workshops using the NBC programs for their courses include Syracuse, Catholic, Drake and Wayne (Detroit), Minnesota, Wisconsin, Iowa, Wisconsin, Texas, Washington, Southern California universities and Sarah Lawrence College.

Programs used for demonstration include NBC Music Appreciation Hour, Science on the March, Science Everywhere, Ideas that Came True, Your Health, Adventure in Reading, Story Behind the Headlines, Lives of Great Men, America's Town Meeting of the Air, Great Plays, Youth Meets Government, Art in the News. A number of NBC programs in the special events field, such as the Munich conference coverage last fall and This is America are also used in the workshops.

NBC's schedule of programs shorted to South America was increased from 8 to 11 1/2 hours a day on June 29, when WAXL began beaming its programs in that direction on the 1070-1280 kc. channel from 1 to 4:30 p.m. This is a frequency used with the directional beam antenna, feeds to South American listeners programs previously aired exclusively to Europe, including an English hour, an Italian hour, a German hour, and the first half of a French hour, each including the. quart-hour news period that serves each foreign language hour. Programs will continue to be sent to Europe by WAXL on a frequency of 17,789 kc.

NEW NBC booklet, "How Schools Can Use Radio", contains an introduction by Dr. James Rowland Angell, NBC educational counselor; an explanation of the various types of educational programs and how they may be correlated with classroom work by Dr. Franklin Dunham, educational director of the network; lists of NBC educational programs and program study aids, together with a sample worksheet and classroom questionnaire.

DRAMATIZATIONS of outstanding contributions of college research to the world's progress will make up the new "Human Adventure series" of experimental educational broadcasts to be presented by CBS starting July 25. Series will be broadcast in cooperation with the University of Chicago, which will prepare the scripts. Program, designed to show the connection between the American university and man's future, was conceived by William Benet, vice-president of the university and formerly a partner in the advertising agency of Benton & Bowles.

WBT, Charlotte, is organizing an advisory committee of education leaders of North and South Carolina to aid in the development of present and new educational programs on the station.

KOY, Phoenix, is carrying a quiz-type of audience participation program as an educational feature. Program, titled "The Little Red School House", is built around the use of words, and is conducted by Bill Woodson, staff announcer. Experts from all parts of Arizona participate in the weekly quarter-hour broadcast.

HARRIET P. HEITZ, educational director of WLS, Chicago, believes in practical demonstrations of broadcasting techniques in the NBC programs in her summer classes at Northwestern U. Her classes attend rehearsals of various WLS educational features and on July 14 Gay Colby, caller of the WLS National Barn Dance, conducted a demonstration in folk dances for the radio classes.

G. FRANKLIN DUNHAM, NBC educational director, will conduct radio courses at Teachers College, Columbia U. and Harvard this summer on the public service phases of radio broadcasting. His first course is being given at Columbia July 16-21, on "Utilization of Radio in Schools", a subject on which he recently wrote a manual issued to teachers by NBC. He will lecture on "Radio in the Public Welfare" at Harvard July 24-28, 1939.

CUBIC, the Broadcasting Council of the Board of Education, Chicago, announces that its third annual School Broadcast Conference will be held at the local Congress Hotel, Dec. 6-8, 1939, and that the Hotel Morrison as previously announced.

CBC inaugurated more frequent daily news services July 1, when in addition to the daily evening national network news cast supplied by the Canadian Press, the CBC started noon-hour newscasts from Montreal to the French network in France, from Toronto to the midwestern network in English, a morning newscast from Vancouver to the British Columbia and prairie network in English, and an noon newscast to the British Columbia network from Vancouver. Canadian Press supplies the edited news reports, under supervision of D'Arcy Marsh. Later this year the service will be stepped up to give four daily newscasts provided by the Canadian Press at a total annual cost to the CBC of $20,000. The newscasts are available to all Canadian stations, either by network broadcast or by individual broadcast at nominal line rates.
Q. So you're the super salesman of Southern California?
A. That's what advertisers say.

Q. Oh, you're a Little Sir Echo, eh?
A. No, just a little surplus.

Q. In the 4th Major Market?
A. In the 3rd. That's one surplus. Not Los Angeles County alone, but the whole "State of KFI"—the additional coverage that converts the 4th Major Market into the 3rd, and at no extra cost.

Q. Don't tell me you have a twin surplus!
A. Yes, we do. In addition to giving you the 3rd Major Market instead of the 4th, we also give you the dominant station in power, popularity and programs—the station people listen to, whose advertisers people patronize.

Q. That's what they all say. How can you prove it?
A. By a long list of both local and national repeat advertisers who have proved through results that the best buy is KFI.

Q. Now THERE is a point! You may sell an advertiser once, but he won't stay sold unless you deliver results. The best yardstick for station selection is the record of commercially sponsored periods contracted for by advertisers. Do you have a dotted line handy?

A. Yes!

The Best Buy is
THE STATE OF KFI

EDWARD PETRY & CO.  National Sales Representative
BROADCASTING  Broadcast Advertising  July 15, 1939  Page 67
Dunlap Sees Future in Shortwaves
(Continued from Page 21)

The Winner!
5,069
Radio listeners out of 5,491 in West Virginia, Western Pennsylvania and Eastern Ohio named their
First Station
WWVA
It is such outstanding preference that gets results for WWVA Advertisers!

5,000 WATTS AT WHEELING
COLUMBIA Station at Eleven-Sixty
2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

Wiod Sees Future in Shortwaves
(Continued from Page 21)

use for facsimile as a supplemental service. Television is a fleeting fashion. Facsimile leaves a permanent record. To date it is more or less of a fad. It is not amuse-
ment. Therefore it has not caught on with the public. Furthermore, it is rather slow and expensive. It lacks the spontaneity of broadcasting. But progressive broadcast and technology are evolving. It will come into its own if it operates a satellite system that will print by an electric touch, not by ink. Many uses for this facsimile machine of the future can be seen, one of which is likely to be an attachment to the television set to print the program summaries, biographical facts about speakers and summaries of events seen and to be seen on the air.

It is not too much to expect that television sets will be equipped with a bell or whistle actuated by a master signal from the transmitter. It will call the family to the television room for a special event or to warn when the curtain is going up. Radio becomes more automatic. But even that demands you more than the television system. There is an unending business, unlimited, and there is not the slightest chance in the world of the progressive broadcaster being supplanted. But the day is not too far away when he cannot be classed as a leader if he operates only a local office when there is another of Liberty and the broadcaster is not in the picture, but by 1950 broadcasters will be deep into ultra-shortwave systems. Television in 1950 is not likely to become a byproduct of the World War. Whether history is to repeat in television is something to be considered.

Regional Status Granted To KSAL, Salina, Kan.
KSAL, Salina, Kan., has been cleared for local to regional status under an FCC decision authorizing it to shift to 1120 kc. with power of 500 watts night and 1400 day but requiring it to employ a directional antenna to protect other stations on that frequency. Owned by R. J. Laubengayer, publisher of The Salina Journal, the station first went on the air in June, 1929, as a local outlet on 1500 kc.

In another decision June 27, the FCC granted WSM, Huntsville, Ala., a new station, an increase from daytime power to 1500 watts. In proposed findings of facts, which are subject to ratification, the Commission granted WLS, Florence, S. C., also a new station, an increase from daytime power to full time operation, at the request of WLS and application of Dee Best Co. for a new station on 1200 kc. in Florence. Also proposed for denial was an application of WMMF, Plattsburg, N. Y., for authority to increase power from 1000 to 1500 watts.

WIOD Labor Ruling
NATIONAL Labor Relations Board on June 28 announced an order based upon a stipulation requiring WIOD, Miami, to bargain, upon request, with the AFR and providing for reinstatement of Earl Barr Hanson, a previously discharged employee, with a payment of $500. Charges of unfair labor practices were filed by the AFL radio artists union, and a hearing on the charges was held in Miami May 11-13.

BROADCASTING • Broadcast Advertising

Page 68 • July 15, 1939

www.americanradiohistory.com
NBC goes on Record

In its new book "Broadcasting in the Public Interest" will be found important statements of policy for all those interested in radio.

When you read "Broadcasting in the Public Interest" we believe you will agree that it is an outstanding example of self-regulation on the part of a business. In the 80 pages of this volume you will find NBC policies and standards covering every phase of broadcasting. They have been planned to cover all contingencies that can arise in broadcasting, as near as that is practicable, from the viewpoint of the public interest.

Almost the moment that copies of "Broadcasting in the Public Interest" were sent out we began to receive commendatory letters from distinguished citizens. Members of the Cabinet, Senators, Representatives and other government officials express approval. So do leaders in education, industry, welfare work, medicine, religion and other professions.

In addition to its statement of policies, NBC includes in this book an account of the developments which led to their adoption. There is also a brief prediction of what lies ahead. No man can forecast the future with any certainty. NBC believes, however, that sponsors and station owners can look forward with confidence on the basis of the policies now on record.

Every person who is connected with broadcasting in any way should have "Broadcasting in the Public Interest" in his library. A request to NBC will bring you a copy without charge.

NATIONAL BROADCASTING COMPANY
The World's Greatest Broadcasting System
A Radio Corporation of America Service

BROADCASTING • Broadcast Advertising

July 15, 1939 • Page 69

www.americanradiohistory.com
**Agencies**

I. D. AUSPITZ, formerly of Auspit & Lee, Chicago, has joined Edwin Wasey & Co., Chicago, as account executive of the food division of Cubby Printing Co. that city. Adolph E. Lee remains as president of the agency which he joined in 1933 and which bears his name.

McCANN-ERICSON, New York, will move its headquarters from 255 Madison Ave. to new offices in Radio City on Sept. 4 instead of July 4, as originally planned.

STEEL UNGER, radio writer and formerly with WRCA, ABC, New York, on July 2 departed for Hollywood to become West Coast representative for Glamour Magazine.

H. A. TELFER has been appointed radio executive for E. W. Reynolds & Co., Toronto, succeeding J. M. Bowman, who has joined the Toronto office of Walsch Adv. Co.

HAWK-SVOLCK CORP., Beverly Hills, Calif., talent agency, has dissolved to form separate agencies. They are now known as William Hawks Inc. and A. George Volck, Inc. Both units remain at 9441 Wilshire Blvd. Henry Volck supervises radio activities of his organization. Volck has retained William Shiffrin as radio director.


AMORY ECKLEY, who formerly conducted his own Hollywood talent agency, has joined Columbia Management of California, that city, and is in charge of radio relations.

**Where Broadcasters Meet**

J ust around the corner from the new N.A.B. headquarters on W. Street, in the center of busy Washington.

Air Conditioned BEDROOMS • RESTAURANTS LOBBIES During the Summer Months

The MAYFLOWER

Connecticut Avenue at 1 Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

---

**WBAI Means Business in **

**BROADCASTING • Broadcast Advertising**

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**Writers Study Pact**

EXECUTIVES of the Radio Writers’ Guild in New York are studying and revising the new constitution recently adopted by its West Coast affiliate before submitting it to the American League for approval. A general membership meeting of the RWG will be held late in July to vote on the revised constitution, which allows for an expansion of the present council from 15 to 30 members, with each to be elected by the New York, Chicago and Coast regions, who will handle only local matters, to board-appointed RWG president and will preside over the three regional offices.

**Andre Mertens, European general representative of Columbia Concert Corp., newly appointed to London headquarters, will coordinate the company’s activities in Europe.**

**Andre Mertens**

**ANDRE MERTENS, European general representative of Columbia Concert Corp., succeeded as head of European operations.**

**Afraid of the high cost of local radio advertising, radio has turned to the FCC to suppress the misleading West Coast activities during absence of Donald Cope, producer, who is now in Hollywood directing the July 4th broadcast of the July Fourth show.**

**Harold J. Rudolph and Joseph L. Gale**

**HAROLD J. RUDOLPH and JOSEPH L. GALE, the new general managers of the company’s radio division, have been appointed to produce the July 4th show.**

**William B. Ricketts, of Chicago, active for many years in the field of advertising and market research, has joined the Chicago Tribune and will be in charge of the company’s advertising division.**

**William B. Ricketts**

**William B. Ricketts, former director of the advertising department of Cheil Wrigley & Co., Chicago, has been appointed director of the advertising department of the company.**

**Dickson & Ford**

**DICKSON & FORD, the Chicago advertising agency, has moved to 37 Bloor St. West.**

**Edward Mead**

**EDWARD MEAD, New York writer of Benton & Bowles, has been transferred to the Hollywood office.**

**Two first prizes in the Pacific Advertising Clubs Aasn. exhibit contest, held on Treasure Island, San Francisco, in connection with the recent PAA convention, went to NBC and KPO-KGO, San Francisco, for their promotion work during the last year. Don E. Gilman, NBC vice-president in charge of the Western Division, received the gold cup for the exhibit of the best use of direct mail, including letters, in the last 12 months, while KPO-KGO won first award for the best job of local radio promotion.**

**Two First Prizes in the Pacific Advertising Clubs Aasn. Exhibit Contest**

**Columbia Management**

**Columbia Management has joined the Writers’ Study Pact in the industry.**

**Writers Join Guild**

MEMBERS of the newly-organized western division of Radio Writers Guild, an affiliate of Authors联合会 represented by AFRA, have received official permission to withdraw from Los Angeles chapter of AFRA to join the western organization. Notice of this approval was given in a letter received by Forest Barnhart, AFRA’s new president and member of the western division of RWG, from Mrs. Emily Holt, national executive secretary of AFRA, who outlined plans for the withdrawal of Hollywood and other west coast radio writers from the organization. Writers who also participate in radio programs as producers and actors will probably retain membership in AFRA, but, as the new plan would be adopted, many such arrangements are now being worked out, Barnes said.
It’s as Hard to Sell to Cactus as it is to Pick It!

Announcing... a new station for concentrated selling in the Texas Panhandle!

KFDA
Amarillo, Texas

At last! A new station that concentrates its coverage where sales are made. A station that contacts more Northwest Texans at a lower cost per capita than any other outlet. New $15,000 studios—experienced personnel—RCA De Luxe Equipment throughout. Reaching 75% of the radio homes in the Texas Panhandle and serving 244,212 people! The Southwest’s newest and finest local outlet!

Affiliated with
THE TEXAS STATE NETWORK—MUTUAL BROADCASTING SYSTEM

For information see the Texas State Network Offices, Ft. Worth
630 5th Avenue — New York
Wrigley Building — Chicago

July 15, 1939 • Page 71
Two Seek 710 Kc. With Powers of 10,000 Watts

WNTC, Minneapolis, has made known its intention of applying to the FCC for authority to operate with 10,000 watts on 710 kc., the frequency on which WOB, Newark, is the dominant station. WTCN now operates with 1,000 watts night and 5,000 day on 1250 kc., and proposes to use a directional antenna. On July 12, the same day the FCC authorized KIRO, Seattle, to continue its special experimental operation with 1,000 watts on 710 kc. for six more months from Aug. 1, KIRO applied to the Commission for permanent shift to the 710 channel and asked for an increase in power to 5,000 watts night and 10,000 day.

NEW LIFE FOR QUIZ PROGRAMS

Amazing Value!

WEEKLY script service for man-in-the-street interviews or studio quiz programs 5 $1.50 each. Every week. $2 Over 300 timely, fresh, entertaining questions and answers every week. In every sense, ready-to-use. No editing—no typing—no preparation. Programs are complete. Just hand them to the announcer. $1 for 10, in one-time wadage, are from $1.25 to $3.50 per week. The greatest service ever offered. Sells time for you—gives your programs new life. $2 for free samples. No obligation.

READY-TO-AIR SERVICE

P.O. Box 1057
New London, Conn.

SELL YOUR PRODUCT IN THIS COMPANY

these National Advertisers Successfully Use

- STANDARD OIL CO.
- GENERAL BAKING CO.
- RAMEISSELL INC.
- WHEELING STEEL CO.
- JOE LOWE CORP.
- EMERSON RADIO
- BLUE COAL
- MENNEN'S INC.
- 1000 WATTS-WASHINGTON, D. C.
- GENERAL MILLS
- REMINTON MILL
- SIOUX CITY, IOWA
- WOL
- METROPOLITAN LIFE INSURANCE CO.
- BLENDS & BAKES
- DOMINION FOOTBALL GAMES, HOME & AWAY
- MILLER'S
- MENNEN'S INC.
- 1/4 HOUR PER WEEK
- 3-1/2 HRS. PER WEEK
- 3-1/2 HOURS PER WEEK
- 1/4 HOUR PER WEEK
- 1/4 HOUR PER WEEK
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- 1/4 HOUR PER WEEK

Television News Notes

ACTIVE ENTRY of Paramount Pictures into television, through its newly-formed subsidiary, Television Production Inc., is contemplated under plans to erect a television transmitter at its Hollywood film studio site. This was revealed late in June with announcement of plans to file an application for license with the FCC. The film company is seeking a 1,000-watt outlet to operate on the 66,000-72,000 kc. band. This is the third application Paramount has made through its alliance with DuMont Laboratories. The Paramount-DuMont interests already have a transmitter at Passaic, N. J., which they propose to move to New York, and an application is on file for a telecast station in Washington, D. C.

The Paramount-DuMont license application, if granted, will give the Hollywood area a fourth proposed television transmitter, and the film capital will be prepared for the swing to sight and broadcasting. Don Lee, who operates the only television station on the West Coast, recently applied to switch its W6XAO from downtown Los Angeles to Hollywood. Earle C. Anthony Inc., operating KFI-KECA, Los Angeles, filed for a license approximately three months ago and proposed to locate its television transmitter on the 14th floor of Bekins Van & Storage Bldg., in Hollywood. The May Co., Los Angeles department store, also has an application on file to construct a 1000-watt experimental television station atop its new $2,000,000 building now under construction. LeRoy's Jewelers, Los Angeles, in early June also applied for a television construction permit for a 1000-watt station, to be located in downtown Los Angeles.

NEW TYPE vibrato inverter for changing direct into alternating current, eliminating the need for motor-generator sets for television receivers operated in districts served only with direct current, was announced recently by General Electric Co. Motor-generator sets have been a necessary accessory heretofore in districts without alternating current, and various types of inverters have been incapable of supplying sufficient power to television set operation in making the change in current. The new inverter also can be used for supplying light for railway and automobile vehicles as well as in police car shortwave radio sets.

DONALD DAVIS, son of Owen Davis, playwright, and himself an experienced writer for stage and screen, has joined NBC's television staff to devote himself to preparing scripts for this new type of entertainment. Tony Bundsand, actor and director with many years experience in the theatre and movies, has been appointed a television producer by NBC.

TELECASTS of feature films on Wednesday and Saturday evening have replaced the three hours of afternoon outdoor telecasts from W2XBS, NBC's New York video transmitter, during July. Changed schedule results from the absence of the telemobile unit, which after demonstrating television to broadcasters at the NAB Convention in Atlantic City was taken in to the installation of a second viewing camera. In August the schedule will again be revised when Studio 3-H, source of most of NBC's studio shows, will be overhauled in preparation for the winter season.

While the American motion picture industry has not rushed forward to offer its new feature pictures for television previews, NBC reports that it has on hand enough feature film material to last through the summer, chiefly foreign and special releases such as the French film, "Heart of Paris," and the documentary picture of Mexican life, "Adventures of Chi- co," which made up the first week's film fare.

ANNOUNCEMENT that two London motion picture theatres have been equipped for television reception by Scophony Ltd. and that orders for equipping a number of other London houses that have been received was made June 5 at the stockholders' meeting of the television company, which voted to increase the capital of the corporation from 50,000 pounds to 500,000 pounds to expand plant and personnel to fill orders for cinema equipment and to begin manufacturing home receivers. It was also announced that S. Sagall, managing director, will shortly come to America to follow up contacts established last winter [BROADCASTING, Nov. 15].

GEORGE ROSS, conductor of the "So This Is Broadway" column in the New York World-Telegram, on July 5 became the first name newspaper writer to enter the television field, when he started a weekly series of quarter-hour interviews with guest stars from the world of cafe society. Eleanor Holm, swimming star, was guest on the first program of the series, telecast by NBC's New York transmitter, W2XBS, each Wednesday at 12:45 p. m.

DEWEY BULLOCK, president of Bullock Electronics Co., Grand Rapids, Mich., and a member of the board of directors of the American Television Corp., New York, has been elected vice-president of ATC, which has recently named to its board Adolph W. Ta-heny of Holland, Mich.; Raymond Starr, former Attorney General of Michigan, and Maxwell Lansdown, theatrical producer.

PIERRE BOUCHERON, general merchandise manager of Remington Arms Co., Bridgeport, Conn., has been appointed general sales manager of Farnsworth Television & Radio Corp., Fort Wayne, to direct sales and merchandising of the Farnsworth and Capehart television and to supervise all advertising, promotional and publicizing activities of the organization. Mr. Boucheron was formerly editor of Radio News, director of advertising and publicity of RCA, and vice-president and general manager of Wireless Press, an RCA subsidiary.

A METHOD of combining pickups from two television cameras for simultaneous reproduction on a single receiver is the subject of a patent (U.S. Patent No. 2,164,297) awarded to Alfred M. Bedford and assigned to RCA. Device allows the television to create a blank space in one picture, in which a second image may be inserted. This space may be expanded or contracted at will, but there is a sharp line of demarcation between the two pictures and one cannot be faded into the other although one may be expanded to cover the entire screen, and obliterate the other image. Device may be used to show a story teller and his story, to present simultaneous action occurring in different places, or for similar photographic tricks.

SUMMING up the development of television inJayman's terms, RCA has published a new educational booklet, The Birth of an Industry, tracing the art's technical genesis and outlining the process of visual broadcasting.

Page 72 • July 15, 1939

BROADCASTING • Broadcast Advertising
The Other Fellow’s

**VIEWPOINT**

**Production Record Editor, Broadcasting:**

In your issue dated May 1, which has just come to hand—New Zealand being a long way and time from the United States feature, on Page 53, a claim for a new transcription production record by the Mitchell-Faust Adv. Co., Chicago.

The record was made in six hours.

We do not know whether this is claimed as a record for all studios, or only for the particular advertising and recording companies concerned.

In either case, the following will probably interest your readers.

“Famous Features Ltd. is an agency handling only broadcasting accounts. Our production department was recently called on to write and record 126 one-minute announcements for the New Zealand Government’s Transport Department, to be used as part of their nationwide Road Safety Campaign. The transcriptions were needed in a hurry.

Copywriter John Morvis was assigned the job of preparing the script. Starting from scratch, he collected his material, collated it with the rest of the campaign, and turned in the finished series of 126 dramas at the end of three days of eight hours each. His actual working time was 20 hours. On the morning of the third day of working, recording began, and was completed on the following day, so that during one day writing and recording were going on simultaneously.

With eight artists, an alternative announcer, and Kenneth Fowles as Producer and Chief Announcer, the 126 dramas were recorded in eight hours.

It is realized, of course, that we were moving fast, but until the writer read your article he had no idea that we might possibly have turned out so many and so thoroughly professional in such a short time.

The new record is a further example of the fact that New Zealand stations are not necessarily forced to accept affiliations and that all such arrangements obviously are voluntary and in no way under duress.

Regarding the Crosley contract [Broadcasting, July 1] the MBS Motion as a “self-serving” one, and view it also as tantamount to an invitation to the Government to regulate private business relationships which might lead to rate regulation. While they have made formal pronouncements, their attitude nevertheless clearly has been that stations are not in any manner forced to accept affiliations and that all such arrangements obviously are voluntary and in no way under duress.

Seeking Limit on Nets

(Continued from Page 28)

that the contractual situation between B. and networks should remain in status quo so that the Commission’s power to make affirmative regulations for bidding or preventing such features as may be found to be objectionable will not be restricted.

NBC and CBS have regarded the MBS motion as a “self-serving” one, and view it also as tantamount to an invitation to the Government to regulate private business relationships which might lead to rate regulation. While they have made formal pronouncements, their attitude nevertheless clearly has been that stations are not in any manner forced to accept affiliations and that all such arrangements obviously are voluntary and in no way under duress.

EXAMINING the new CBS automatic cueing flash [Broadcasting, July 1], are (left-to-right) E. K. Cohan, CBS director of engineering, Paul White, director of public events and special features, and V. N. James, engineer. The device provides split-second warning when the light goes off and was developed by CBS engineers.

rights or any option on WLUH.

The new contract, it was held, gives NBC an option on time of both WLUH and WSAI during desirable hours. Moreover, it was stated the compensation provided in the contract for commercials over WLUH and WSAI is very much higher than paid any other NBC affiliate, and is “below cost.”

Pointing to the Cincinnati situation as one which tends toward freezing it out, MBS said inability of a network to provide service in that market “means that a large proportion of petitioner’s network accounts will be lost to it and will go to a competitor.” Unless relief is afforded, MBS said it will be “severely and irreparably injured, and, to a corresponding degree, the public will be deprived of the benefits which have proceeded from competition by petitioners with the other national networks.”

---

**The Rains Came**

WHILE rain delayed the scheduled Cincinnati Reds–Pittsburgh Pirates night baseball game June 28, some 13,000 customers at Crosley Field sat transfixed and listened to the NBC-Blue broadcast of the Louis-Gallento fight — on WCKY.

Don Lee, the only Cincinnati station to carry the broadcast, Jeff Sartor, sportswriter for the Cincinnati Post, wrote next day: “One of the best things you can say for the fight is that it gave the baseball fans something to do while waiting for the game to come to Crosley Field. There were enough portable radios scattered through the sheltered portions of the crowd to give almost everyone a chance to hear the blow-by-blow broadcast. The Pirates and the Reds both had radios blasting away in their dressing quarters.”

---

**Equipment**

**High Fidelity throughout — Just like the listeners**

Write for detailed analysis of coverage based on actual listener response and purchase.

**Radio Station**

**NEW YORK**

**2,000,000 POTENTIAL AUDIENCE**

**July 15, 1939 • Page 73**
A NEW ANGLE on discerning listener preference is reported by KOWH, Oklahoma, Jackie Lee, pretty receptionist, makes a habit of jotting down all requests for program times, special features, names of artists, etc., as she takes them on the telephone.

Manager Bing Smith happened to notice her calendar card, picked up into the number of calls a day, and discovered that there was a particular listener preference expressed in terms of calls for information on shows from Oklahoma City.

Now the Omaha World-Herald, owners of the station, carries a daily display advertisement headed "Jackie Lee's Daily Double," highlighted on a cut of a calendar card are two selections a day, chosen from the programs receiving most listener attention.

**Likes of Sponsors**

**PROMOTION—**KXOE, San Antonio, Cal., makes selected clients more conscious of the station by submitting a synopsis of all programs in a particular classification of interest to the sponsor, so he will know when to listen to the type of broadcast that will please him most. For instance, if the station knows that a sponsor has fine music, the promotion department checks the weekly logs for all concert music broadcasts. This time information, together with the schedule, is submitted to the client, is sent to the client. Same goes for dramas, dance music, news broadcasts or any other type of programs, depending upon what form of radio entertainment the individual is interested in for his personal enjoyment.

**Taking Up the Slack**

AN EXAMPLE of how radio business can be created in a slack season has just been demonstrated by Fred A. Painier, manager of KOY, Phoenix, Ariz., who promoted a Used Car Week. He devoted station breaks to general institutional announcements for the affair, urging listeners to buy a used car during the week. In addition, he sold regular spot announcements to dealers for a fee tie-in of their names and special used car offers.

**Store's Promotion**

TO BUILD UP listeners for its Morning Watch feature on KOY, Oklahoma City, John L. Brown, its local department store, is using daily newspaper advertising envelopes as customer mailing, and 100 special banners for company trucks—the first time an Oklahoma City department store has used three-color truck poster to boost a radio program, according to KOY.

**WWW Seeks Title**

WWW, New Orleans, is offering a $25 award for the most appropriate name for its early morning farm program, 6-7 o'clock. The award is open to everyone in the United States and Canada, except WWW employees.

**Drugists' Plug**

THE Ohio Valley Drugists Association Journal reports that over a four-page advertisement promoting WSAI, Cincinnati, in return for the station's part in supplying talent for the Association's picnic.

**Lobby Notes—Business Getter—Receiver Show—Favorite Players—Pacific Sights**

**Sets on Display**

ACCEPTING the invitation of WJSV, Washington, radio distributors of the District of Columbia, are displaying their latest models in the station's reception room in downtown Washington. Each week, beginning July 10, a different distributor arranges an exhibit of his new stock of radios. Placards and advertising literature are at hand, and WJSV receptionists help visitors with questions. Exhibitors take turns in order of the alphabetical sequence of the trade names of their sets, and the exhibit will last indefinitely until each distributor has had an opportunity to display his goods. The idea, advanced recently by Manager A. D. Willard Jr. at a joint NAB-RMA session, was subscribed to by every Washington manufacturer.

**Cel-Ray Movie Deal**

AMERICAN BEVERAGE Corp., New York (Cel-Ray TV), on July 10 started an unusual radio-theatre cooperative deal with the Paramount Theatre, Brooklyn, N.Y., and WOR, Newark, for the weekly broadcast of Monday Night at 6:30, conducted by Don Venua. The program is now broadcast each week from the stage of the theatre and the entire loge of the theatre is reserved for Cel-Ray radio fans, who are given tickets to the broadcast and are admitted free to both the broadcast and the motion picture currently featured. Because Monday is a comparatively dull night for movie-goers, the theatre hopes attendance will be increased by the double attraction of the broadcast. L. C. Gumbinner, New York, places the account.

**1,000 Feet Radios**

FOR a top box and top usual written statement as to why the product was considered best, Kleenex International (Cutlcon Products Co.) recently awarded General Electric portable radio sets during its Her Honor Nancy Jones script series on CBS.

**Popular Players**

WLS, Chicago, is running a contest to pick the most popular player of the Chicago Cubs and White Sox teams on its evening Sports Review conducted by Freddy Lindstrom. Winner from each team will be presented a Longine wrist watch of $100 value during the WLS National Day in the Park, July 28. Listeners vote for their favorite player of each team by card or letter. WLS and its associate The Prairie Farmer, are promoting an All-Indiana State picnic to be held July 30 at Noblesville, Ind. From Noblesville the Little Brown Church will be aired on WLS and during the afternoon WLS Barn Dance talent will entertain. More than 20,000 Hoosiers are expected to attend.

**WLS Crews Seek Data**

ORGANIZATION of investigating crews to carry out the plans of the WLS "Method of Market Research" inaugurated several months ago has been announced by Miss Beulah Strawway, WLS promotion department. Special WLS investigators will operate in a number of the key cities included in the recent 13-city Ross Federal-Alberta Burke Survey. Their work will be directed toward an intensive program of market research to be launched in September 1939.

**County Fairs Boosted**

SUMMER-LONG series of 100-word spot announcements pluggmg Midwestern county fairs was just announced recently by WVL, Cincinnati. The announcements are designed to promote no specific fair or fairs, but apply to county fairs in general, according to George C. Biggar, WVL rural program supervisor.

**WLS Joins Display**

WLS, Chicago, recently opened a large display of studio scenes and other interesting features on the promenade of the local Board of Trade Observatory, highest point in Chicago.

**National Tea Contest**

NATIONAL TEA Co., Chicago (grocery chain), is testing a song title game called Musico on WROK, Rockford, III. The half-hour Fri- day night show is patterned after Bingo, is played with cards distributed at the sponsor's stores. Cards are handed to listeners who contain the names of songs played on the program in groups of five, and the first caller finds the numbers of the winners who enter, as well as new dance tunes. As the lis- tener-player recognizes the songs he makes a square and when he gets five in a row he phones WROK. First one to get a row and the number of wins in the third floor. The cards are arranged as in Bingo, and the winner is presented $10 in cash; winner of the second series gets $10 and the winner of the third $10. The cards are arranged as in Bingo, and the number of winners is limited. Those listeners who aren't first in calling the station present their cards next day at a National Tea store and receive a basket of groceries. The series may be expanded following the test, according to Bob Jennings, radio director of H. W. Kastor & Sons, Chicago agency.

**Northwestern Reel**

HUGH M. FELTIS, commercial manager of KOMO-RKE, Seattle, personally watched the show of a three-reel film "Pacific Northwest" before the Department of Interior Travel Bureau. Department of Commerce research staff and representatives of the U. S. Archives in Washington, D. C., July 7. On Washington Day, the San Francisco Exposition June 30, Mr. Feltis also showed the film in the Hall of Westerberries. After a tour of various cities following the NAB convention, Mr. Feltis was due to return to Seattle Aug. 10.

**For Grouches Only**

MORE THAN 25,000 persons from all parts of Southern California were expected to attend the annual Grouch Club convention to be staged in Hollywood Bowl on July 16 by General Mills (Korn Kix) as promotion for its weekly half-hour NBC Grouch Club program.

**Clipped by Clips**

CLIPPED frames of the movie trailer for the local promotion by KGVO, Missoula, Mont. were used as business cards by A. J. Mosby, president, at the NAB convention in Atlantic City. Each frame of the 35 mm. film carries a promotional message along with the call letters.

**Brochures**

WJR, Detroit: Illustrated offset-print booklet: covering station executives, personalities, activities and programs.

Wlaw, Lawrence, Mass.: Folder describing station, annual convention and general scene coverage of the Springfield disaster.

WBT, Charlotte: "Fact from a Federed Fortnight," a colorful folder featuring a local scene and stocked with 16 cards.

WBB, Boston: Four-page folder describing "Radioplos".

WIBW, Topeka: Promotion folder with stripes.

BACA: Illustrated booklet, "Rip Discover Redo," telling in narrative form of Rip Van Winkle's experiences on a forge and the BACA operations.

KTS, San Antonio: Illustrated pro- motion brochure.

Page 74 • July 15, 1939

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
**UNITED BROADCASTING**

**BROADCASTING**

New York

Catholic

1685.

GROVE

Howe

Broadcasting

the exclusive national representation

RADIO ADVERTISING

WSPD,

Network and has announced

the Chicago

EDWARD PARRO

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Phoenix

Advertise-

KVOA,

KCRJ, Jerome, and KUMA,

will be linked when-

Outlets

sponsors demand the

KCRJ,)

and linking

of

and the

station itself. When, however, your excellent

magazine reached our desk our full page ad gave us considerable

of a shock. Somewhere between the proof and the press the

figures 12 had become 21, and our ad amounted a gain for May of

11.6% instead of 11.5%.

Now, we're not in the least bashful in fact, we don't even claim to be modest (with a station like KCRJ why should we be) ... but we do value our reputation for truthfulness. Maybe the weather was too hot and the printer developed a yearning for the cool "green pastures" of Oregon that gave him a desire to show things out here even better than they are. But the truth is plenty good enough. We showed a May gain of 11.6% over last year, and we have five months' worth of six months in the history of the station. That might be something good, don't you think?"

So now we're putting it up to you to correct your printer's error in your next issue. You did it, just as long as your readers know the correct figure for May was 11.6% gain and we're proud of it.

Very truly yours,

Mr. Martin Odell

Broadcasting

National Press Building

Washington, D. C.

**Cuticle on 15**

**POTTER DRUG & CHEMICAL Co., Malden, Mass., early in July started its third series for Cuticle soap, using daily one-minute announcements by NBC and placed on a list of over 15 stations throughout the country. Atherton & Carrier, New York, handles the account.**

**In Populous Pennsylvania**

3 way test area

Winning agricultural Industrial

**WOKK**

SUNBURY, PA.

1210 kilowatts

NOW ON FULL TIME

Represented by

Wythe Walker, New York and Chicago

**RAILWAY SPONSOR**

Promotes Travel With Series

Recreating Fair

Sponsored by Southern Pacific Co. to promote its train service from Los Angeles to San Francisco, KMPC, Beverly Hills, Cal., is originating the July Your Trip to Treasure Island, which through use of studio sound effects and material compiled from on-the-spot research recreates all sorts of sight-seeing adventures at the Golden Gate Exposition in San Francisco. The idea was developed and sold to the railway several months ago when KMPC decided to program a project about the Exposition which would gain the approval of the entire Western rail network.

Before the program started, Jerome Schwartz, staff writer, visited the Exposition and did the research for the Treasure Island series. KMPC also has kept in close touch with the radio and publicity departments of the Exposition. Using every resource of the sound effects department, the more than 150 broadcasts made for KMPC have recreated special events that include motor boat races, Navy plane maneuvers, searchlights, Coast Guard demonstrations, Chinese street festivals, Japanese corn tortilla baking, rattles and trips to the ocean floor.

**Glenn's Opus**

SONGWRITER Snyder they call him at WLS, Chicago, for Glenn Snyder, WLS manager, recently wrote the music for a bang-up patriotic march titled "We Thank You, Uncle Sam," and arranged it for the OKay Music Co., Chicago, the march was featured recently on the WLS National Barn Dance.

**CTFC**

Winnipeg, and CTFC, Regina have appointed Jack Slater, Toronto, as exclusive representative in Toronto, Montreal, Sept. 1, to begin direct contract with the Chicago office of Joseph H. McGilvra terminates.

**KTR, KVOA Organize**

Five-Station Arizona Net

EXPANSION of the hookup of KTR, Phoenix, and KVOA, Tucson, both controlled by the Phoenix Republic & Gazette, into a five-station state network was announced July 7 by Richard O. Lewis, general manager of the Arizona Broad- cast Co. The network will include, besides the two regional sta- tions controlled by the newspapers, three local outlets - KWJB, Tucson; KGK, Kingman, Ariz.; and KOY, Yuma. They will be linked whenever sponsors demand the combined network, but more frequently will be served by transmissions of national or regional accounts handled at a group rate.

Mr. Lewis made the deal for the hookup with Irving W. Hubbard, KCRJ manager; B. H. Raymer Co., and in Los An- geles by Walter Biddick Co. The ABC Network, as it will be known, is the State's second grouping. Previously formed was the Arizona Net- work, with KOY, Phoenix, as the key, and linking KGAR, Tucson, KSUN, Lowell, and KGCU, Saf- ford.

**Orchestra Popularity Poll**

FINAL results in Martin Block's sixth semi-annual Orchestral Popularity Poll for WNEW, New York, which drew a total of 384,476 votes, showed Ben- ny Goodman again leading the top spot, held by Artie Shaw last February. Shaw finished in second place with Tommy Dorsey coming in third. All three of these top-ranking orchestras are scheduled to appear first in their name order in the swing band division, in the even music division, Sammy Kaye re- ceived first honors, followed by Rich- ard Himber. Oona Gray, Kay Kyser and Guy Lombardo in that order.

**Grove Auditions**

GROVE LABORATORIES, St. Louis (Bromo-Quinine) on July 1 announced a new Hollywood net- work show which was piped East on NBC's private line for sponsor- ship consideration. Advert- ised by noodles, the program features Basil Rathbone in the title role with Nigel Bruce as Dr. Watson. If accepted for spon- sorship, the program will be heard Sunday evenings on NBC starting in fall. John Conne was announced on the audition program.
THE BRANHAM CO.

Why KMMJ?

Because four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—serving those loyal, friendly people the programs they like and want, and only those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is rural!

KMMJ's new antenna transmitter means even greater results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. wire or write for costs and availability.

RANDALL RYAN, General Manager
HOWARD W. WILSON CO. Representative

Grand Island Nebraska.

Skyline Vox Pop

NEW HIGH in vox pop programs is Rooftop Vox Pop, weekly quiz feature on WGAR, Cleveland, on which teams composed of patrons of the two downtown roof gardens, on the Allerton Hotel and Cleveland Athletic Club, engage in a battle of wits. Five contestants are selected in each slot, and Sid Andorn and Maurie Condon referee a roof apotheosis. Loudspeakers let each team and the audiences hear the entire verbal battle.

Housing Problems

NEW series of programs titled Housing & Loans featuring prominent citizens of the Bronx, New York, as guest speakers, is presented twice weekly on WBNX, New York, by the Bronx Board of Trade in cooperation with the Federal Housing Administration.

What Station—

has broadcast an hour and a half program — the WNOX Monday Morning-Go Round—six days a week before a paid audience for almost four years?

Why WNOX?

It's 1010 K
1000 W
DAY
CRN
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representatives

THE BRANHAM CO.

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Wheeler’s Tips
A NEW half-hour Saturday night show on WFAA, Dallas, Sizele School, features Elmer Wheeler, president of the Tested Selling Institute of New York City, and the originator of “sizzle salesmanship.” Each program dramatizes two versions of a typical household problem, illustrating how different are the results when the right and wrong words are used by hubby or wife. Wheeler tells listeners how they can sizzle socially, tells the boys how to win the girl and the girls how to win the boy with the right word, which always wins the game. Wheeler also answers letters from listeners. Hal Thompson is emcee.

Traffic Information
WHN Traffic Information Service, organized by the New York station to broadcast bulletins on road conditions Sunday afternoons and evenings, now covers Nassau and Suffolk counties as well as all New York areas. The Special Features Division of WMAC, Newark, has also arranged for the broadcast of traffic bulletins on Sunday evenings through the cooperation of the New York State Police, Westchester County Police and Nassau County Police.

News of Religion
A REVIEW of religious activities of all denominations is the subject of the Religious News Service Reporter programs heard Sunday afternoons on WMCA, New York, and the Interdenominational Network under the auspices of the National Conference of Christians & Jews. Compiled by the Religious News Service, official religious news gathering agency for the clerical press, the program is conducted by J. Michael, formerly a chaplain in the U. S. Marine.

Sidewalk Superintendent
SHORTWAVE broadcasts from the site of a new C. H. Payne Grocery Store, with Announcer “Stretch” Miller giving a five-minute description of the building progress and boasting the store, are being carried by WJBC, Bloomington, Ill. Payne, a pioneer advertiser on the station, already has two stores in Bloomington and is constructing a third. Started late in May, the store will open periodically until the store is opened for business, probably in August.

Travel Letters
A NOVEL daily quarter-hour program, Letters From an Arizona Rural Woman, is being conducted on KOY, Phoenix. It features letters from Mrs. R. M. Nelson, prominent Arizona woman, who is on a tour of England. Arrangements were made in advance for her to write daily letters about her travels across the United States, the Atlantic and in England. Mrs. Nelson was recently elected Arizona’s most representative rural woman.

Arizona Pioneers
ARIZONA NETWORK, in cooperation with the Arizona Museum, Phoenix, has started a new weekly quarter-hour series of talks on early Arizona history. The programs, which originate from KOY, are so highly regarded that air checks are made for the state’s archives.

Screen Starlets
YOUNGSTERS being groomed for stardom in the movies are heard on the new weekly NBC-Blue series, Hollywood Ladder of Fame, heard Fridays, 10-10:30 p.m. (EDST). The new series, arranged by NBC in cooperation with major film studios, is designed to spotlight attention on the newcomers with different artists heard each week in dramas broadcast from the NBC Hollywood studio.

Chicago Problems
TITLED S.O.S. CHICAGO, a new series has started on WJJD, that city, featuring prominent local civic and business leaders in a weekly discussion of municipal problems such as subways, airports, recreation, housing and land surveys. Experts in the various fields are presented in cooperation with Mayor E. J. Kelly and the Chicago Plan Commission.

Cow Bell Tickets
A COW BELL is the price of admission to the daily quarter-hour noon hour program on the new CBS series Let’s Go to the Fair, which starts July 16 and will be heard Sundays 10-10:30 a.m. Music from the Fair will be featured in addition to interviews with persons holding unusual jobs in the different concessions.

Family Forum
WIND, Gary, Ind., has started a new weekly evening series called Your Family and featuring Prof. R. G. Foster, professor of home economics at Chicago U., in discussion of home problems. Subjects will include “Are you fit to Marry?,” “Is the Family Break-up?, “Money and Marriage,” “Marriage is a Life Job.”

Camp Items
TO RELIEVE worried parents while their children are at summer camps, WBBM, Chicago, recently broadcast a program called Camps & Health, a dramatization of first aid for youngsters. Given under auspices of the Illinois Medical Society, the show featured actors from the local Boys Club Radio Guild.

Chuckle Struggle
LAUGH contest, with $10 for the studio listener whose laugh was the most infectious, was aired recently on WCBs, Springfield, Ill. The program was a tie-in broadcast promoting a comedy film at a local theatre. Studio audience got almost hysterical while the local folks laughed their way to glory, according to WCBs.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
ADVERTISERS Big Opportunity!

Advertisements
Asheville and Western Carolina—the Quality Market of the Southeast
—now offers its resort season of doubled population...and doubled business. Sell over WWNC—the area’s ONLY radio station.
NEWS THAT STUDENTS LIKE
Los Angeles Survey Reveals Average Newscast Is Too Difficult to Comprehend

By GENE GRADY
Production Manager, Division of Radio-Television, University of Southern California, Los Angeles

A NEW INSIGHT into broadcasting of news to public schools has been brought out in Los Angeles in the first known scientific research exclusively devoted to this one phase of education by radio. Although an academic study, made primarily for a master's degree in education at the University of Southern California, the survey presents a fund of practical information unrevealed heretofore, despite the growing use of radio newscasts in the classroom. In a comprehensive survey, directed at finding whether the rewriting of radio news with a simplified style and vocabulary is advisable for an adolescent audience, scores of other findings were developed.

Most important was the discovery that junior and senior high school students of Los Angeles schools are sold on news by radio. Some 85% of the boys and girls listen regularly. But as many as three out of four of the students frankly declared that the average news broadcast is too difficult to understand readily and to follow.

Reasons for this are various. The most common faults reported are too long and too involved sentences, use of words not clear in meaning, and machine-gun delivery.

What They Like

The preferences of pupils for various newscasters and news programs reveal heavy partiality for personality as expressed in a reporter's voice over the air. But the format of the newscast, the inclusion of explanatory paragraphs in the continuity, and a touch of dramatization caught and held the interest of many younger pupils surveyed.

With this basis for further procedure, the aid of the news bureau of Columbia's Hollywood station, KNX, was enlisted in preparing a test program. A regular newscast which has been broadcast over KNX was taken as a typical rewritten news broadcast intended for adult listeners. This was broken down into a simplified script prepared for classroom consumption, with emphasis placed on careful delineation of the news items, something of the background, and the use of color words and phrases readily grasped by junior and senior high school pupils.

The two newscasts were recorded by a KNX newscaster and played back to representative groups of students in various public schools to get their reaction. A test to determine the degree of comprehension of each newscast followed. The simplified script scored considerably higher than the regular adult news program.

Congress Cigar Sports
CONGRESS CIGAR Co., New York, late in September will start a football comment series for La Palma cigars which will feature Ed Thorgerson on a probable hook-up of 20 MBS stations. Starting date and time for the quarter-hour program have not been set, according to Marschall & Pratt, New York, the agency handling the account.

JACK I. STRAUS, vice-president of R. H. Macy & Co., with supervisory responsibility of WOR, Newark, controlled by Macy's, has been named acting president of the company. Although retaining his title of vice-president, Mr. Straus assumes complete operating direction of the organization and continues as supervisor of WOR.

WE FORGET NO ONE
For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!
GOING direct to Camp Clatsop, down by the Pacific Ocean and 110 miles from home, KEX, Portland, Ore., picked up periodic descriptions of National Guard maneuvers during the two-week period from June 15 to 25, complete, to the sham battles, parades, formation maneuvers, band music, interviews and even the sound of howitzer and machine gun fire. Descriptions were handled by Bill Ross, who sent a daily quarter-hour from the camp, and Bob Tomlinson, shown here with a pack transmitter.

SERIES of twelve Sunset Symphonies by Washington's National Symphony Orchestra started July 6 on a two-week basis on NBC-Red and Blue. Picked up from the floating band shell at the Potomac Water Gate near the Memorial, all twelve programs will be carried locally by WMAL, with pickups for the Red on Sundays, 9-10 p.m., (EST), and for the Blue, 9:30-10 p.m., Wednesdays.

PROMOTING the golden jubilee celebration of North Dakota, to feature wide entertainment and presenta-

tion in Bismarck Aug. 21-25, KFYR, Bismarck, is presenting a series of weekly 5-minute programs, titled Progress of the Prairie, dramatizing historical facts about the state.

WJJD, Chicago, will continue its half-hour Wednesday evening broadcasts from the local traffic court with Judge Eugene S. Holland on the bench while Judge Gutknecht is on his an-

nual European vacation. Judge Gutknecht, an authority on European af-

fairs, and will broadcast a series of political analyses on WJJD this fall.

CISO, Sudbury, Ont., is building new studios on the top floor of the Sudbury Star building, and is erecting a new vertical antenna.

WGN, Chicago, has started a Friday evening half-hour program of semi-

classical music, Friday Promenade, with WGN program director, Henry Weber. Pod to MBS, the summer series will include Eva Wachter, 15-year-old pianist, and Emyr Darcy, baritone.

CHICAGO stations are broadcasting the Great Park concerts given under auspices of the Chicago Park District under supervision of James C. Petrillo, president of the Chicago Federation of Musicians, for the fifth consecutive year. Station airing the nightly sym-

phonic concerts are WMAQ, WENR, WBBM, WIND, WCFC.

COOPERATING with the local Du-

puit Fries store and Northern Electric Co. CKAC, Montreal, recently prepared a special window display incorporating photos of featured local and CBC radio artists with an exhibit of old and new broadcast equipment.

WCHS, Springfield, Ill., kept its listeners posted during the recent endurance flight for light planes above the city by airing eight daily two-hour broadcasts from the plane. Pilots' wives were interviewed and their two-way conversations with their husbands aired.

WCFL, Chicago, on July 9 broadcast an hour program of special events as a part of the city's celebration of Navi-

gation Day. Designed to acquaint Chicagoans with the historical develop-

ment of the city's waterfront, the celeb-

ration included broadcasts from planes and Coast Guard cruisers. An-

nouncers Bob Parrell, Ed Paul and Bill Leyden handled the program.

TO 1,000 advertising and agency exec-

utives over the country and NAB con-

vention-goers, KSFO, San Fran-

cisco, is printing its latest two-

color promotion folder, tying in its co-

operation with the Golden Gate Inter-

national Exposition with an invitation to attend and use the conven-

tions supplied to Exposition visitors at the station. The folder, printed blue on off stock, was conceived by W. W. Dunn, KSFO sales promotion manager.

centers an area of fifty miles that leads every like area surrounding any city south of Baltimore — in population, value of man-

ufactured products, in amount of annual wages paid, in value of live-

stock, in value of agricultural products sold, and is the center of greater edu-

cational institutions. This rich and populous area will soon be served by WBIG's newest and most modern transmitting equipment.

5000 WATTS DAY
1000 WATTS NIGHT

5 kw
Means more power,
greater service for
this rich and popu-

lous area!

ALWAYS
A GOOD
SHOW!

WBIG
GREENSBORO
NORTH CAROLINA

EDEN RISE
DIRECTOR
George P. Hollingsby Co. Next Week

July 15, 1939 • Page 79
Classroom Broadcasting Found More Efficient in Junior High School Test

THAT classroom radio broadcasts actually give more efficient instruction than the ordinary personal instruction of teachers was indicated in an experiment conducted in ten New York junior high schools recently. Pupils who had the benefit of supplementary radio instruction registered a 3% higher average in their examinations on the particular subject covered, hygiene and health knowledge, than non-listeners, according to the annual report of Dr. I. H. Goldberger, as-

tistant director of health education for the city's schools.

Four thousand pupils participated in the experiment, half of them listening to health broadcasts for one school term, and the other half—"the control group"—not receiving this supplementary instruction. The broadcasts, presented under auspices of the American Medical Assn. and NBC, included 30 weekly dramatized health lessons. Pupils who had heard the broadcasts showed superior results in the examinations held at the end of the term.

Dr. Goldberger's report also indicated that radio reception in individual classrooms, using a small radio and small listening groups, was more satisfactory than reception before larger groups in assembly periods. In classes where the teachers had the benefit of the script before the broadcast, the percentage of correct answers in the test proved higher than in groups of students who did not have this additional instruction.

Schick Injector Plans

Schick Injector Razors will probably sponsor more time on the air one of these days. That is if the record of Schick Injector Razor sales in St. Louis immediately following the sponsorship of the Louis-Galento Fight has anything to do with it. St. Louis KWK made a quick survey of the day after the fight and discovered, not to its surprise, that Schick Injector sales had jumped far higher than you can throw a dull blade. One large drug concern sold 150 the first hour the store opened the day after the fight. Moreover, wholesalers—those "counsels once removed" report extra grosses moving from warehouse to truck to store. It was a nice fight Tony—St. Louis KWK was glad to serve it to its tremendous audience.

FCC Rules Text

**FCC Rules Text**

**BROADCASTING** Magazine has published in booklet form the full text of the Rules Governing Standard Broadcast Stations adopted June 23 by the FCC to become effective Aug. 1, 1939, and will make copies available upon bona fide request as long as the supply lasts.

**Equipment**

**RCA MFG. CO., Camden, announces a portable two-speed turntable providing both recording and immediate playback of 16-inch records through any public address system when used with a recording attachment.**

**RADIO NORMANDIE** of France, has ordered funeral incense apparatus through Capt. Leonard F. Pluets, M. P., of London, who recently surveyed the lift before her. Of the destinations, were included in the order. Finch Telecommunications Laboratory also announced that they received an order from WOKK, Allentown, conditional upon an FCC grant of its application for a specialized license.

**DORSEY OWINGS**—former special events and publicity director of WINS, New York, and previously radio director of H. W. Kastor & Sons, New York, has been named president and general manager of Portable Electric Power Inc., at 30 Rockefellr Plaza, New York. The firm markets rechargeable batteries for portable transmitters. Plans for advertising and distribution to broadcasting companies have not been definitely formed.

**COLLINS transmitter equipment and Leligh receiver instruments are now ordered for the new RTOH, Honolulu, Hawaii, which the FCC last November authorized the Garden State Radio Corporation to construct with 100-250 watts on 3,600 kilocycles with starting date set for November.**

**UNIVERSAL MICROPHONE CO.** has started publication of its new Universal Cinema model microphone catalog containing many novelties, in several important designs. It is also designed in one size. The catalog is primarily for cinema use, but it is also adapted to stage or orchestral purposes.

**CORRELL—DUBLER Electric Corp., South Plainfield, N. J., has published two new catalogues illustrated with photos and dimensional drawings, listing novelties and prices of its radio transmitter and microphone noise filters.**

**ROBERT PRELL, recent graduate of the Los Angeles City College, has joined the research department of Universal Microphone Co., Inglewood, Cal.**

**NEW lightweight portable transcription playback machine, called the "Porto-Playback" has been added to the list of transcription products marketed by Charles Michelson, New York, and is now being used by WDGY, WWJ, WHIO, WJHL and WMAX.**

**KDKA, Pittsburgh, is installing a new three-microphone concert organ, specially voiced for radio work, similar to that used in NBC New York and Hollywood studios. Specifications for the instrument were written by Bernie Armstrong. KDKA staff organist, and approved by Jesse Crawford, NBC. Installation is expected to be completed in August.**

**WCCO, Minneapolis, recently completed construction of a new coastal antenna for its high frequency outlet, Wenyw, and is conducting field intensity surveys at 1,000- and 4,000-foot points in a 15-mile radius to estimate the resultant effects on coverage.**

**Mennen's Fall Plans**

**THE 1939 Mennen Gift Boxes for Men will be presented this fall by Mennen Co., Newark, on the two programs, Sam Hayes' People's News on CBS, and People's Advisory on MBS. Both series are off for the winter, but will have returned to the air by early November, when the gift boxes will be offered. H. M. Kiesewetter Adv. Agency, New York, is agency.**

**Monitor Bill Favored**

**WITH this new portable master control unit weighing only 450 pounds in all, NBC has simplified outside pickups. Each of the six parts, including this 25-pound control panel, can be lifted by two men. A distinct improvement of British royalty in New York, 10 microph-
TIOHJAS J. RZALSKIS, in charge of the NBC television transmitter on top of the Empire State Bldg., New York, has moved to Philadelphia, with the network in June. Operator of his own "broadcast" station W2XJ, Mr. Bonski was one of the first experimenters at the old RCA-NBC television station atop the New Amsterdam Theatre in Times Square, after serving as engineer for the WJZ and WAEF transmitters and in the Radio City studios.

C. DELMAR DENGATE, engineer of WIP, Philadelphia, and Mar. M. Joplin of Landover, Md., recently announced their engagement and coming marriage Sept. 16.

CLAIF MELLOH, transmitter engineer, and John Beeston Jr., research engineer of WHO, Des Moines, both are fathers of boys born recently.

DR. LEF DE FOREST, pioneer radio inventor, on June 27 was issued U. S. Patent No. 2,103,740, covering a radial scanning television system, which he has assigned to American Television Laboratories Inc., Hollywood.

CLARENCE WISE, transmitter engineer of WAVE, Ind., is the father of a girl born recently.

FRANK WELTMER, KOY, Phoenix, engineer and Alice Yorkum, of Los Angeles, married on July 9.

D. M. WELTON, of this city, has been asked to advise WOR on the launching of its dual-wavelength plant at Goldsboro, N. C.

J. D. BLOOM Jr., chief engineer of WNL, New Orleans, recently started a series of lectures, open to the general public, at WWL's new transmitter at Kenner. He first lectured on radio operation and later answers questions pertaining to the radio science.

HUBERT HINKLE, engineer, formerly of KGO, San Francisco, has been named by the RCA engineering staff for the summer.

ARTHUR SMITH, program director, and Maurice Mitchell and Stan Whitman of the engineering staff of WGN, Chicago, became fathers within the period of a few days. Smith's baby is a boy, the other two girls.

KENNETH A. TAYLOR, formerly chief operator of WLIW, Livingston, N. J., has joined Yankee Network in Boston.

HARRY BRYANT, KHJ, Los Angeles, studio engineer, is the father of a girl born July 10.

ROBERT MURRAY, KHJ, Los Angeles, studio assistant engineer, is the father of a girl born July 10.

Crew on Manhunt

WEBG, Duluth, covered the recent manhunt for the killer of two deputy sheriffs by recording frequent programs from the scene of the hunt, near Hayward, Wis. Following capture of the alleged killer, a half-hour program was presented with members of the posse appearing. The station claims to be the only one offering actual voices of the sheriff and deputies. Announcer Don McCall and Operator Frank Cooke recorded the disc.

Sky Trouble

KOY, Phoenix, nearly had a vacancy for a new transmitter engineer when Hal Lines, occupant of that position and an enthusiastic amateur pilot, essayed a trip over the mountain wilderness of Northern Arizona in his small cabin plane. High over the Bradshaw Mountains, Lines' motor stopped cold. With no possible landing place within miles, he managed to nose into a small semi-clearing. He was returned to a decidedly bumpy, but safe landing, many miles from any human habitation. After repairing his plane, he was able to take off and navigate back to the home field.

Free Telegrams

WNEW, New York, in cooperation with Postal Telegraph Co., on July 4 started a series of three-weekly programs from the New York World's Fair, during which any program appearing on the program is permitted to send a telegram free to anyone in the United States, or add it to its list of contents to be revealed of the program in a short interview with Budd Colman, etc., of the program. To promote the start of the program, Postal and WNEW sent wire letters to local radio editors blue and white compacts with their names and addresses engraved on the covers and "Greetings from the Fair and Bud Hulick" on the backs.

Most sponsors of broadcast time on CCFc run year after year. They know from experience that CCFc is the most listened-to radio station in the Montreal area.

CCF c can build sales for you.

CCF and Short Wave CF CX owned and operated by CANADIAN MARCONI COMPANY

Representatives:

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All Canada Radio Facilities
U. S. A.
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CCF c dominates bi-lingual audience of over 1,000,000

A GOOD SPOT

FOR TEST CAMPAIGNS

99% American Born White

High income groups
Both city and farms

KVGO
5000 w. Day Missoula
1000 w. Night Montana
CBS Affiliate

Covering that territory between Butte and Spokane

PVIN

TELECOMMUNICATIONS LABORATORIES INC.
1126 BROADWAY NEW YORK, N.Y.
Platt and Aircraft Laboratory, Bandini, N. J.

July 15, 1939 • Page 81
Jack Armstrong Serial
To Seek Parental Favor

TO WIN parent as well as juvenile support for its serial Jack Armstrong when it returns to the air this fall, General Mills, Minneapolis, has redesignated the program so that it will educate while it entertains. Talbot Mundy, the author of the series as well as of innumerable novels, will take his hero into far-off places in search of treasure during the 1939-40 series, but the adventures will give not only exciting but vivid pictures of real places which the author has visited as well as dramatizations of events of actual history. Thus, the sponsor believes, the young listeners will derive from the program broadened horizons and stimulated imaginations. Series placed through Knox Reeves, Minneapolis, advertises Wheaties. It returns to the air Sept. 25 on a 18-station NBC-Red network, on a quarter-hour five-times-a-week basis.

 His Pet Scheme

WHEN KECA, Los Angeles, inaugurated a daily lost and found pet department as part of the afternoon news broadcast on June 29, Douglas Evans, who conducts the program, began the service by describing his own missing pets, a Scotty and a Dachshund. His family reported the pets as missing a few moments before he started the department as a public service.

IRNA Takes Action
(Continued from Page 22)

Vincent F. Callahan, WWL, New Orleans; Arthur B. Church, KMBC, Kansas City; and John F. L. Shepley, WCHS, Charleston; I. R. Lounsberry, WGR-WKBW, Buffalo; C. W. Myers, KOIN, Portland; MBS; John H. Shaw, EB, Yankee Network; Gene O’Fallon, KFEL, Denver; Lewis Allen Weiss, Don Loeb, KFRC, H. P. Carpenter, WHK, WCLE, Cleveland.

In opening the IRNA session July 11, it was announced that no action was taken on the preceding day when no action was taken. Mr. Rosenbaum recounted the activities of the organization in anticipation of the meeting, as conversations had been held with the networks with respect to cooperation in the presentation of several programs. He said no final conclusions had been reached.

Regarding copyright, he explained that the NAB copyright committee, which of his is a member, had been striving for an early agreement with ASCAP. There was considerable discussion of ASCAP, and the consensus of the group was that networks should clear the source, with the industry as a whole paying royalties only on programs using ASCAP music. Because the subject of copyright was on the agenda of the NAB convention the following day, with positive action slated, IRNA did not take formal action.

HEAD of the Lakes Broadcasting Co., operating WEBC, Duluth, W3FQG, Hibbing, and W4HVL, Virginia, northern Minnesota outlets, was authorized by the FCC July 20 to erect a 1,000-foot tall high-frequency broadcast station to use 20.3 mc.

PROFESSIONAL DIRECTORY

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FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Maxwell House Plans
GENERAL FOODS Corp., New York (Maxwell House Coffee, on Sept. 7), is returning to NBC with a musical variety program produced by M-G-M similar to the Good News program which was discontinued for the summer June 29. Another name will be chosen for the new program and a new m.c. will be selected, but the program will continue to feature Fanny Brice and Hanley Stafford, Connie Bouvier and Meredith Wilson's singing orchestra, C. Bennett & Bowles, New York agency in charge.

Enna Jettick on Red
DUNN & MCCARTHY Co., St. Paul, Minn., is using the first shoe manufacturer to use a coast-to-coast network, will be heard in August with a quarter-hour Sunday afternoon musical program broadcast over 72 NBC Red stations to advertise Enna Jettick shoes. Title Enna Jettick Melodies, program will feature Jimmy Shubin, the Norsemen Quartette and D'Artega's orchestra. Advertising copy will feature The Shoe of the Week. Program was tested last spring locally in New York, Marschall & Pratt, New York, is the agency.

Pre-Phy-Lac-Tic Special
PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass., division of Lambert Pharmacal Co., late in July will promote the "90-cent value" of its tooth powder and toothbrush for 49 cents on the 62 CBS stations carrying the program Grand Central. Advertisement Scheme will feature the show of the Week.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted. To 25 words. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employees, etc., talent. Complete information free on request. Box 864, Denver, Colorado.


outstanding salesman, commission against draw of $125.00, regular commissions, line market. Box A426, Broadcasting.

Situations Wanted

Trained college woman, part-time radio experience, much musical, good writing. Go anywhere. Box A416, Broadcasting.

Salamonsera ... Outstanding twelve years recent successful advertising selling metropolitan areas desire connection with progressive station. Single. Age 24. Irish. Residence, Go anywhere. Desirable salary or drawing account. Box A418, Broadcasting.


Chorbil is fame no longer! Young, alert, capable woman with thorough newspaper and radio experience, new ideas, now employed by important network head, desires a GOOD job at a GOOD salary. Prefer New York, Chicago, or Los Angeles—network, station of importance or large group. Desirable personality but don't mind taking orders and can fill them. Experience includes continuity of all types, programming, producing and writing. Good voice, appealing appearance, ability to meet people. Good knowledge of publicity. Please, send recommendations. Box A417, Broadcasting.


Announcer—Single man, experience with network outlet, wishes announcing anywhere. Box A441, Broadcasting.


Engineer now employed on regional station, six years experience. Good record. Reference from present employer. Address Box A421, Broadcasting.

News announcer and editor wants connection with progressive station any part of country but prefers coast-to-coast or station with large east coast and mid-west. Last seven months newspaper work, but now desiring return to broadcast- ing. Reliable and sober: age 20. Box A442, Broadcasting.


Page 82 • July 15, 1939
CHILDREN had their day July 3 at KTSW, Emporia, Kan., when they took over the station from top to bottom, with more than 1,200 participating. The youngsters sold their own advertising, including spot announcements and quarter-hour programs.

Divided into teams, the 1,200 put on their own programs under supervision of station personnel. Broadcasts varied from straight musical to quiz and no attempt was made by station personnel to direct programs prior to the time they went on the air.

A parade of children carrying signs, and including business floats, opened the day. In the evening KTSW awarded cash prizes for signs, floats and for best announcers and programs. On July 5 those who participated were given a free movie show.

Advertising rates for Children's Day were reduced drastically since the event was not promoted as a money-maker.

To Examine Biow
NEW YORK SUPREME Court Justice Ernest Hammer on June 26 granted an application by Monroe B. Levoy, also known as Roy Post, to examine before trial Milton Biow, president of Biow Co., and officials of Philip Morris & Co. in connection with a $250,000 suit brought by Levoy against Biow Co., the cigarette company, and NBC. The plaintif claims that an idea entitled "The Perfect Crime" was submitted by him to the agency in September, 1938, and that the idea was plagiarized when Philip Morris & Co. sponsored a radio program of the same name on NBC in November, 1938.

Actions by the FTC
THE Federal Trade Commission has issued orders against Wyeth Chemical Co., Jersey City, to cease certain claims for its Freezzone corn treatment; against Silver Mfg., Co., Silver Sales Co. and World-Wide Radio Co. to cease alleged lottery methods in the sale of radios. Six radio stations (KDY1, WJDX, KGVO, WOW, KFRU, WTCN) have agreed to cease allegedly misleading claims regarding their power. Simonize Co., New York, has been charged with unlawful price discrimination in the sale of beds and mattresses.

A Car a Day CONTEST conducted by American Tobacco Co. in which a car is given away daily for the best slogan written on the backs of Roi Tan cigar bands on the Sophie Tucker programs on CBS last spring is being continued through the summer by an announcement campaign, backed up with direct mail. Results have been very satisfactory, according to the agency, Lord & Thomas, N. Y.

THE FCC on July 13 made final its recent proposed findings [Broadcasting, June 16] authorizing a new 250-watt daytime station in Manassas, V., in which John P. Wiley, president of WJW, Akron, and a group of local business men are the stockholders.

ASCAP Suit Revival
(Continued from Page 21)
that music which automatically is cleared at the source insofar as copyright payment is concerned. This contention, of course, has been disputed, though it may evolve as a test of the clearance-at-the-source issue.

Court Defense Claimed
Montana broadcasters contend that ASCAP, in seeking to cancel licenses of Montana stations actually is defying the State court, which already had decreed that stations in the state are restrained from making payments to ASCAP under the temporary injunction.

Following issuance of the temporary injunction, John G. Paine, ASCAP general manager notified WBC and CBS that ASCAP had "found it necessary to cancel the licenses of the Montana radio broadcasting stations". He added that the performance of ASCAP music over these stations would be an infringement of copyright, and concluded: "We hereby advise you that you may no longer supply programs containing our music to these stations."

In its reply June 28, CBS took issue with ASCAP's contention it could no longer supply programs to the stations. After quoting the contract between ASCAP and CBS dealing with performing rights, CBS stated "we do not recognize the validity of the advice contained in the last paragraph of your letter."

The contract, CBS stated, provides among other things "that so long as licensee hereunder shall fully perform each and all of its obligations hereunder Columbia Broadcasting System Inc. may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary, or proper in the conduct of such business."

In some quarters, the position taken by CBS in interpreting the terms of the contract was viewed as one which augured for clearance and payment at the source, thus possibly releasing stations from infringement action on network originations. If this view is verified, it would mean that stations paying ASCAP on network emanations as well as all of their own programs in effect would be making double payments.

It is ASCAP's contention that it "has not been enjoined from anything" in the Montana situation. One spokesman stated "we can't be enjoined without being served and we can't be served because we are not doing business in the State."

AUTHORITY to the FCC to submit a further brief in the so-called Courrier-Post case, involving the application of the newspaper for a local station in Hannibal, Mo., (see page 30) was granted by the U. S. Court of Appeals for the District of Columbia July 11, at which time it vacated its order mandamusng the Commission to act favorably on the application. The court, however, denied the Commission's request for oral argument and gave it ten days in which to file a further brief.
Nine Transfers of Ownership Are Authorized by the FCC

TRANSFERS of the ownership of nine broadcasting stations, the largest being WFBM, Indianapolis, were authorized by the FCC during its summer vacation days, July 12 and 13. All of the grants were made without previous hearings and were faster granted by the Commission's policy of recent months to avoid unnecessary hearings so far as possible. Seven of the transfers were to newspaper publishers.

The stations involved in the deals which received the Commission's sanction, in addition to WFBM, were WIBC, Indianapolis; WKBO, Harrisburg; WJBY, Gadsden; KANS, Wichita; KWOC, Poplar Bluff, Mo.; WQTM, Wilkes, N. C.; WSPR, Springfield, Mass.; and WWWS, Pittsburgh.

WFBM Transfer

Transfer of WFBM involves a reported sum of $450,000, the seller being the Mason-Dixon Group, the Indianapolis Publishers' Light Co., last of the public utility firms to operate a broadcast station and the purchaser being WFBM Inc. Jess T. Kaufman, former general manager of WCAE, Pittsburgh, and later a Hearst Radio executive, is president of the company. Associated with him in the purchase, and the principal stockholders, are Harry M. Bluner, publisher of the Pittsburgh Post-Tribune; and Telenews, with which WCAE is affiliated, and Harry M. Jr., his son. Mr. Kaufman will assume active control of the station.

The WFBM transfer grant was one of the quickest on record, the application having been made in May, April 30, and in June, June 1.

Also in Indianapolis, WIBC was sold by Glen Van Aukens, local attorney who received the sale at the Indianapolis Powers Good Light Co., last of the public utility firms to operate a broadcast station and the purchaser being WIBC Inc. Jess T. Kaufman, former general manager of WCAE, Pittsburgh, and later a Hearst Radio executive, is president of the company. Associated with him in the purchase, and the principal stockholders, are Harry M. Bluner, publisher of the Pittsburgh Post-Tribune; and Telenews, with which WCAE is affiliated, and Harry M. Jr., his son. Mr. Kaufman will assume active control of the station.

WJBY Transfer

WJBY transfer involves the sale of its summer vacation days, July 12 and 13. All of the grants were made without previous hearings and were faster granted by the Commission's policy of recent months to avoid unnecessary hearings so far as possible. Seven of the transfers were to newspaper publishers.

The stations involved in the deals which received the Commission's sanction, in addition to WFBM, were WIBC, Indianapolis; WKBO, Harrisburg; WJBY, Gadsden; KANS, Wichita; KWOC, Poplar Bluff, Mo.; WQTM, Wilkes, N. C.; WSPR, Springfield, Mass.; and WWWS, Pittsburgh.

WFBM Transfer

Transfer of WFBM involves a reported sum of $450,000, the seller being the Mason-Dixon Group, the Indianapolis Publishers' Light Co., last of the public utility firms to operate a broadcast station and the purchaser being WFBM Inc. Jess T. Kaufman, former general manager of WCAE, Pittsburgh, and later a Hearst Radio executive, is president of the company. Associated with him in the purchase, and the principal stockholders, are Harry M. Bluner, publisher of the Pittsburgh Post-Tribune; and Telenews, with which WCAE is affiliated, and Harry M. Jr., his son. Mr. Kaufman will assume active control of the station.

The WFBM transfer grant was one of the quickest on record, the application having been made in May, April 30, and in June, June 1.

Also in Indianapolis, WIBC was sold by Glen Van Aukens, local attorney who received the sale at the Indianapolis Powers Good Light Co., last of the public utility firms to operate a broadcast station and the purchaser being WIBC Inc. Jess T. Kaufman, former general manager of WCAE, Pittsburgh, and later a Hearst Radio executive, is president of the company. Associated with him in the purchase, and the principal stockholders, are Harry M. Bluner, publisher of the Pittsburgh Post-Tribune; and Telenews, with which WCAE is affiliated, and Harry M. Jr., his son. Mr. Kaufman will assume active control of the station.
Censorship Hearing  
(Continued from page 17)

“Censorship”, Mr. Ballard asserted that the international broadcasting rule under consideration conflicted with this observation. He said the question, from the Union standpoint, was whether there resides in the rule the potentialities of program censorship. Under the procedure established by the Commission for the hearing, arguments of counsel would be heard following presentation of direct testimony. This presentation was of witnesses for the ten groups which filed appearances.

On behalf of Westinghouse, and of WIOD, Miami, which has an international adjunct, Horace L. Lohnes, Washington counsel, declared that in view of the Commission’s statement on the censorship issue, Westinghouse would not present testimony. He then joined in the motion for the change in language.

Commissioner Thompson asked the attorney whether any effort to combat Westinghouse international station programs has been made since the rule became effective. Mr. Lohnes declared the station has operated very much in the past fashion but felt that the balance of the rules, which were not under discussion in the current hearings, worked to the detriment of international stations. Commissioner Thompson observed that he “just wanted to be sure” that there had been no evidence of censorship by the Commission since the rule became effective.

No Restraint

Rev. Curran delivered a sharp statement supporting the rules and attacking commercial broadcasting, the NAB, and all other opposition. When General Counsel Dempsey sought to check this line of testimony, asserting that it did not meet the issues at the hearing, Mr. Sherley said he believed it to be “no restraint on freedom of speech by the present speaker”.

Declaring that the rules should be retained as written, Rev. Curran attacked the “Americanism” of certain of the objecting groups, and said that as an American citizen he could not understand how there could be any objection to the rule.

NAB’s argument against the rules, Rev. Curran declared, “falls to the ground” because commercial broadcasters “enjoy complete censorship” of everything broadcast. He said he had been forced to delete the name of a “leftist” by NBC, and on another occasion was prevented from mentioning the name of a particular racial group. Declaring the international rule had developed “strange bedfellows” he made reference to the combined efforts of NAB and Civil Liberties Union to change the rules.

When NAB President Miller took the witness stand, Commissioner Thompson immediately began his examination of the circumstances surrounding the writing of the letter of protest to the Commission. It was Commissioner Case who inquired whether the international stations were NAB members as such, and Mr. Miller pointed out that there was no classification for that type of station but that a change in bylaws was planned. He declared, however, that standard long-wave broadcast stations of most of the international broadcast stations were NAB members and that therefore the association could act as their representatives with complete propriety. It was then that Commissioner Thompson sought to ascertain whether Mr. Miller had procured the approval of the NAB membership as a whole or of the board of directors.

[The NAB executive committee, meeting in Atlantic City July 9, unanimously approved President Miller’s letter and his action in the international broadcast matter. The NAB membership, on the closing day of the convention July 13, adopted a stronger resolution condemning President Miller and fully supporting his action.]

Prefers Conferences

Mr. Miller testified that he had no intention of undermining the Commission in writing the letter of June 9. He said he personally felt that better results always can be procured across the conference table. Moreover, he pointed out that his public statements during the past year have been few. He said that when the rule was made public May 28, he was in the process of gathering information on international broadcasting, in the hope of discussing the matter with the Commission.

When Mr. Miller disclosed he had been advised that a rule was being drafted the day before its release, Commissioners Thompson and Payne pursued this point seeking to ascertain where the information was obtained in advance. Mr. Miller said he recalled that Ed Kirby, NAB public relations director, had given him the information. Commissioner Thompson requested that Mr. Kirby be called as a witness.

After the noon recess, the FCC continued its questioning along the same line, stressing the point of Mr. Miller’s authority to represent the broadcasters concerned and asking him for opinions on various statements and recommendations made by Mark Ethridge, former NAB president and other radio spokesmen at hearings last year before the Congressional committees. He was told that he did not have power to review government-operated shortwave station.

Counsel, Witness Angered

Questioning and statements of counsel climaxd late in the day when Mr. Sherley alluded to “star chamber proceedings” and declared, “The courtesy shown the witness is rather conspicuous by its absence.” He continued by declaring that he was also unfair to place an objector to the form of a rule in the position of opposing the objectives of the rule, as he claimed was being done. Also commenting on this matter, which brought FCC members to the edge of their chairs, Mr. Miller said, “I have certain rights as a private citizen and NAB president for which I have the right to fight here or anywhere else without being made to appear as doing any discourtesy to a public official.”

Order Issued July 6

The FCC’s second refusal to grant a hearing postponement came July 6 when it announced that it had denied the petition of seven international broadcast station licensees to postpone the hearing until Sept. 15, enlarge the scope of the hearings to include all of the international rules, and suspend the effective date of the rules until after the hearing.

The FCC took the same action on the petition of the NAB, filed June 29. Mr. Miller pointed out that the petition came after the full hearing, as doing any injustice to the licensees. Moreover, he declared the rule was for the public interest and declared it would be “imposing censorship of the rankest kind and that it fully intended to impose such censorship,” Mr. McLeod declared, that every time its fingers tightened on the throat of the radio industry “an enlightened public defeated its purpose.” He added that this “thoroughly discredited Federal body imposes drastic censorship, which will, if allowed to stand, destroy the American system of broadcasting and substitute therefor the Hitler system, the Mussolini system and the Stalin system.” Its action, he declared, was in flagrant violation of the Federal Communications Act.

Mr. McLeod pointed out that resolutions for investigation of the FCC are pending in both Houses of Congress. He expressed the hope that before adjournment one of these resolutions would be reported out and that a committee of the House “will be authorized during the recess to probe into the unhealed that is existing at the FCC.” And I hope further,” he added, “that if this body does not immediately rescind these Nazi international broadcast regulations that its members be removed from office at once.”

WEIL PHILADELPHIA announces the appointment of

GEORGE H. JASPERT
as SALES DIRECTOR

National Representative EDWARD PETRY & CO. 

July 15, 1939 • Page 85
Four Stations Get Better Facilities

Power Increases, Full Time Among Grants July 12-13

FOUR stations won improved facilities by action of the FCC at its July 12-13 meetings. WCOU, Lewiston, Me., won a decision to increase its daytime power on 1210 kc. to 250 watts. KRBA, Lublin, Tex., won a full-time station on 1310 kc., was boosted to 250 watts but continues daytime operation only. KROY, Sacramento, Cal., won a boost to full-time operation, using 100 watts on 1210 kc. and the same was granted KMMA, Anniston, Ala., on 1420 kc.

In proposed findings requiring later ratification if no objections are raised, the FCC entered an order approving a change in facilities for WLBQ, Johnstown, Pa., from time-sharing with WFRB, Altoona, on 1310 kc. to full-time operation with 100 watts night and 250 watts day.

Other Facilities Granted

Other proposed findings approved the following:
KAND, Corsicana, Tex. — Full-time operation on 1310 kc. in lieu of its present part-time.
KPLT, Paris, Tex. — Change from 250-watt daytime on 1500 kc. to full-time operation with 100 watts night and 250 day on same frequency.
WHDF, Calumet, Mich. — Full-time on 1370 kc. in lieu of specified hours, with 100 watts night and 250 day. As a precaution, application of Lane J. Hoggan for part-time station with same facilities in Hancock, Mich., adjoining Calumet, was denied.

Denied in final form was the application of WPFB, Baltimore, for a satellite station at Frederick, Md. to operate in synchronization with WPFR on its 1270 kc. frequency, thereby increasing its power. Proposed for denial was an application of KRRK, Sherman, Tex., for a full-time station on 1000 kc. Since 850 kc. in lieu of its present daytime assignment of 250 watts on 1310 kc., KQIK, Kilgore, Tex., was denied a petition for change in its application for a shift from 1370 to 1340 kc. and a change in power and time of operation from 250 watts daytime only to 1,000 watts fulltime.

New Kentucky Local

WITH Lee B. Jenkins, tobacco buyer and farmer of Kinston, N. C., as principal, a 100- and 100-watt night and 250-watt day station on 1310 kc. in Bowling Green, Ky., has been granted on construction by the FCC. Mr. Jenkins, who will be secretary-treasurer of Bowling Green Broadcasting Co. owns 90% of the stock. Five per cent each is owned by his wife, Lee B., real estate man, president of the Kentucky Tobacco Exchange and Ennis P. Harris, tobacco warehouse owner, vice-president. Messrs. Rose and Harris purchased the Green mountains. Calls will be WBLY.

SALES AFFILIATES, New York, has appointed George A. Ireland, New York, for its new product, Wisk hair remover. It may be included later in advertising plans.

Children Like Adult Programs

New York Survey Shows That Youngsters Are Close

Followers of World Events

CHILDREN over ten years of age are not as vitally interested in the juvenile radio programs prepared for them by network stations as adult programs such as newscasts, sports broadcasts and quiz programs. This is the conclusion of a recent survey conducted by Youthbuilders Inc. among 3,000 New York City school children, 10 to 16.

General conclusions of the survey showed the children to be close followers of world events. Many of them expressing marked interest in opinions with the desire to discuss these opinions among themselves or on forum broadcasts. With this preference in mind, Youthbuilders has been experimenting for the past six months with its Youth Forum broadcasts on WNYC, New York municipal station, allowing children to take part in the discussion of current political or international questions and issues suggested by the radio audience.

Satisfying Mothers

Such a program, according to Sabra Holbrook, executive director of Youthbuilders, seems to appeal especially to mothers, who are the ones that have complained of the bad psychological effect most juvenile programs have on children. A second remedy for this parental dislike of “harmful, blood and thunder” programs, Miss Holbrook states, is the practice of having a child psychologist attend all meetings of sponsors and agencies during which scripts are planned, as done by Wander Co. for its production of Children in Action. Thus giving the mother “a sense of security about the program to which his child listens.”

Improved communication facilities, especially radio, have made children today much more interested in the world outside their home than in the past. In past generations, Miss Holbrook continued, an interest which is further encouraged by a more adult type of training in schools. The survey, for instance, revealed that 90% of the children listen regularly to news broadcasts, with 10% listening more than once a day. The newscasts, along with The Lone Ranger and Gangbusters, were the most popular programs among all age groups participating in the survey with 45% of the children hearing the news program Five-Star Final, sports, jazz, Charlie McCarthy and Dick Tracy. It was noted that 80% of those who were hearing news programs were better acquainted with the news than were those who listened to other types of programs.

High up among the favorite programs were We the People, Jack Benny, Hokey Pokey, with Leo Carruthers and Calvins of America, while 76% answered that they would listen to a Youth Forum broadcast on WNYC. A second type of program such as the one with which Youthbuilders has been experimenting and 45% would take part in such a program by sending in questions for discussion and by voting on which side presented the better argument.

Eleven New Local Stations Authorized

(Continued from Page 84)

 порация, who with Allen R. Loomis, secretary-treasurer, a local creamery executive holds 58% of the common stock.

The Salem, Mass., outlet will be a full-time 100-watt on 1200 kc., licensed to Western New England Broadcasting Co. Chief executive and stockholder is Charles W. Phelan, formerly with the John Shepard 750 kc. station. An old time radio interest is the sales manager, with Mrs. Phelan and Edward F. Flynn, attorney, as co-qualifiers.

Lloyd Thomas’ Station

Hastings, Neb., original home of what is now KJY in the early days of radio under Westphal ownership, gets a 100-watt night and 250 day station on 1200 kc., the licensee to be the Nebraska Broadcasting Co. Chief stockholder is Fred A. Seaton, publisher of the Hastings Daily Tribune, and a stockholder and promoter of the venture is Lloyd Thomas, who once managed the Westphal station at Hastings, later became an NBC newsman, and presently is news manager and part owner of WROK, Rockford. Mr. Thomas will manage the Hastings station.

The grant is a second application of 22-year-old J. Samuel Brody, son of a local dry goods merchant, for a station that Gannett Co. originally requested in 1939 in Sumter, N. C., the Commission denying the same time different an application by WIS, Columbia, S. C., for authority to erect a satellite station at Sumter to operate synchronously with WIS on its 560 kc. frequency with a daytime power varying from 100 to 500 watts.

Two More in Texas

Texas gets new outlets in Victoria and Plainview. The Victoria station will operate with 100 watts night and 250 day on 1310 kc. The Commission last April 10 denied this application, which was heard by an examiner under the old system of considering applications, but it set aside its order and granted the station to Radio Enterprises Inc., owned chiefly by Fred Bowen, W. C. Cook, Rockford, president; E. D. DeWitt, retired newspaperman, vice-president; W. C. Cook, Ford dealer and bank vice-president, secretary-treasurer.

New Florida Station

PANAMA CITY, Fla., a community of slightly more than 5,000 population, located in northwestern Florida on the Gulf of Mexico just 92 miles south of Dothan, Ala., has been granted a new local broadcasting station by action of the FCC June 27. It authorized the erection of a Broadcasting Co. to construct a 100-watt night and 250-watt day outlet on 1200 kc. Principals, each holding one-third interest are Charles A. Boshart, president; Paynor H. Burpee, secretary, and Edward F. Flynn, attorney, who handled the hearings. Messrs. Charles F. Breedlove and Paynor H. Burpee will be the technical director and engineering director, respectively.

Plant Food’s Plans

K E M. LABORATORIES, Jersey City, which since May 30 has been testing five times weekly participations in the Polly Sheldy program on WJAC, Johnstown, Pa., from time-sharing with WBZ, New York, to promote its liquid plant food recently put on the market, will increase the use of radio late this summer along with expansion in other media as the scope of distribution for the product is increased. Radio plans will not be announced till after July 15.

Radio At Its Best

- Without tax, license or dues, repaid only by support of their products, advertisers give the people of America the finest radio programs in the world.

Advertising dollars invested on these Montana Stations bring greater returns per dollar invested because here advertising content of programs is limited so as to insure greater listener interest.

Maximum Commercial Copy

Chain break announcements 30 words
Spot announcement _______ 100 words
Number of words per 15 minute program _______ 250 words
One announcement NEVER follows another announcement.
No announcement programs

The Listener Has Found
The Best In Radio On:

KGIR Butte
Montana's Largest City

KPFA Helena
Montana's Capital City

Advertising dollars spent in this area, when invested on these stations return large dividends.

Available under a single contract

Thanks Mr. Crosley for the free publicity——

BUT——

Publicity was not the idea behind our advertisement in the June 15th BROADCASTING. If you really want to know, we will be glad to publish some of the reasons in this magazine. All of them would take more pages than we have money to spend. We believe our advertisement did a very great service, not for us but for the entire radio broadcasting industry. By this time Mr. Crosley, your Rev. Cadle (who has been hoofing it around the Senate in Washington for your benefit) should be able to give you some idea of just how great this service really was.
Among the Exhibitors

STANDARD Radio's partners, Milt Blunk (left) and Jerry King, contemplate a newly signed contract.

ASSOCIATED Music Publishers has Dr. D. G. Young, WOCX, Minneapolis (right) considering a deal. In the group are F. G. Myers, E. T. Tingley, John Maye and Ben Schmir.


THORDARSON'S exhibit of transformers and amplifiers is in charge of Roy Davy, over from Chicago.

NEW IN RADIO held is Atlantic Metalcraft & Radio Corp., Needham, Mass., whose L. A. Hennin (left) shows how to make boom works at Wistone T. Porter stands by. Firm also makes tape pickup amplifiers, speed tonecontrol and mike plates.

THESAURUS and exhibitors at NBC Thesaurus exhibit (top 3) are R. Thomas, NBC; H. L. Henson, All-Canada Radio Facility Ltd.; Lloyd Spier, NBC; Ted Sanko, NBC; Ted Tedesco, NBC; Lee Hendren, All-Canada; Charles Hicks, WATZ, Detroit; Frank Chester, NBC.

ELECTR

ALLIED RECORDING PRODUCTS Co. Inc., W. A. Savary (left) and H. L. Elefson (right) tend to demonstrate its recording machine.

AMPEREX ELECTRONICS Products has N. Auer, P. S. Terheke and S. March on stand.

Page 88 • July 15, 1939

BROADCASTING • Broadcast Advertising
NAB Takes Action on Code, ASCAP

Plans Special Meeting During September

(Continued from page 14)

On Copyright

Hour Administrator, while they might be appealed and possibly reviewed by the courts, the behavior would not become retroactive in event of reversal. President Miller emphasized the significance of this statement.

Dr. John W. Studtebaker, U. S. Commissioner of Education, and Dr. Leonard Power, President of the Federal Radio Education Committee, both briefly reviewed different phases of the activities and program of FREC (See page 21). In the absence of Orrin E. Duniap Jr., radio editor of the New York Times, who was unable to make a scheduled appearance because of illness, his previously prepared discussion of the future effect of television and facsimile on standard broadcasting was read at the convention by Edward M. Kirby.

Advertising Bans

Without a word of floor debate, at its closed session July 12, the convention unanimously adopted the resolution expressing condemnation of the phrase "accepted standards of good taste" as set forth in the basic code. These listed 13 "sins", specifying types of advertising which stations shall not accept. The only speakers on the subject were members of the Program Standards Committee, Messrs. Glade, Hollister and Bill, who outlined briefly the reasons for the resolution (see page 9).

The resolution specified that member stations shall not accept advertising of liquor products, the sale of which violate the law; fortune-telling and similar programs; school offers of questionable merit; matrimonial agencies; homework offers except by firms of unquestioned responsibility; "dopester" and "tatt" and track publications; all forms of speculative finance; cures and products claiming cures; false, deceptive or grossly exaggerated advertising claims; copy which describes repetitively, any functions or symptomatic results of disturbances, and the like; unfair attacks upon competitors; misleading statements of price or value, or misleading comparisons.

Norton Uncontested

Because many members left the convention following copyright action July 12 and the banquet that evening, difficulty was encountered in setting a quorum for the closing session July 13. It adjourned before noon after reading several reports and voting resolutions brought in by the Resolutions Committee.

The election of Mr. Norton as a regional director was uncontested with his nomination by Dr. Searle, formally withdrew. Mr. Searle said the pressure of work in Omaha and Lincoln, which he assumed a year ago as general manager of Central States Broadcasting Co., required his undivided attention during the coming year. In asking for a "tie check", Mr. Searle said he hoped he would be honored later with an opportunity to serve. Praising Mr. Norton, who was re-elected to the board of work during the last year, Mr. Searle said he deserved "unanimous election".

The report of the committee on affiliation of State organizations with the NAB, headed by W. Walter Tison, WFLA, recommending circumstances under which they might be admitted to membership, was referred to the board upon motion of Mr. Shepard, who oppose certain provisions. Mr. Shepard held that whereas the recommendation was that at least 25% of the stations of the State association be counted in order to warrant affiliation with the NAB, he felt the percentage should be substantially larger.

SMILING Steve Early, White House secretary, greeted by Quaker Maid hostesses Betty (left) and Eleanor Grey of WFIL, Philadelphia, just before he made his convention speech in a position to take broadcasters "off the spot", Mr. Marty contended he is the only "invited guest" in the radio industry who enters by the front door. Because his advice is asked, and is freely given, he is in a position to serve as a goodwill ambassador, he said. The station makes the listener want to listen, he pointed out, and servicemen "keep him listening".

Mr. Kirby outlined the results of the joint NAB-RMA promotional campaign and said it was planned to line up a new department to undertake work, possibly under the NAB banner alone. While details have not been worked out, Mr. Kirby said, it is planned, in connection with the change from daylight time, to seek the cooperation of radio advertisers in promoting the new Fall programs. Point of purchase material, wrapper promotion and other means of expanding the desire of listeners to listen more are contemplated.

Annual Accounting

As a second plan, he mentioned the "Radio's Annual Report" proposal, under which all radio, co- owned or individually, in the nation, would be required to report for the New Year's Day, would give an accounting of its stewardship. This is in line with the campaign to promote radio by radio.

Mr. Kirby read to the membership telegrams received from women's organizations praising the revised self-regulation code as a forward step. Among these were Lucy R. Milligan, radio chairman, General Federation of Women's Clubs; Mrs. William Corwith, National Radio Chairman, American Legion Auxiliary; Dorothy M. Lewis, national radio chairman, National Society of New England Women, and Sidone Matner Grunenberg, director, Child Study Association, and chairman, Parent Education Committee, National Advisory Council on Radio in Education.

Arthur B. Church, chairman of the NAB Research Committee, offered a resolution recommending to the board of directors the re- entry of NAB in the service of reporting monthly broadcast advertising revenue in detail. Unanimous action was taken.

Pages 89 - 90 of 1939 Broadcast Advertising July 15, 1939

Studebaker Tells of Educators' Work In Improving Programs; Hails New Code

THE MOST desirable "freedom" from an educational viewpoint is "freedom to the learner to learn" rather than "freedom to the teacher to teach", and that principle is the underlying concept of General Radio Education Committee, made up of broadcasters and educators, Dr. John W. Studtebaker, U. S. Commissioner of Education, told NAB members at a general convention session July 12.

Looking further that the people's confidence in the arts leads to greatest successes in broadcasting as well as any other undertaking, he hailed the NAB code as a wise step toward self-regulation, a step which also must be learned by educational and non-profit groups in cooperating with the radio industry.

Laying a Foundation

The FREC is "taking plenty of time to lay a solid foundation for the solution of our common problems", Dr. Studtebaker commented, adding that the industry, directed at creating school radio facilities that would justify educators' requests for radio time, briefly outlined the organization and research and script exchange functions of the FREC before turning to Dr. Leonard Power, project director of the FREC, for a detailed review of its research principles and activities.

In laying "ear appeal" for radio, like "eye appeal" has been studied for visual advertisers and visual media, the trained psychologists, sociologists and educators on the FREC research staff are "the social engineers of the radio industry studying radio as a social phenomenon", Dr. Power said. With this listening research centering at State U., other staff at State U. is evaluating broadcasts planned for use in schools, he explained, along with other studies planned on National script exchange directed from the Office of Education.

The aim of cooperation between radio stations and local non-profit groups which use station facilities has some important socio- logical implications," he declared. On the network level we find that many national organizations, through radio committees, are co- sponsoring excellent sustaining programs. The success of these programs has implications for the American way of broadcasting. Those who believe in democracy also believe that the pooled wisdom of associations of broadcasters who are jointly creating programs is superior to bureaucratic arrangements, and we know that democratically conceived and administered broadcasts retain a more desirable responsiveness to the listeners.

Digging Down to the Local Level

The principal problem seems to be that of raising program standards so that local civic programs are air-worthily, at least to the extent that the serviceman can reach for the little knob when these programs are announced. It is a proper function of education to improve the air-worthiness of local programs."

All for ASCAP

BOB HALL well-known stage and radio entertainer, presided one of the highlights in the entertainment at the NAB convention banquet July 12 when he delivered the keynote speech on the risingASCAP situation in words and music. Chanting his rapid-fire commentaries on everything from preceding numbers on the program to personas seated at the speaker's table, Hall drew hearty guffaws as he concluded, "The Society goes 95%, and now they want 10%; so for your information, why not give them your stations."

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tion emphasized the importance of information of this character within the control of the NAB. It was recited there is no need now to even mention gross revenue information, since actual income figures are now prepared by the FCC on a yearly basis. This FCC information will serve to correct any false impressions, the resolution continued, and the revival and expansion of the NAB index is desirable in the industry. If the information is gathered by NAB, it will be in a position to specify with the statements contained in it. The industry thus would be in a position to control its own figures “and not have them subjected to handling by outside agencies where misrepresentations are likely to occur”, said the resolution, and centralization in the NAB would lessen the need for special questionnaire.

Adopt Resolutions

In quick order, under the hammer wielded by Chairman Carpenter of the Resolutions Committee, the convention adopted a series of resolutions in which those commenting President Miller for his action in the abortive international rules controversy, and the three-year license plea were most significant. Other resolutions thanked convention speakers, gave President Miller and his staff an unanimous expression of appreciation “for their loyalty, cooperation and whole-hearted support during the year”, and otherwise expressed gratitude for service and courtesies during the convention.

The international rule resolution chronologically recounted the events leading up to the demands for hearings on the rule, to modify its language and remove the objectionable features. Because the FCC, or at least certain of its members, became indifferent over the NAB attitude, the unanimous vote was particularly significant. The resolution concluded that the membership affirms and believes that the FCC’s original letter “constitute a fair and accurate expression of the fundamental issues involved” and then commended him for his prompt and vigilant action in calling to the attention of the Commission and the public the fact that the regulations governing international broadcasting stations, as drafted, contained elements of a genuine threat to the right of free speech by radio communication, not only in the operations of international broadcast stations, but in the domestic field as well.”

Finally, the resolution expressed the hope that the Commission, following the hearing on the regulation, “through appropriate revision or modification” will make it clear that it could not in any way be construed or interpreted “to abridge in any manner the fundamental right of free speech by means of radio communication.”

The three-year license resolution expressed commendation of the action last month of the FCC in extending licenses from six months to a year, declaring it will contribute to the stability of the industry and enhance opportunity for increasingly better public service. But it went further by resolving that the NAB should continue its efforts to obtain the maximum-length licenses for three years as permitted under the law. Copies of the resolution were ordered sent to the FCC membership “as an expression of appreciation of the confidence which the extension of the license period evidences.”

Believe It or Not

At 11:45 p.m., July 12, during the NAB convention, Lloyd Thomas, chairman of the National Committee of Independent Broadcasters, former head and former head of WROK, Rockford, Ill., resigned his post because he no longer was actively engaged in station operation. He was unani ¬mously elected executive secretary. At 4:15 p.m. he received a phone call from Washington informing him that the FCC had just granted his application for a new local station at Hastings, Neb.

The National Committee of Independent Broadcasters was enlarged from 9 to 17, representing each district of the NAB, at meetings held during the NAB’s Atlantic City convention.

Lloyd Thomas, general manager of a newly-granted station at Hastings, Nebraska, resigned the chairmanship of the committee after becoming executive secretary. H. A. Lafount, WOW, New York, automatically succeeded to the chairmanship from the vice-chairman ship. A new chairman and executive committee of five will be selected at the first meeting of the committee.

Twelve committees were selected during the closing meeting of the NIB, including seven hold-overs. The remaining five will be appointed by the executive secretary after consulting NAB board members from the districts still open.

Selected were: District 1, Stanley N. Schultz, WLAW, Lawrence, Mass.; District 2, Frank R. Smith, Jr., WWSSW, Pittsburgh; District 4, H. Bliss McNaughton, WTBS, Cumberland, Md.; District 7, Jack R. Howard, WCPO, Cincinnati; District 10, Edgar Shutz, WIL, St. Louis; District 11, Gregory Gentling, KROC, Rochester, Minn.

Newly elected were: District 13, James R. Curtis, KFRO, Longview, Tex.; District 14, Frank E. Hurt, KFXD, Nampa, Idaho; District 15, William Westlund, KELO, Sioux Falls, S.D.; District 16, Leo Tyson, KMPC, Los Angeles; District 17, T. W. Symsons Jr., KXL, Portland, Ore.

Music Committee

Created as an emergency group to represent independent broadcasters during negotiations with the musicians’ union in 1937, and so successfully that the NAB moved to petition the NAB board to recognize its existence within the association. Major issues during the several sessions were copyright and the threat of “push-button” sets. The proposed code was given scant group consideration beyond the overwhelming sentiment for adoption.

Following a report by John Elmer, NAB, the resolutions concluded along the lines of a copyright survey among independent stations which he recently had completed, the independent broadcasters passed a resolution favoring payment to ASCAP on the basis of programs as used, with franchise and payment at the source.

Hit Push-Button Sets

The “push-button” type of receiving set received severe criticism. Averaging only a four percent and generally excluding the independent stations, push-button sets would, according to a resolution passed by the NIB, “in the years at the present rate of replacement seriously reduce the possibilities of the independent stations, thereby causing inestimable damage to the independent broadcasters resulting in loss of advertising revenue.” The resolution further stated that continuance of the sale and distribution of push-button sets by members of the RCA constituted an unfair trade practice and a monopolistic attempt in the broadcasting industry. Unless a satisfactory solution to this problem is secured by the RCA, warned the resolution, the matter would be brought to the attention of the proper governmental agencies.

The NAB convention adopted a motion by Walter J. Damm, WTMJ, Milwaukee, that the resolution be referred to the board for further action in view of the absence of a representative vote at the concluding session.

Crosley NAB Survey

AN ACTUAL listener survey by telephone conducted for the first time at an NAB Convention by Crosley Inc. when, on July 12, delegates were invited to listen-in on selected stations while calls were in progress.

Other features of Crosley survey operations were in operation, including mechanical recorders metering the use of sets. Archibald Crosley, president of Crosley Inc., was in charge.

Broadcasters See Fair

A GROUP of 230 broadcasters, including families, visited the World’s Fair in New York July 14 as the guests of Grover Whalen and Dr. John Young, director of radio and television. The invitation was extended through Dr. Young at the NAB Convention. A whirlwind special tour of the fair, together with dinner at Perylon Hall, and other special events were staged for the radio delegation.

Indepenents Enlarge Committee, Name New Committee; Men, Music Group Picked

W hen NAB conventions observed that the general membership of WHAM, Rochester, was not present for the first time in years, inquiring of his Chicago counterpart, A. Hanover, executive of Stromberg-Carlson, station owners. It was revealed that Mr. Hanover, even though he’s more than passed his majority, was confined to bed with chicken pox.
OLDTIMER'S FORM
Dodo Club to Get Data on Radio's Evolution

ORGANIZED "to collect and preserve records reflecting the origin of radio, the history of radio broadcasters' organizations, the Do-do Club, was formed at the NAB Atlantic City Convention. The society's 'hunting ground,' Lambdin Kay, the "Little Colonel" of WSB, Atlanta, was named president—unique in the RNC 'Original Cat-Whisperer'—by the oldtimers at their organizational meeting held in conjunction with the NBC cocktail party preceding and at the convention banquet July 12.

The club, also going under the moniker of 'Disappearing Order of Decrepit Oldtimers', and named after the extinct dodo bird, specifies in its membership requirements that all members must have been identified with radio prior to midnight Dec. 31, 1922, "because the radio dodo was hatched prior to Jan. 1, 1923." Among members admitted at the initial Atlantic City meeting were: Charles W. Horn, NBC, who was named Chief Static Eradicator; C. M. Jansky, who created the radio dodo; Arthur B. Church, KMBC, Kansas City; I. R. Lunsberry, WGBB-WWJ, as the committee on eligibility; Howard J. Schencktreurer, WBAP, treasurer; Graham McLeod, WPTZ, Detroit; George D. Hay, WOR, NY, Amos 'n' Andy announcer; John Schilling, WHB, Kansas City; and Marlow, Junior, Globe, RNC; W. R. R.ing, WGW, Augustus, mascot.

HARRY S. GOODMAN, agency executive and program producer, plans for his "Voices of Yesterday" program which is winning wide acclaim on many stations.

MACGregor, C. P., Hollywood
McCurdy, Robert G., Grayber Electric Co., Chicago
McCary, Dixie B., Grayber Electric Co., Atlanta
Martin, Reggie, WJNO, W. Palm Beach, Fla.
Martyn, Joe S., Radio Servicemen of America, Chicago, Ill.
Misholob, Charlie, Charles Michaelson Transcription Co., New York
Midkiff, E., E. HRD, Chicago
Miller, Allen, University Broadcasting Council, Chicago

NELSON, Linnea (Miss), J. Walter Thompson Co., New York
Novak, Morris E., WNYC, New York
Nowell, Lawrence A., Allied Metalcraft & Radio Corp., Boston
Potter, John T., Radiograph Corp., New York
Powell, Ralph C., Presto Recording Corp., New York
Redner, Roy, WJBM, Jackson, Mich.
Rains, Robert B., Kelly-Smith Co., Detroit
Rath, Mollie E., WJBM, Chicago
Reed, Dewight S., Kelly-Smith Co., Chicago
Reynolds, Fred H., WJBM, New York
Rich, James B., Westinghouse, Baltimore
Roden, Paul H., HRD, Chicago
Rosen, Charles, S., Sola Electric Co., Chicago
Rosen, Leo, S., Sola Electric Co., Chicago
Rosenberg, E., Transamerican, New York
Rothrock, Harold B., Washington
Rudolph, Harry, WJBM, New York
Scheiblau, Ernest, B. Co., Atlanta
Scott, Alan, Rep. Booke Carter, Philadelphia
Segwick, Harry, Canadian Assn. of Broadcasters, New York
Siegel, Norman, Cleveland Press, Cleveland
Sine, John, WJBM, New York
Smith, E. E., Sola Electric Co., Chicago
Smith, H. R., Palomar Lippincott, Philadelphia
Lohnen, Kerce L., Washington
Thomas, A. H., W. EY, Co., New York

QUADIZZLE QUINTET (is 1 to 7) Frank Isaacuty, Kelly-Smith Co., New York; N. L. Mendelssohn, WJBM, Atlantic City; Jack Draughn, 87, the Radio Club of America; Rich, WJBM, New York; Rains, Kelly-Smith Co., Detroit; M. L. O'Neill, WJBM, Winston-Salem, N. C.
Informal group} snapped by our photographer; left to right: L. A. Benson, WIL, St. Louis; C. F. MacGregor, Los Angeles; G. A. Jones, and Ed Allen, Reynolds-Fitzgerald; Ed Shutz, WIL.

FOR THE KANSAS CITY RECORD

WHB Transcribes Many Events and Finds Novel Uses for Its Recording Equipment

By DON DAVIS
President, WHB, Kansas City

What business does a radio station have with records? Well, the transcription department is one of the busiest divisions of the WHB shop. Since 1935, we have been looking into "homemade records" for programs, commercial auditions, show ideas, sound effects, special events, promotion stunts and any other number of other special needs—and we've never looked in vain. We're sure we're providing much better radio menus now that we can serve the public on our own plans. Mrs. J. Nelson Rupard, WHB program coordinator, also serves as head of the recording staff. We have many auditions to prospect any more. With a nervous, one-time shot, there's always a chance that the soprano's high C will turn into a B-flat—but that some artist will unwittingly confide to a live mike just what he or she considers the performer's product. Live auditions are dangerous, so WHB records them—saving time for the auditions, and the auditioner—saving cold sweat for the sales staff.

Announcers' Mirror

We use a mirror in acetate so announcers can hear themselves as others hear them. We are realizing the use of transcriptions is in relaying network programs. An average of 900 to 1,000 transcriptions a week hits Kansas City at the wrong time, so we store them in discs and spin them out when the coast is clear. During the Papal coronation, we cut 21 consecutive quarter-hour faces without missing a syllable, and then started a relay broadcast at 6 a.m. We manufacture sound effects and thrill special studio visitors by letting them broadcast to themselves. There's a world of potential good will tied up in this transcription package. For instance, the Kansas City Council of Churches has the 7:30-7:45 hour over WHB on Sunday morning.

We frequently employ the "before and after" technique on "hot copy" or anything that will tie in at all in a nostalgia remote control broadcast, are waxed with mobile transcription equipment and delayed until the early evening hours when they are sure of an audience.

Would you like to have your transcription facilities produce a new sponsor? Ours did that job—produced not only a sponsor but also a year of publicity for the station. We are now holding, under the sponsorship of a local jeweler, a "high school announcers' contest"—with actual spot announcements. The aspirants get together just one night, but their voices are heard three times a day, seven days a week. The public does the judging—casting ballots at the sponsor's store. Transcriptions please the contestants because, win, lose, or draw, they get to hear themselves on the radio. When a celebrity stops off at the airport or pauses between trains at Union Station, Rupard and his records are on hand to greet them. They represent the WHB Radio News Reel, which somehow manages to catch the gist of the news each week "in the actual voices of those who made that news" and provides a half-hour Sunday commercial.

WHB never throws any records away—although we occasionally bury a lot of the old and the new. When Dec. 28 rolls around each year and procrastination and buck-passing have been carried to the breaking point, someone gets out all the transcriptions of the year, auditions, edits, cues and curbs them and brings forth a New Year's Day production—Milestones of —. Only transcriptions would make such a review possible.

NAB fishermen

Perhaps he was somewhat griped that his boat did not carry an RCA radiotelephone, as many Atlantic Coast chartered boats now do, so Frank Mullen, RCA public relations director, used the next best thing—a carrier pigeon—to send a message to the convention office of Broadcasting in Atlantic City's Ambassador Hotel. The pigeon arrived at the Atlantic City Tuna Club after an over-water flight of 30 miles and the message was then phoned. With Mullen on the expedition were William J. Chadwick, WJW, Detroit; Stanley Hubbard, KSTP, St. Paul, and Earl Gammons, WCCO, Minneapolis. The convention's most successful fisherman was in another boat—John Rivers, WSCS, Charleston, S. C., who caught a 25-pound tuna.

Quick Economical Results for Classified Advertisers

You may choose a new employee from among many experienced applicants if you insert a Help Wanted classified ad in Broadcasting.

Situations Wanted

Outline your experience and qualifications in a classified ad in Broadcasting. Some concern may need you—reach your next employer through Broadcasting. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in Broadcasting and choose from several attractive offers.

Services

If you have a service for the broadcast industry there is more business for you if you outline your services through a classified ad in Broadcasting.

Quick copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

787 National Press Bldg.
Washington, D. C.

July 15, 1939 • Page 93
DEAR ART:

A month ago you said, "Drop me a line whenever you break off a particularly good blurb. Drop me a line even if you decide not to write.

Well, here's the line, Art. We think, is one of the greatest things to come out of these old radio days. It began with a vegetable -a vegetable that is a vegetable. It was the first time a company had used radio. And it was a radio advertising used.

The product was the finest of any product like it at a time when competitors were shaving prices lower than Delilah shaved Jack's locks. But, Art, this vegetable was branded. And they plugged the pants off that brand.

Fell, six-two weeks after the first WOR broadcast, this company's daily carloads hopped from three to ten. One chain was forced to pack the product into 500 stores. Dealers in Albany, Lancaster, Westchester, Delaware bellowed, "Give!"

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

Yours!

WOR
THUMBS UP...

Sales Up!

Renewals = Results, say current advertisers who have used **BROADCASTING** three years or longer!

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* Each star indicates one year in **BROADCASTING**
JUNE 27 to JULY 14, INCLUSIVE

**Applications**

**JUNE 27**

NEW, Panama City Bstg. Co., Panama City, Fla.—Granted CP 1200 kc 100-250 w unil.

NEW, Bowlings Green Bstg. Co., Bowling Green, Ky.—Granted CP 1200 kc 100-250 w unil.

NEW, Knollsville, Tex.—Granted CP increase D to 250 w.

NEW, W. S. G., Chico, Tex.—Approved grant to Valentine E. Macy, Jr. and J. N. Macy.

**JUNE 28**

KSAI, Salina, Kan.—Granted CP 1120 kc 500 w only; application for CP change to 1000 kc was withdrawn.

KQV, New Orleans, La.—Granted CP change tran. control to Thomas E. Hall of Hall Broadcasting Co., New Orleans, La.; Granted CP change to 100 w; Granted CP change to 1500 kc; Granted CP permission to move to Kansas City.

**JUNE 29**

KSTP, Minneapolis—Granted CP change tran. to 700 kc.

KSWB, Tulsa, Okla.—Granted cons. renewal license.

KXBR, Lincoln, Neb.—Granted CP change tran. to 100 w; Granted CP change to 1230 kc.

**JUNE 30**

KROI, Austin, Texas—Granted CP change to 1250 kc.

KQV, New Orleans, La.—Granted CP change tran. to 700 kc.

KGTV, Phoenix, Ariz.—Granted CP change tran. to 100 w.

**JULY 1**

KSD, St. Louis, Mo.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KPHC, Hagerstown, Md.—Granted CP change tran. to 100 w.

KTB, Lebanon, Pa.—Granted CP change tran. to 100 w.

KWHI, Waco, Tex.—Granted CP change tran. to 100 w.

KSL, Salt Lake City—Granted CP change tran.

KTVN, Portland, Ore.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

WJZ, Baltimore, Md.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KGCA, Chattanooga, Tenn.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KSHB, Kansas City, Mo.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

WFBM, Indianapolis—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KROK, Denver, Colo.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 2**

KVOV, Shreveport, La.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 3**

KTVK, Phoenix, Ariz.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 4**

KTXT, Fort Worth, Tex.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQMD, Missoula, Mont.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KBCR, Lawrence, Kan.—Granted CP change tran. to 100 w.

KQSM, Macon, Ga.—Granted CP change tran. to 100 w.

**JULY 5**

KOKC, Oklahoma City—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KWLS, Los Angeles—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KABC, Los Angeles—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 6**

KSYM, Shreveport, La.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 7**

KPIX, San Francisco—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 8**

KTRK, Houston, Tex.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 9**

KBBG,埚, Tenn.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 10**

KJKJ, Chicago—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 11**

KBIK, Idaho Falls, Idaho—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 12**

KXLA, Los Angeles—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KFRW, Santa Barbara, Calif.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 13**

KRON, San Francisco—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KTSW, Boston, Mass.— Granted cons. renewal license.

KEAN, San Francisco—Granted cons. renewal and assignment to Golden Gate Bstg. Corp., diemlated amplt., assign. CP to change tran. site and install new annt.

**JULY 14**

KWAM, Memphis—Granted CP change tran. to 100 w.

WINS, New York—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

WRB, New York—Granted CP change tran. to 100 w.

**JULY 15**

KDKA, Pittsburgh—Granted CP change tran. to 100 w.

WBT, New York—Granted CP change tran. to 100 w.

WFLD, Chicago—Granted CP change tran. to 100 w.

KTVF, Fairbanks, Alaska—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 16**

KXAN, Austin, Texas—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 17**

WGR, Rochester, N. Y.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KNOX, Knoxville, Tenn.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 18**

KPPR, Denver—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 19**

KQV, New Orleans, La.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

WFLD, Chicago, Ill.—Granted CP change tran. to 100 w; Granted CP change to 1250 kc; Granted CP change to 1500 kc.

**JULY 20**

KQVA, Fort Worth, Tex.— Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQMD, Missoula, Mont.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQW, Denver—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 21**

KQTV, Salt Lake City—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KABC, Los Angeles—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQMB, &nbsp;—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 22**

KTVN, Portland, Ore.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQMD, Missoula, Mont.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQCT, Little Rock, Ark.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 23**

KQTV, Salt Lake City—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQMB, Los Angeles—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQMD, Missoula, Mont.—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQTV, Salt Lake City—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

**JULY 24**

KQTV, Salt Lake City—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

KQTV, Salt Lake City—Granted CP change tran. to 100 w; Granted CP change to 1500 kc.

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show that clicked

so enthusiastic were officials of ford motor co. about the broadcast which will appear on the occasion of the 27 millionth ford visiting cincinnati last week that they had transcriptions of the program made and run on whis, bluefield, wv., and jwhl, legared city, (wreg) in a motion stunt. j.m. patt, director of special events for wrc, issued in broad- cast and wrote the script. officials of cincinnati's largest department store were so impressed with the caliber of the broadcast that they auditioned the show and sent a transcription to their home office in cincinnati for consideration.

network changes

procter & gamble co., cincinnati (feb. 1.), on july 3 for 12 weeks replaced the galvin singer with life can be beautiful on 14 nbc split stations, mon. thru fri., 9-10 p. m. agency: compton adv., n. y.

brown & wilkinson tobacco co., cincinnati (argo) on july 9 added 10 stations to nbc-blue plantation party.

procter & gamble co., cincinnati (soap), july 3 added 32 nbc stations to nbc-red network carrying eight following programs: all broadcast mon. to saturday of story of mary marlin, 3-3:15 p. m. (ivory b. flake), on kraft code adv., n. y.; h.a. perkins, 3:15-3:30 p.m. (o. y., elliot), thurs.-fr., 8-8:30 p.m. (p. s.), agency: dan b. miner co., los angeles.

procter & gamble co., cincinnati (soap), on july 8 shifted camel caravan on nbc from new york to san francisco for four weeks.

wilsire oil co., los angeles (golume) on july 8 shifted full over neighbor, on 2 nbc-pacific red stations, to 3 cbs-pacific network stations, fri., 9-9:30 p.m., kard, thurs.-fr., 8-8:30 p.m. (p. s.), agency: dan b. miner co., los angeles.

lady esther co., chicago (cosmetics), on july 7 for seven weeks replaced nighty norton on 49 cbs stations, mon. from 10-10:30 p.m. to 8-8:30 p.m. agency: pedler & rynn, n. y.

procter & gamble co., cincinnati (deo), july 3 for 12 weeks replaced the o'neills on kraft radio network with mgm picador on 24 cbs stations, tues.-thurs., 9-9:15 p.m. (p. s.), agency: h. w. kastor & sons, chicago.

international cellucotton (co., chicago, illinois), on july 3 for 25 weeks replaced her hobby horses, nacy james on 40 cbs stations, mon. thru fri., from 9-9:15 p.m.

standard brands, new york, handles life can be beautiful on nbc and cbs, and several of the stations carrying the program are: the gospel singer, compton adv., new york, handles the account.

compliments of kroc

new sustainer on kroc, rochester, minn., is "on the house," which each day features public service spots and a complete preview of the day's program schedule.

"the crystal specialists since 1925"

scientific low temperature co-efficient crystals

approved by fcc

two for $75.00

$40

each

supplied in insoluble air-gap holders. agency drift guaranteed to be less than three cycles per million cycles per centigrade change in temperature. accuracy better than ±0.1%, order direct from.

world's largest air-gap holder manufacturers

the drake

the blackinton

the evansite

the t观赏 tower

a.s. kelly, managing director

p & g prizes

procter & gamble co., cincinnati, on july 11 only offered to listeners a $1.50 catalin matched brush set in exchange for 50 cents and four wrappers from medium size ivory soap on four of its programs promoting the product. programs were story of mary marlin, on nbc-pacific red, life can be beautiful on nbc and cbs, and several of the stations carrying the program are: the gospel singer, compton adv., new york, handles the account.

p. s.
Late Personal Notes

GERALD MAULSBY, formerly associate editor of program operations for CBS, has been appointed production manager of the network in charge of announcers and assistant directors and administration of studio facilities, in addition to his duties as supervisor of operations of all network programs. He succeeds John S. Hafner, who resigned following an extended leave of absence to engage in free lance program building and general production work. Roy Reese, who has been Maulsbys assistant, succeeds him as assistant director of program operations. All appointments are effective immediately.

LOUIS de GARMO, former president of Fulton, de Garro & Ellis, New York agency, has been placed in charge of its New York office of J. M. Korn & Co., Philadelphia, as executive vice-president. The New York office is at 356 Lexington Avenue, phone Lexington 2-5555.

C. E. MIDDLETON, Jr., radio timer of WIDIO New York, on July 6 became the father of a boy, Frank Murray.

LODGE O. COULTER and John J. McNulty, executives of WABC, New York, and of Can-Ericson, New York, for Twenty Grand and Grand Watch respectively, have been named vice-presidents.

GEORGE M. BURBACH, director of KSD, St. Louis, and advertising manager of the St. Louis Post-Dispatch, sails with Mrs. Burbach this month for a cruise to South America.

GERALD DICKLER on July 12 resigned as general counsel of American Guild of Radio Announcers and Producers. Designation had been contemplated for some time, he stated, but had been postponed until the new AGRAP contract with CBS for WABC employees was concluded.

OTTIS ROUSH has rejoined the staff of WOR, New York, W. E. forerunners, to be chief announcer and continuity director.

MYRON A. EGLIS, formerly with Edward Petry Co., has joined the sales staff of Associated Music Publishers, New York, Mr. EGLIS, previously with William G. Ranbeam and Transamerican and at one time was an account executive with Birmingham, Castleman & Pierce.

BOB COLVIG, announcer of KQX, Portland, Ore., on July 5 married Betty Howell.

FCC Disclaims Intent to Censor

(Continued from page 17)

would result in benefits to the people of the United States through the stimulation of international good-will, understanding and cooperation and would promote our foreign commerce.

Among other things, it was necessary to keep in mind at all times that from a technical standpoint the licensing of international stations presents a different problem than that of regular domestic broadcast stations. As an example, the problem of providing an interference-free channel between the transmitter and the receiver is not one subject generally to the control of this government alone; for any of these frequencies or all of them could be rendered useless for our purposes if other countries permitted stations to operate or create interference, on the same frequencies.

It was also necessary to consider in connection with this rule the international policy which our government had a major part in formulating with respect to the use of these frequencies. This policy is reflected in Article VII, Section 22 of the General Radio Regulations annexed to the Telecommunication Convention of Madrid, the Cairo revision of which carries forward and makes more restrictive the similar provisions in the Madrid regulations (Article VII, Section 19). The Cairo provision reads:

§ 22. (1) It is recognized that the frequencies between 3,000 and 30,000 kc [60 to 500 m] are capable of propagation over great distances.

(2) The administrations shall make every possible effort to reserve the frequencies of this band for long-distance communications, in view of the fact that their use for short- or medium-distance communications is likely to interfere with long-distance communications.

No Censorship Desired

In summary, Section 42.03(a) was intended to do two things: (1) to require international broadcast stations to direct their service to foreign countries rather than the United States; (2) to define the public interest to be served through the licensing and operation of such stations. It has not been the practice of the Communications Commission in the past nor is it the intention of the Commission now, with respect to the rule, ever to require the submission of any program continuity or script for editing, modification or revision, or for any other purpose prior to its use by a station.

It cannot be emphasized too strongly that the Commission has no desire, purpose or intention of setting itself up as a board of censors, and that it does not and will not exercise any such jurisdiction.

The Commission deems it appropriate in the interests of orderly procedure to place this statement formally upon the record in this hearing which has been duly set upon a proper petition, and hopes that the statement will contribute materially toward a constructive result.

Lists The Issues

The fundamental issue in this hearing may be stated as follows:

1. Is the public interest, convenience or necessity within the meaning of the Communications Act of 1934, as amended, served through the licensing and operation of international broadcast stations?

2. How is the public interest, convenience or necessity served through the licensing and operation of international broadcast stations?

3. Is the Commission on the basis of the public interest, convenience or necessity to be served through the licensing of such stations justified in limiting the stations to an international broadcast service as distinguished from a domestic broadcast service?

It is of the greatest importance that these issues be considered and discussed without possibility of confusion arising from any ambiguity in or misinterpretation of language or phraseology. The Commission, therefore, pending an opportunity to hear and consider the views and arguments to be presented on the issues in this hearing has ordered that the operation of Section 42.03(a) be suspended.

PLIGHT of the J. Cornelius Rathbournes of Old Westbury, Conn., who were stranded in mid-air from 11:30 to 12:40 July 12 until 4:40 the following morning when their parachute at the World’s Fair parachute jump stuck about 100 feet from the ground, was completely covered for the radio audience by WOR, Newark, Al von Joseph, special features broadcaster, was yelling away his equipment after a remote from the Fair about midnight when he discovered the accident and immediately reassembled his apparatus, broadcasting his first account at 12:25.

After a second broadcast at 1 a.m. he had a cable run through to the side of the jump and had also arranged for the station to stay on the air past its usual signoff time of 2 a.m. After several other bulletins, Josephy climbed to a platform, put up the jump and broadcast from there from 3:45 to 4:40 when the rescue was effected. He then interviewed Mrs. Rathbournes and Mr. Mott, head of the concession, and arranged for the rescue to be immediately filmed and flown to New York later. He also arranged the broadcasting of his reports on WOR’s Welcome Neighbor program the following night.

PANAMA’S “La Voz de la Victoría” station at Colon, which has been visited by many radio men en route through the Canal, on July 24 changed call letters from XIC to XOA. It also shifts frequency the same day from 1440 to 1460 kc.

IN PROPOSED findings July 13, the FCC disapproved an application by Joe N. Weatherby and William J. Lawson for a new 1,000-watt daytime station at 900 kc., the clear channel of WBZ-WBZA, Boston-Springfield.

400 Feet Up

DESCRIPTING the entry of the U. S. fleet through the Golden Gate into San Francisco Bay from a post atop the 400-foot Tower of the Sun at the Golden Gate International Exposition gave two announcers and an engineer of KSFO, San Francisco, a good workout—physically as well as vocally. Among those who narrated Bob Garreald and Jack Gregson and Engineer R. V. Howard clung the 30-story high Tower ladder hand over hand on a temporary ladder, carrying equipment strapped to their backs. The broadcast, which included shortwave pickups from the decks of the flagship U.S.S. Pelequon, the U.S.S. Moffatt and the cruiser U.S.S. Honolulu, was fed to CBS.
Since January 1st, operating through WLW Artists' Bureau, WLW Boone County Jamboree entertainers have played before more than 174,281 people in listeners' home towns. Between July 4 and September 15 these "Ambassadors of Good Will" are scheduled to appear in "command performances" at 36 State and County Fairs in 7 states; striking evidence of the loyalty of WLW listeners throughout the Middle West.

These personal appearance tours are creating a true bond of friendship between the Nation's Station and its listeners...a bond of which we are tremendously proud, because this direct contact with listeners means much to every present and future user of WLW.

"THESE THINGS, TOO, WE THINK, ARE PART OF THE STORY OF WLW"
AT

WCKY

RCA 50-D

50-KILOWATT TRANSMITTER

RCA transmitters will do a real job for EVERY station's advertisers! There are types to fit stations of any size.