WOR is happy to present

the news that twenty-six of America's greatest network advertisers used WOR to supplement their network broadcasts in Greater-New York during the year 1939*

*This is an increase of 37% over 1938 and an increase of 116% over 1935. Incidentally, some sponsors used more than one WOR show to supplement their network broadcasts.
8,694 requests for a sample of hand lotion were received by one WLS advertiser from two announcements on the WLS Homemaker’s Hour, 2:15-3:00 P.M. An analysis shows the balanced coverage which WLS offers.

25.5% of the requests came from Metropolitan Chicago
274 counties were represented in the four-state area—

- 82 of 102 Illinois counties;
- 81 of 92 Indiana counties;
- 56 of 71 Wisconsin counties;
- 55 of 83 Michigan counties.

WLS gives advertisers coverage of the Metropolitan Chicago market in addition and proportion to intense coverage of the four-state WLS Major Coverage Area—a balance of coverage that gets real, tangible results for WLS advertisers.
One of America's Biggest Dining Tables

NEW ENGLAND spends $1,797,888,000 annually for foods. In addition to the products raised within the borders of the six states, there are train-loads of foods from the south — the mid-west — the far-west.

Tons of meats — poultry — fruits — corn and wheat products — dairy products — canned goods — baked goods are required to supply the needs of the 8,166,341 people in New England.

The 1,990,900 radios — the high ratio of listenership — and the complete coverage of all important trading centers by the Yankee Network's 18 stations, with a potential audience of 5,982,238, can exert powerful force in putting more of your foods on one of America's biggest dining tables in 1940.

Edward Petry & Co., Inc.
Exclusive National Sales Representatives

THE YANKEE NETWORK
What ten years have taught

First were the years of the Pessimist, the desolate years between 1930 and 1935 (years already a little hard to remember)...

In these years, Radio grew up.

It grew with explosive force. From 1930 to the end of 1934... against the down-pull of our deepest depression... its audience surged from 12,000,000 radio families to more than 21,000,000 families.

Radio taught the pessimist that here was impact to break through fear; here was the old magic of words made new and winged and alive; here were new friendships, new loyalties, new measures of good-will created for men and merchandise.

Still more important in these years was the way in which radio delivered to its clients the continuing market of the country: the people with money to spend... even in a depression.

For the people with money to spend bought radios. They were scattered; distributed through every market, every population group, every income level, every age group. But radio picked them out wherever they were... these
people with money to spend... the continuing market which kept the persistent pulse of American economy alive through the desolate years.

*Now are the years of the Optimist...*

Radio, depression-tested, has been tested again by prosperity. As the continuing market of the country spreads and deepens, radio’s audience spreads and deepens, too. Today, radio reaches everybody everywhere; today, 28,000,000 families in the United States use 45,000,000 radio sets in their homes, in their cars, in their camps; take them along at play and on picnics.

Radio has taught the optimist that here is impact... undreamed of even a half decade ago.

Every radio index is now at the highest point in its history. More people bought new radio sets in 1939 than in any previous year. More people listen longer, with greater interest, than ever before.* And industry, great and small, invested more money in radio advertising in 1939 than ever before.

Ten exacting years have taught the pessimist and optimist alike, what radio is and what radio can do.

*Columbia Broadcasting System*
Power

where it counts...

50,000 WATTS
AT 820 ON THE DIAL
SELLING A
2 1/4-BILLION-DOLLAR
MARKET
BASIC CBS OUTLET • NATIONALLY
REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY
The Courier-Journal
The Louisville Times
Why a Chicago Agency Man Called This Area...

"America's Money Belt"

Because this name fits our territory like a glove, we say to George F. Drake of Blackett-Sample-Hummert, Chicago, "Congratulations and $500!"

Yes, "America's Money Belt" fits perfectly because in our combined primary area 17% of the nation's total cash farm income is produced. "Money Belt" farms average $1,749.00 in cash income as compared with the national average of $1,184 per farm. Within our 385 primary counties are 17% of the nation's farm autos—over 25% of the tractors.

"America's Money Belt" is well divided as to population—two million of our people live in cities and towns, and nearly five million are rural. Its 1,500,000 families spend more than $1,500,000,000 annually with the 96,000 retail outlets in the area, among which are 20,630 retail food stores, 14,873 filling stations, 4,117 apparel stores and 3,048 drug stores.

For advertisers who enjoy working in "Pay Dirt" we have a far greater prize than that paid for the winning name—a 1½ billion dollar market put right in your lap by The Cowles Stations on one low combination rate. May we show you how it's done?
Winner and NEW CHAMPION in Indianapolis Radio!

...This Year IT'S WFBM

The turn came in the last five months of 1939—a trend so strong that by December all pre-conceived ideas of radio coverage in Indianapolis were out of date. In radio listening Indianapolis now stays at home—and to reach this rich Hoosier market you need the HOOSIER STATION. Here are the figures, from the report of the survey made the week of December 4, by ROSS FEDERAL RESEARCH CORPORATION (based on 8,880 completed telephone calls):

**OVER-ALL LISTENING AUDIENCES**

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<th>Wireless</th>
<th>WLW</th>
<th>WIBC</th>
<th>All Others</th>
<th>Don't Know</th>
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<tr>
<td>24.5%</td>
<td>21.3%</td>
<td>7.8%</td>
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| WFBM | 28.3% |

**NIGHT TIME LISTENING AUDIENCES**

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<tr>
<th>Wireless</th>
<th>WLW</th>
<th>WIBC</th>
<th>All Others</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.1%</td>
<td>17.7%</td>
<td>Silent</td>
<td>3.4%</td>
<td>16.2%</td>
</tr>
</tbody>
</table>

| WFBM | 37.6% |

We have prepared a booklet giving the details of this important change. We'll be happy to send you a copy—it's important news to everyone interested in the Hoosier market.

To Reach the HOOSIER Market—in Indianapolis USE

WFBM
THE HOOSIER STATION
“Boy, I'd like to see anybody try to catch up with those engineers at Bell Lab. and Western Electric!”

*MORE THAN 60 YEARS OF SOUND-TRANSMISSION LEADERSHIP STANDS BACK OF THIS PHRASE...

Western Electric
EQUIPPED FOR BETTER BROADCASTING
"I thought I needed a

to do a national sales job, but the NBC Blue Network

in Adam Madison Square Garden Shop
Light Heavyweight Champion Billy Conn, who night before had defeated Henry Cooper, demonstrates punch to Sam Taub and Adam Store Manager William A. Wippman. "Billy," said Mr. Taub, "you certainly covered yourself with glory when you heaved that punch last night." "Yes, Sam," agreed Mr. Wippman, "and the big Blue Network audience that heard the broadcast will soon cover their heads with the Adam Hat of the Month' announced on the program. Adam Hat sales sure begin where the Blue begins!"

NBC Sportscaster Bill Stern grins over coffee as Sam Taub warms up vocal cords a moment before main bout begins. Said Bill, "I think the best proof that the Blue pays off is the fact that we've been doing this program for Adam Hats for three years—and in that time have grown from a 21-station network to 86 stations."

After the bout Adam Sales Manager Bill Pludo (right) and Chief Window Decorator Irving Rubenstein ate hot dogs. "I just heard," said Mr. Rubenstein, "that the boss plans to use the Blue for a 4th straight year."

"That's swell," commented Mr. Pludo. "The Blue has helped make Adam Hats available almost everywhere."
From ringside at Madison Square Garden on Jan. 10th, Adam Hat Stores sponsored its 42nd Sports Parade broadcast on the NBC Blue Network. Present were Leon Goldberg, Adam Hat Adirector, and some of his associates.

The photorecord of the evening shown here reveals a gay twinkle in Mr. Goldberg's eyes. It's a twinkle they've had since Nov. 26, 1937. For on that date, Adam Hats began an association with the Blue Network that almost overnight transformed a local business into a new business, a national business—a business growing by leaps and bounds. In 90 days, 800 new dealers had been signed, sales were up 200%! Still on the NBC Blue, "America's One-Price Hatter" is still growing! Has progressed from 275 stores and agencies in 1937 to over 2,000 world-wide outlets today.

Adam has grown economically, too. Because these Blue Network broadcasts reach listeners in the national "Money Markets"—places where 72% of the country's effective buying income is concentrated—at a low cost no other medium can match! This is the result of the famous Blue Network Discount Plan, which enables the size of your network to grow with your business—for amazingly little. (22 stations were added to the Adam Hat network for only $200 extra per broadcast!) No wonder the twinkle in the Goldberg eyes!

You'll be surprised—and delighted, too—to see how a half hour on the Blue can give you intensive coverage of the markets that count at less than $5,000 per broadcast. This outstanding coverage at lowest national cost will put a twinkle in your eyes—and profits in your pocket! National Broadcasting Company. A Radio Corporation of America Service.

NBC Blue Network
Sales thru
The air with the greatest of ease

Adam Hatter Goldberg shown during exciting moment of Conn-Cooper fight. His company's business has boomed since using the NBC Blue.

NBC Special Events Man Jack Hartley (left) and NBC Salesman Ren Kraft (center) bear Mr. Goldberg milk-toast. "To the Blue Network, gentlemen. The best and most inexpensive large-scale salesman I've ever known." That, incidentally, is one reason why 70% of the Blue's advertisers came back for more in '39 . . . . why 17 new ones were signed up!

Head Adam Hatter Elias Lustig had this to say: "One of the things I like about the Blue is the way it gives us and other advertisers bonus after bonus in the form of increased coverage—at no extra cost! The Blue does it by constantly improving station facilities!"

We don't believe in telling tales but . . . joked the gent on the right, "Another new Adam Hat, eh? What are you doing—paying for Adam Hat Broadcasts?" "No," was the reply. "But it wouldn't be hard. The Blue's national advertising cost is the lowest in the country!"
But the men of iron and steel who live and labor inside our "Golden Horseshoe" earn more than ten million dollars every week!

When paymasters of blast furnaces, rolling mills and other iron and steel plants within the "Golden Horseshoe" (that super-market blanketed by WJR Detroit and WGAR Cleveland) have made their weekly round — another ten million dollars has gone back into circulation.

More than a half billion dollars paid every twelve months to a single industrial worker group! Three and one-half million to be spent every week for food alone. More millions for drugs, for clothing, for automobiles — for your own product!

Steel production here in 1939 was up 65% over '38. Pig iron production doubled. So look for and take advantage of another great year. Start selling through the Great Stations of the Great Lakes!
1939 Gross Time Sales Total $171,113,813

Gain of 14% Shown for Year, With All Branches of the Industry Participating; Net Shows Only 12% Increase

GROSS time sales of the broadcasting industry reached an all-time record of $171,113,813 in 1939, an increase of 14% over the preceding year, according to an analysis by Broadcasting released in its 1940 Yearbook number, now being distributed.

Preliminary information regarding station and network revenues, used as the basis for the calculations, indicated that the record gross was largely attributable to an upturn in all classifications of business—network, national spot and local. Net time sales were computed at $130,900,000 for 1939 based on this preliminary information, representing a gain of approximately 12% over the preceding year's total.

Profits Sliced

While complete data for the 1939 year will not be available for several months—awaiting analysis of financial returns received by the FCC from all licensee stations—soundings within the industry indicated a diminution in net profit, despite increased grosses. Increases in operating overhead, entailed not only by increased labor demands and skyrocketing program costs but also by installations of new and improved equipment, would tend to reduce net earnings. Moreover, virtually wholesale increases in power recently accorded stations, except for frequency removal of locations of transmitters, were expected to add substantially to payroll, since in many instances retention of additional engineers and other personnel is necessitated.

The analysis of 1939 revenues was developed for Broadcasting by Dr. Herman S. Hettinger, associate professor of marketing of the University of Pennsylvania and a pioneer radio economist. The complete analysis is featured in the 1940 Broadcasting Yearbook number.

The gross time sales figure for 1939 of $171,113,813 is directly comparable to the published total of $151,484,000 for national magazine advertising during the same year. The gross time sales figure was arrived at by multiplying the facilities used by the single time or insertion rate. Net time sales, on the other hand, represent advertising volume following deduction of cash and frequency discounts but not agency commissions.

In calculating the 1939 industry revenue, Dr. Hettinger used data from a cross-section of stations, along with national network gross time sales reported from the networks and the Publishers' Information Bureau. This data was projected pursuant to recognized statistical procedure.

The estimated gross time sales for the medium as a whole for 1939 gave the national network grosses of the aggregate, or $34,900,000 (Broadcasting, Jan. 15). This figure was not an estimate but a complete summary of the year. Dr. Hettinger estimated that national and regional non-network revenue amounted to $180,000,000; while local advertising represented $45,000,000, or 27%.

On this basis, national network volume increased 15.9% during the year, national and regional non-network advertising approximately 12%, and local revenue about 15%. Total non-network business rose some 13% above 1938.

814 U. S. Stations as of Jan. 1; Yearbook Number in the Mail

WITH 54 new stations authorized for construction by the FCC during 1939 (not counting one re-grant on Jan. 10, 1940) there were exactly 814 stations operating or authorized for construction in the United States and its possessions as of Jan. 1, 1940, and 90 others in Canada, according to the 1940 edition of the Broadcasting Yearbook Number now in the mails to all subscribers. Their listing by States and Provinces, by call letters and by frequencies, together with ownership, personnel, other data, are among the features of the 446-page Yearbook Number—largest and most inclusive of the six annual editions thus far published by Broadcasting.

Of the new stations authorized by the FCC, all but 38 were reported on the air or about to go on the air as of Jan. 15, 1940. Ownership of these stations will be shown in detail, together with personnel etc.

The 1940 Yearbook Number incorporates most of the former departments, revised and improved, and includes many new departments. Among these are tabulations of radio licenses by States and counties, broken down for the first time by urban and rural; a compilation of group ownership and operation of broadcast stations; the first directory ever compiled of news and sports commentators and home economics specialists of stations and networks available for sponsorship; a directory of radio station representatives and their station lists; 1939 surveys of program popularity by A. W. Lehman of CAB, and by C. E. Hooper of the research firm bearing his name; a review of the history and progress of frequency modulation by Paul A. demars, technical director of the Yankee Network; a review of radio law developments in 1939 by Paul M. Segal, Washington attorney; first directories ever published of farm and educational directors of stations and networks, and other departments.

The newspaper ownership directory, brought up-to-date as of Jan. 15, an exclusive feature of Broadcasting, discloses that 269 U. S. stations and 26 in Canada have newspaper interests identified with their ownership. In the United States this compares with 239 as of Jan. 1, 1939, 211 as of Jan. 1, 1938.

A complete survey of the business of broadcasting during 1939, showing network and spot and local receipts, is included in the Yearbook, with total, spot and local estimates made by Dr. Herman H. Hettinger, University of Pennsylvania economist.

With each Yearbook will be included a copy of the Broadcasting Outline Map of U. S. and Canadian Stations, measuring 26 x 38¼ inches, one-third larger than previous maps. It is suitable for framing and one side carries a complete log by States, frequencies and day and night powers of all stations.

Estimated net time sales for 1939 attributed to national networks was $64,000,000, or 49% of the $130,800,000 aggregate. National and regional non-network national was estimated at $51,900,000, or 24.5%, and local advertising at $34,900,000, or 26.5%.

Dr. Hettinger pointed out that no figure is given for regional networks because conditions have been in a state of flux during the last year with regard to formation of regional groups. Therefore, he stated, an estimate of volume was not deemed practical. He explained also that break-downs of station net time sales between national and regional non-network business and local advertising should be applied with a degree of caution, because of the lack of uniformity in classifying accounts in these categories by stations.

Ahead of Other Media

Radio experienced a greater growth in volume during 1939 than any other advertising medium. Compared to the estimated 14% increase in broadcasting time sales, national magazine advertising showed a gain of 9.1%, national farm paper volume 2.6% and newspaper lineage 1.5%.

Gross volume of national magazines, directly comparable to broadcast sales, was estimated to be $151,484,500, based on Publishers' Information Bureau figures. Gains were experienced in the other media, and the major portion of the medium's increase was ascribable to an 18.6% rise in advertising volume of weekly magazines. National network advertising reflected improved business conditions with the spectacular gain of 15.9% over the preceding year as compared to a 5.1% increase in 1938, the Yearbook study showed. National network volume has increased steadily since the depression years and, with the exception of 1938, has grown between 16% and 20% each year since 1935. Since 1935, gross time sales for the network business have increased 66%.

In the non-network field, complete information on sponsor trends was not available. Based on the only available comparable data, largely supplied through the PIB Reports, the Yearbook study estimated that spot business during 1939 increased approximately 10% for automotive; 38% for tobacco products; 75% for confectionery and soft drinks; 30% for drug and toilet goods; 30% for silverware and jewelry; 50% for lubricants and petroleum.

BROADCASTING • Broadcast Advertising

February 1, 1940 • Page 13
'Broadcasting' Announces Staff Changes

WITH THIS ISSUE, BROADCASTING announces several changes in its staff. Gate Taylor, since 1931 advertising manager, and Paul Harms, the last two years in Hollywood, have resigned. Succeeding Mr. Taylor, Maury Long, New York advertising representative for the last three years, has been named advertising manager and will continue to headquarter in our New York office, while Norman R. Goldman, promotion manager, will be the new advertising manager at Washington headquarters. The Chicago office, starting Feb. 1, will be headed by Edward Codel, who has been appointed Midwest manager. He succeeds Mr. Brines, who has joined the management of the Ray advertising firm, until joining BROADCASTING, was on the sales staff of WBAL, Baltimore. He is a graduate of the University of Minnesota, and formerly worked with KNX, Hollywood.

National Network Trends

Reviewing national network trends, for which data is definite, the Yearbook survey attributes the rapid increase in network volume following the slackening off in 1933 to the concentration of network business in the convenience goods advertising and more especially in the large manufacturers of products of this class. In this category, were placed articles purchased in small quantities with nearly 50% of the gross sales such as food products, chewing gum and confectionery, toilet goods, pharmaceuticals, soaps and kitchen supplies, tobacco products, soap and toiletry goods, and lubricants. These products have represented an increasing proportion of total national network business annually. In 1930 it accounted for 50% of national network volume as against 71% in 1935, 94.5% in 1938, 97.4% in 1939.

"The trend toward increased daytime advertising continued in 1939 over national networks", the Yearbook study discloses, the total volume, exclusive of Sunday afternoon, rose 23.4% during the year, while evening advertising increased 14.5%. Sunday afternoon advertising declined approximately one-fifth. Daytime gains have been striking since 1935, 32.8% as compared to 1933. Cigarette and other tobacco advertising have registered important gains in network volume for several years and 1939 gross time sales for this product group were 233.5% above those of 1935.

"Food and food beverage advertising gained 13.1% during the year. Principal increases were as follows: fruits, nuts and vegetables, 150%; meats, 139.5%; for food products, food products, 197.8%; cereals 8.6%. Food beverage volume remained comparatively unchanged. Food advertising has increased consistently and in 1939 exceeded the 1935 level by 87.9%.

"Advertising in the toilet goods and pharmaceutical fields increased 15.3% as compared to the previous year. Dentifice advertising rose 51.4%, toilet goods volume 33.6%, drug advertising 6.4%. Advertising by cosmetic manufacturers declined 13.5%. Combined drug and toilet goods volume has gained but 36.5% since 1935, due principally to reduced pharmaceutical advertising.

"Soap and housekeeping supplies increased their advertising over national networks 28.4% as compared to 1935, the entire gain being accounted for by laundry goods. In 1939, network advertising by this product group exceeded the 1935 level by 229%. Lubricants and petroleum products volume rose 34% during the year and in 1939 just exceeded 1935 network advertising expenditures. Network advertising in this field has tended to fluctuate. Spectacular gains were experienced in a number of less important categories of national network advertising-sponsors. Financial and insurance volume rose 164.3% in 1939, principally to new appropriations amounting to $484,570 by insurance companies. Insurance advertising over national networks has been growing. But in 1939 it exceeded the 1935 level by 134.2%.

"Clothing advertising gained 206.3% during the year, principally due to an increase in the men's clothing field, but remained 38.5% below the 1935 level. Jewelry and silverware, grocers and 1939 gross time sales were 176% as compared to 1938, but exceeded the 1935 level by only 31.2%.

"Losses were experienced in several fields. The most important decrease has been in the automotive industry, where gross time sales dropped 21.2% from the 1938 level and were 24.6% below that of 1935. In 1939, the automobile industry has increasingly used non-network advertising, and the limited data available indicates that further increases have probably occurred in this portion of the medium during 1938."

Political Decline

"Radio and musical instrument gross time sales dropped 25.8% during the year, 1939 was the worst year since 1935. Furniture and house-furnishings volume decreased 15.9% but retained a slight increase of 0.8% over the 1935 level. Radio advertising by publishers decreased 37.1% during the year. Machinery and farm equipment advertising over networks was practically discontinued during the year; travel and hotel volume dropped 25%, and wine and beer advertising decreased from $327,537 to $9,744. Political advertising was unimportant in 1939 as compared to previous times sales for $138,105 for that purpose during the preceding year."

"An examination of five year trends in national network sponsorship confirms the observation made earlier that an increasing proportion of total business was being concentrated in the convenience goods categories. With few exceptions, gross time sales of specialty goods (such as automobiles, radios and electrical household equipment) and shopping goods (such as furniture, house-furnishings, silverware, et cetera) have gained or declined as compared to 1935 or have grown less rapidly than has national network advertising as a whole."

National Network Broadcast Advertising By Kinds of Sponsoring Business: 1939

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(1) Source: Publisher's Information Bureau, Inc., Monthly Network Radio Broadcasting Reports.

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BROADCASTING • Broadcast Advertising
Supreme Court Broadens Power of FCC

Free Competition Theory May Be Upheld

A FREER hand in dealing with applications for new stations, eliminating all uncertainties of jurisdiction, was given the FCC Jan. 29 by the U. S. Supreme Court in unanimously deciding the Pottsville and Heitmeyer cases.

In both instances the court reversed the U. S. Court of Appeals for the Third Circuit, which had previously mandamus the FCC to carry out its instructions after reversing the Commission's denial of new applications for stations in Pottsville, Pa., and Chalmers, Wyo.

Economic Angles

The precedent-making rulings by the highest tribunal also indicated the court would sustain the FCC's philosophy that, in the public interest, it must be allowed to protect existing licensees from competition from new stations which it may authorize. This issue, raised in the much-litigated Sanders Bros. case, will be argued before the court about Feb. 9, with a decision expected a few weeks later.

The ruling in the Sanders case, involving efforts of WKBB, Du- buck, Ill., to break a second station in that city on competitive and economic grounds, is designed to chart the future course of the FCC in regulating broadcasting. This decision will peg the FCC either as a sort of super- ceo of radio, as now contended by the Commission, or as an absolute czar over all other business and program operations of stations, which the FCC contends it must be if its theory is rejected.

Associate Justice Felix Frankfurter delivered both opinions, concurrent in fact, in both cases. In his Sanders opinion, written for the court, with Justice McReynolds concurring in the results only. In effect, the court held that the lower court did not extend to the administrative actions of the FCC and therefore cannot mandamus it to carry out administrative procedures. The highest tribunal held that courts are not charged with general guardianship against "all potential mischief in the under- laid tasks of Government" and declared that Congress, which creates such agencies, must be trusted to correct whatever defects experience may reveal.

While no mention was made in the Pottsville case of Justice Frankfurter's opinions on the economic issue, the court's repeated references to FCC procedure were viewed as indications that the court was unimpressed with the Commission's contentions and again reverse the lower court in the Sanders case. A half-dozen cases before the court today involve administrative and economic questions. This inference was drawn from the Frankfurter opinions, primarily because it was made clear that the jurisdiction of courts over other courts differs from that of jurisdiction over administrative tribunals.

The decisions in the Pottsville and Sanders cases are brilliant victories for William J. Dempsey and William C. Koplovitz, general counsel and assistant general counsel, respectively, of the FCC. Frequently at loggerheads with the lower court, they have steadfastly maintained that the tribunal cannot question the FCC's administrative authority. The Supreme Court's opinion upheld their views in all respects. They also have been the foremost advocates of the "survival of the fittest" theory in radio competition as raised in the Sanders case, with some members of the FCC itself apparently holding a contrary view.

Further Ruling Asked

Coincident with these developments, it was learned the FCC proposed to ask the Supreme Court to determine finally whether the lower court has any jurisdiction over FCC decisions denying assignments of licenses. This issue is based on the appeals of both CBS and KSFO, San Francisco, from the Commission decision denying assignment of KSFO under lease to the network. The lower court Jan. 27 granted an FCC motion to suspend for 30 days further proceedings on these appeals while the Government seeks a Supreme Court review of this question.

In the Pottsville case, the court pointed out that Congress moved under the spur of a widespread fear that in the absence of Government control the public might be subordinated to monopolistic domination in the broadcasting field. To avoid this, it held, Congress provided for a system of permits and licenses.

Justice Frankfurter referred to the yardstick of public interest, as "a potent necessity as the checkstone for the exercise of the Commission's authority. Subordination of procedures to certain public interest, the court said, were explicitly and by implication left to the Commission's own devising "so long, of course, as it observes the basic requirements designed for the protection of private as well as public interest." The Communications Act, it was added, is not designed primarily as a new code for the adjudication of private and public rights through adjudication but rather it expresses a desire by Congress to maintain, through appropriate administrative control, a grip on the dynamic aspects of radio transmission."

Basis of Appeal

The court recited that Pottsville Broadcasting Co. sought a construction of license for WKBB, Pottsville, and that the Commission denied this application on grounds of financial disqualification and lack of public interest in the community in which the proposed station was to serve. The lower court, on appeal, held under the local community of residence but held the lack of financial qualification had been based on an erroneous understanding. The case was remanded to the Commission for reconsideration. The FCC, instead of following the petition of Pottsville to grant on the original application, ordered argument for Pottsville along with two rival applications. It was from this proceeding that Pottsville finally procured a mandamus from the lower court following which the FCC appealed to the highest court.

The Supreme Court held that on the question of whether the court may correct errors of law, and on remand the Commission is bound to act upon the record before it that the dispositive determination in which is "imbedded a legal question open to judicial review does not imply an intention of the lower court, after its error has been corrected, from enforcing the legislative policy committed to its charge."

Summing up its ruling, the court said:

"The Commission's responsibility at all times is to measure applications by the standards of public convenience, interest, or necessity. The Commission originally found respondent's application insufficient with public interest because of an erroneous view respecting the exertion of power of WSPA, Spartanburg, appealed from the decision granting new 100-watt in that city to Spartanburg Advertising Co., alleging that operation of the station would result in financial and economical destruction of WSPA and would destroy at least partially impair the ability of his station to serve public interest, convenience and necessity."

Still More Appeals

THREE appeals were filed in the U. S. Court of Appeals for the District of Columbia Jan. 29 against FCC decisions authorizing new stations in Denver and in Spartanburg, S. C. KFEL and KVOD, both in Denver, were granted a new 100-watt station in that city. Allocation and economics issues were withheld judgment on. Commission Manager F. W. Meyer, manager of KOLO, Des Moines, contended that WSPA, Spartanburg, appealed from the decision granting new 100-watt in that city to Spartanburg Advertising Co., alleging that operation of the station would result in financial and economical destruction of WSPA and would destroy at least partially impair the ability of his station to serve public interest, convenience and necessity.

Such an implication from the cur- tailed review allowed by the Commis- sion's new procedure would conflict with the basic policy underlying the statute. It would mean that for practical purposes the Commission's decision would be final. As a result, some courts have held that it is in the public interest to review FCC decisions on each of the pending applications was to be granted.

It is possible, the court said, that if all matters of administrative discre- tion remain for determination on remand after reversal, a succession of single determinations upon single legal issues in comparable cases with resulting delay and hardship to the applicant. It would create an extreme and even oppressive possibilities in the exertion of authority. But courts are charged with the maintenance of public interest against all potential mischief in the complicated tasks of government.

The present case makes timely the reminder that "legislatures are ultimate guardians of the liberties and welfare of the people in quite as great a degree as the courts." Missouri, Kansas & Texas Ry. Co. v. May, 194, U. S. 267, 270, Congress which creates and manages these agencies must be trusted to correct whatever defects experience may reveal. The courts is not conducive to the development of habits of responsibility in Congress, and the administrative agencies, as well as American courts as we now know them, are not suitable to measure the product of a historic process.

Heitmeyer Proceedings

In the Heitmeyer case, Justice Frankfurter brought out that Paul R. Heitmeyer on March 25, 1935, applied for a construction of license to WSPA, Denver, a new station in that city. The Commission, after hearing the application and a compet- ing one filed by WPBS, ordered argument on grounds of financial disqualification. On appeal to the lower court, the Commission's decision was reversed. The case was remanded to the Commission. After Heitmeyer's appeal, two other applications for the same facilities were filed. Commission since has granted the Heit- meyer case reopened in conjunction with the pending rival application but before this hearing, Heitmeyer filed his mandamus directing the Commission to restrict consideration of his application to the original application, and originally be- fore it. Justice Frankfurter said the case was controlled by the decision in the Pottsville case. In a stinging decision in the Sanders Bros. case, filed with the Supreme (Continued On Page 76)
**FCC Acts on Reallocation: Three-Year License Indicated**

Cardenas Signs Havana Treaty; No Reservations; Suspends One-Year Rule With Aug. 1 Renewals

**ADVISED** that President Cardenas of the Mexican government, in signing the Havana Treaty Jan. 30th, took its first formal step toward effecting the reallocation of broadcast facilities in this country pursuant to the International American Communications Con- *CASTING*, Jan. 1, 16]. Three-year licenses may be forthcoming under the reallocation.

That the reallocation will not become effective prior to Aug. 1, and more likely will be made operative in the fall, was evidenced by the FCC action under which it suspended present rules providing one-year licenses for broadcast stations. Acting on a batch of more than 100 renewals due Feb. 1 for the new one-year tenure, the FCC ordered them extended only until Aug. 1. All existing licenses extending beyond Aug. 1 will be modified to terminate on that date.

In that fashion, the Commission feels it can conveniently effect the widespread reallocation, which will involve the assignments of some 9,000 of the more than 11,000 stations without the necessity of calling in licenses. The order adopted gives all licenses until Feb. 15 "to show cause in writing why the order of modification should not issue effective March 1, 1940".

**Three-Year Licenses**

It was strongly indicated the Commission will be disposed to do in the case under the one-year provision for terms of three years, the limit permitted by law, in lieu of the oneyear period authorized Aug. 1, 1938. However, the FCC has not been issued full one-year licenses and the Commission has suspended the license extension before it became effective.

The license renewals temporarily extended on the eve of the Feb. 1, 1939, suspension was made on clear channels, including limited time and daytime assignments. It was the first batch of license extensions to fall due under the oneyear provision. Other renewals since Aug. 1 have been for only the unexpired portion of the one-year term. The 106 frequencies on which broadcast stations are assigned have been staggered at two-month intervals from one another for convenience in routine handling.

**Effective Date Undetermined**

Precisely when the reallocation will become effective cannot be determined until conflicts with other countries on the Continent are worked out and certain assignments. The only changes from the original treaty provisions are those providing for a bilateral agreement with Mexico. The four frequencies allocated to Mexico will be kept entirely clear in this country, with no other station program assignments on them, while on two other frequencies, only one station will be assigned in this country ( unpopular ; because the entire clear frequencies are 720, 800, 900, and 1570 kc. In addition it is agreed that on 1060 kc., only one station in this country ( WNY, New York) will be assigned. On 1220 kc., the agreement permits only on station in this country to be operated.

Formal conversations with Mexico, Canada and Cuba as to the effective date will not be undertaken until Mexico formally deposits with the Havana Government the signed treaty provisions. Meanwhile, the FCC is continuing its survey of assignments under the reallocation, and has made substantial progress.

The formal order indefinitely sus- pounds the rule fixing the license period at one year, and it modifies all existing licenses with expiration dates beyond Aug. 1, 1940 to expire on that date. Listed in the first group were 110 stations (see page 88). The resolution said it appeared the reallocation can be effected by Aug. 1, 1940. There is nothing in the order, however, to prevent the FCC from issuing temporary extensions beyond that date.

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**Showcase of Broadcasting**

**Investigation Ordered by FCC Into Management Contracts**

SETTING for hearing renewal applications of eight stations, all on clear channels, the FCC announced Jan. 30th inquiry into manage- ment contracts to determine whether broadcast licenses are themselves discharging their duties as licensees or have turned them over to "outside companies". The action climaxed several years of discus- sion. Disclosures during the FCC's so-called Network hearings of late inquiry last year had a bearing on the action.

The eight stations thus far set for formal inquiry, up only a part of the list. About a dozen other sta- tions, also operated under manage- ment contracts, will be cited for hearing as their renewals come due. Commissioner Frederick J. Thomp- son, appointed to the Commission last year from Alabama, was in- strumental in forcing this issue largely because of an oft-expressed intention of the new WAP, Birmingham clear-channel outlet, under lease from three Alabama colleges. His son-in-law, Bascom H. Hopson, president of WAPI, was cited in a dozen others, including WJAS, and WBWBB, Selma, formerly operated WAPI under contract. CBS now is in litigation with the FCC over an alleged breach of a 24% interest in the operating company.

Others designated for hearing are outstanding New Orleans stations WJB, WDS, and WBHA; Chicago, Philadelphia, and KDKA; Pitts- burgh, which are program-managed by NBC; WGY, Schenectady, licensed to General Electric but program-managed by NBC; WESG, Elmira, N. Y., licensed to Cornell University but operated by Frank Gannett's Elmira Star-Gazette, and WWL, New Orleans, licensed to Loyola University but operated by WWL Development Co., said to be a wholly-owned subsidiary.

Station leases in which the lessee actually holds the license and not involved in the new inquiry. That is because the Commission appar- ently concluded that under existing conditions of the agreements made by licensees to lease equipment from other companies. Cited as an example was the Dual-tenancy arrangement of GE's WDZ, Denver. In two capacities of which are owned by GE though NBC actually holds the sta- tion license. It differs from the situa- tion of WGY, wherein GE holds the license and NBC handles programing and sales.

Another dozen stations, it is esti- mated, may fall within the purview of the management contract inquiry as their renewals fall due. Those directly cited were in the so-called clear-channel group of re- newals due Feb. 1 and the licenses of these stations, along with some 10 others, were tendered Aug. 1.

The FCC said in its announce- ment that the hearings will be called "to determine whether broad- cast stations in these circumstances are discharging the duties and obligations under their leases or wheth- er, on the other hand, such rights have been turned over to another being exercised by outside operating companies under so-called manage- ment contracts." The date for hearing has not been set but if usual docket procedure is followed mid-March is the likely time.

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**TBS Negotiations To Start National Network Continue**

FATE of Transcontinental Broad- casting System, which on Jan. 19 had notified affiliates of its proposed nationwide program network, was not until start operations by Feb. 1, was being pondered by the TBS board of directors. It was in the time frame in New York, Jan. 20 and 31. No statement was forth- coming as BROADCASTING went to press. It was announced that TBS's "important interests" had made offers for the project which were being considered.

It was intimated that a M. H. Aylesworth, first president of NBC when it took over the original ABC, would be the new board president and executive vice-president of WMCA, who would be general manager.

ATW, coming to light so far, is been retained until dis- position of negotiations with the in- vestor. Were John A. D., executive vice-president of WMCA, who would be general manager.

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**(Continued on page 81)**
AFM Contracts Placed on Local Basis

But Musicians’ Board Will Keep Watch On New Pacts

By BRUCE ROBERTSON

ALTHOUGH the broadcasting industry won a major victory when the musicians contract was abandoned its national settlement plan and agreed to permit its local to negotiate individual contracts, there is still in their communities, the danger of a national musicians’ strike against radio is not entirely dissipated.

Bowen to Tell: Arguments that a national agreement is illegal and that the industry would rather face a strike than become a party to a plan that might lay it liable to Government prosecution, with a possibility of revocation of licenses, the Independent Radio Network Affiliates which had their executive board on Jan. 16 stated that no strike would be called “for the present”.

To Keep a Check

However, in advising local unions that they may determine for themselves their own judgment in entering into contracts with radio stations’, the board ordered the locals to send copies of all contracts to the president’s office and the broadcasters’ representatives were given to understand that if they failed to come up to AFM expectations, or showed any appreciable curtailment in radio’s employment of AFM members, the union might yet find it necessary to resort to strike tactics.

Arguments of the broadcasting industry were presented to the union board on Jan. 16, second day of its meeting in Miami, by Mark Woods, NBC vice-president, and Lawrence Lowman, CBS vice-president, who had represented the networks during the whole course of radio’s negotiations. Samuel R. Rosenberg, chairman of the executive committee of the Independent Radio Network Affiliates which had represented these stations in negotiating the previous plan of settlement that expired Jan. 17, was also present but at the last minute was detained at home by pressure of business matters at his station, WFLA, Philadelphia.

These arguments were based chiefly on information obtained by an independent committee, headed by William J. Scripps, general manager of WWJ, Detroit, into the legality of the AFM demands under the Sherman Act, with Assistant Attorney General Thurman Arnold and his associates at the Department of Justice convinced the committee that the Department’s interpretation of this anti-trust act the 1937 general settlement plan had been illegal and that to enter into a new agreement of this type would be to invite government action against not only the musicians but the broadcasters as well. Since such action might readily result in the cancellation of broadcasters’ licenses as well as other developments, Mr. Lowman told the union heads that the broadcasting industry would prefer to face a national musicians’ strike, if necessary, rather than risk the consequences of a Government suit for violations of the Sherman Act.

Federal Attitude

It was learned authoritatively in Washington that no formal complaint against AFM has been filed with the Department. The Department, however, has shown more than a cursory interest in the situation, particularly in the light of Assistant Attorney General Arnold’s repeated observations that “made work” is construed as a violation of the Sherman anti-trust laws.

The Department is said to be studying the situation but would not be disposed to act unless there is a formal complaint. While it can initiate proceedings following its own investigation, the Department does not have sufficient personnel to investigate each individual situation brought to its attention. It was made clear that the matter has not been dropped.

Messrs. Woods and Lowman assured the musicians that so far as their network owned and operated stations were concerned there would be no curtailment of employment of musicians and that they would be willing to sign new contracts with the AFM locals in the cities in which these stations are located calling for a continuation of their present staff orchestras on the present basis. After a period of private discussion, the board called Woods and Lowman and told them that no strike would be called for the present, pending developments along the lines outlined by the representatives.

The following day, Jan. 17, Joseph N. Weber, AFM president, sent the following letter to all AFM locals:

“As the national agreement has expired, all local unions may use their own judgment in entering into contracts with radio stations in their jurisdiction. These contracts must not contain any stipulations contrary to the laws and rules of the AFM and furthermore should contain the following: Nothing herein shall be so construed as to interfere with the prior obligations of the musicians to the AFM as members thereof.

“Decisions and conclusions of the International Executive Board in the radio situation were based upon new developments and facts which in the interest of the Federation the Board considered. Copies of local radio contracts must be sent to the president of the AFM.”

New Contracts

It is believed that most, if not all, of the existing contracts between network affiliate stations and AFM locals will have to be rewritten at this time, regardless of the fact that many of them still have some time to run. These present contracts cover only wages and hours and conditions of employment, it was stated, but do not mention the number of men to be employed except in a standard clause referring to the national plan of settlement, and so must be redrawn in accordance with the present situation now that this national plan is no longer in existence.

That these new contracts will be carefully studied by AFM’s national executives, particularly in regard to their effect on the nationwide employment of musicians in radio, is a foregone conclusion. It is understood that the union expects a slight decrease in the total number of its members employed, as some stations were put under undue hardships in living up to their quotas under the old plan, but it is equally evident that any widespread dismissal of musicians would not be accepted by the union without a strong protest, which might easily be accompanied by renewed threats of a national strike.

AFM Disc Scale Expected to Stay At Present Level

But Union Sets Half Rate for Educational Recordings

MANUFACTURERS of transcription discs, the producers of library services, were awaiting decision of the American Federation of Musicians to see if it would agree to its members for transcription performances as the Broadcasting went to press.

An attempt to reinterpret the rules so that each selection on a library service disc would constitute a complete program, nonprofit, as the musicians are concerned, with a resulting increase of several hundred per cent in cost to the recording firm, had been protested by the transcription companies and the union had held negotiations pending the January meeting of its international executive board.

Existing Scale

Fred Birnbach, national secretary of the union, on Jan. 29 informed the transcribers he was drafting the AFM statement of its position and that it would be sent to them within a few days. Details of the decision were not forthcoming, but it is understood that the local scale of $1.66 per man per quarter-hour record, whether library or specially made for a commercial sponsor, will be maintained.

The union has notified NBC that it will not cooperate with the network’s educational programs, for rebroadcast in schools only, at 50% of the normal rates. Recordings made simultaneously with the network broadcast. Since these recorded must be understood to be used exclusively in educational institutions at times more convenient than the network broadcast, NBC had requested the union to allow the recordings to be made.

Hard on the Locals

Enforcement of the proposed four or fivefold increase in rates would have the practical effect of forcing the tracitional numbers to be used of business, Mark Woods, vice-president and treasurer of NBC, told the AFM national board Jan. 18, 1940, when he appeared before their Miami meeting to present the position of the transcription industry.

This would have the further effect of seriously jeopardizing the continuation of many local stations which have library service to continue in business, he stated. In the three-hour session, during which he explained that musicians union executives just how a transcription company operates, with particular emphasis on the library service field, Mr. Woods amplified an outline of this subject contained in a letter he had written Jan. 13 to Mr. Weber.

Explaining that a library service consists of transcriptions subscribed to by the broadcasting stations for use on sustaining programs, Mr. Woods said that in making a library record the company selected the orchestras and musicians to be recorded, (Continued on page 77)
CBS Constructing Studios in New York

Using Walls Simulating Fine Violins

STUDIOS patterned on the basic principle of a fine violin, with walls covered with woods similar to those used by master violin makers, are the outstanding innovation of the new seven-studio CBS annex at 49 E. 52d St., New York, across the street from the main CBS building. Dr. Robert J. Jacobs, of the network's construction staff, and Howard Barlow, conductor of the Juilliard Symphony Orchestra, the two largest studios in the new building are paneled in softwood, which can be simulated, by electric switches to turn to produce any desired sound effect.

Two Kinds of Wood

The larger acoustivanes are approximately 14 feet high and 27 inches wide and there is a space of about three feet between them and the actual wall. The only metal connected with the acoustivanes, attached to the top and bottom filler strips, on which the acoustivanes are hung, is the back of the violin. On one side of the panels is hard wood, and the other side of soft wood. The smooth surface of the panel that is to be rubbed to a dense finish and the soft wood is left open or porous. As the panels, either of which, or wholly, the desired effect is obtained from the combination of exposing and hiding wood.

The acoustivanes have an intermediate stiffener through which is placed a series of equalization of air pressure and smooth movement in turning. Incidentally this is done to keep all walls in the studios, the ceilings having a saw tooth design. The acoustivane looks like an airplane wing, the centre being thick and the edges relatively thin. The use of the panels will dispense with the necessity for an echo chamber, for it is predicted that there will be such definition of sound that outdoor and indoor effects can be obtained.

Tonal qualities are said to be such that if ten violins are played, they will sound like ten and not like two, and that if a rare instrument is used the listener will be aware of its unusual quality without seeing it used.

Another unique feature is a new streamlined control desk, with all apparatus concentrated in the control room instead of having amplifiers and other pieces of control equipment mounted on racks. Desk was designed by J. H. Swenson, supervisor of the maintenance and construction department of WABC, CBS key station in New York.

Anticipating the Future

Work on the new building, former headquarters of the Julliard Foundation & School of Music, which CBS has completely remodeled, is rapidly progressing, and the network expects to begin broadcasting from the building in mid-September 15. In charge of all CBS, vice-president, is supervising the renovation of the building. A feature of the renovation will be the panel of the present and anticipating the future so far as possible. CBS officials and its technical and press offices are in constant consultation with Fellheimer & Wagner, the architects, in solving the many problems.

Building will house seven studios, with space for two more studios when expansion is needed. The auditorium, dressing rooms, offices and reception rooms. The facade, unbroken by the building will have a gable, with lock and terracotta in grey and blue; the entrance marquee will be finished in stainless steel, with doors of heavy sheets of shatter-proof glass.

Perry Group Acquires WMTC, WDLP Interest

THE John H. Perry newspaper interests, which own WCOA, Pensacola, Fla., and hold a construction permit for a new station in Pensacola, were the subject of an offer by the Perry Group, Inc., to purchased a controlling interest in WMTC, Orlando, Fla., and the projected WDLP, Panama City, Fla. Details of the deal were undisclosed, but it is understood the Perry interests will eventually acquire control of both stations.

WMTC, 100 watts on 1500 kc., was authorized for construction last March and went on the air last July as WCMA, owned by Mr. Alspor Jr., former mayor of Jackson- ville. WDLP, 100 watts night and 2500 watts day, was authorized for construction last June, but has not yet begun operating. Its original stockholders, each owning one share, were E. D. Chadron, a retired newspaper and broker and president of the Long Branch (N. J.) Recreation Association, and dealer, and Phillip A. Roll, attorney.

John H. Perry is publisher of the Pensacola Journal and News, Jacksonville Journal, Panama City News-Herald, Lynn Haven (Fla.) Herald and Pensacola Times. He is also interested in both WMTC and WDLP.

Wage Arbitration

Sought by AFRA

Chicago Group Files Petition; Negotiable, Says NBC

WITH the wage scale for artists employed on local broadcasts on Chicago stations unsettled a year following the national code of fair practice, the American Federation of Radio Artists, for the American Arbitration Assn. to arbitrate the matter and has named Dr. Wesley Brown, former dean of the Yale Law School, as its representative.

Opposing this move, NBC has likewise filed a brief with the AFRA asking for a ruling as to whether the question of a local scale for Chicago is arbitrable or whether it is a matter to be settled by negotiations between AFRA’s local, the network and the station owners.

Revison of Disc Code

AFRA’s transcription code is in the process of revision in the light of suggestions submitted to the national board by AFRA’s locals, it was stated at national headquarters in New York. Emily Hosford, executive secretary, said that for the most part these suggestions concerned single items in the code, that most of the new phrases that had been approved by all members.

Los Angeles Chapter of AFRA, at its meeting last month in Hollywood on Jan. 26, flatly rejected the proposed national transcription code, adopted by the national board of AFRA, and urged the local AFRA board to draw up a new code that would meet the requirements of the Pacific Coast.

Conditions on the West Coast, it was pointed out, are vastly different from those in eastern radio centers. West Coast AFRA presidents in California was said to be one of fear that an attempt to put into effect the transcription code couldn’t be enforced. It is feared that the AFRA demands might force a large number of Hollywood and San Francisco transcription companies out of business. Wage scale is said to be identical with that in effect for network programs.

Tide Water Basketball

TIDE WATER ASSOCIATED OIL COMPANY, located Division, San Die- galo, is sponsoring 22 basketball games in California, Oregon, Washing- ton and Arizona, with Tide Water’s employees taking part in the games.

The Tillotson-Winslow purchased the Clifford, and has been one of the most successful teams in the league.

Under the leadership of E. D. Chadron, a retired newspaper and broker, and president of the Long Branch (N. J.) Recreation Association, and dealer, and Phillip A. Roll, attorney.

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New MBS Lineup Has 118 Stations, Realigns in Texas

Four Other Stations Signed; Plans Package Discounts

OPERATING under its new policy providing for a basic charge to its national network base, Mutual Broadcasting System on Feb. 1 reported its new 118 stations in the United States and Hawaii. Realignment of its Texas affiliates, embodying cancellation of MBS contracts with Texas State Network and signing of 12 stations in the State as individual outlets, as well as the addition of several new stations, constituted major developments during the last fortnight.

Launching its fourth year of operation, MBS Jan. 11 enlarged its board of directors from seven to nine members, to include representation of additional stockholders whose financial participation in the cooperative network was announced recently by President W. E. Macfarlane [BROADCASTING, Jan. 15].

New Board Members

Elected to the new board were Lewis Allen Weiss, vice-president of Don Lee, as vice-president and director; E. M. Antrim, Chicago Tribune, treasurer and executive secretary; John Shepard, president of Yankee Network; H. K. Carpenter, WHK-WCLE; Willet Brown, assistant general manager; Don Lee; Alfred J. McComber, president of WOR and chairman of the board; Theodore S. Streibert, president of both MBS and WOR; Fred Weber, MBS general manager, and Mr. Macfarlane. All of the officers were reelected, with Mr. Weiss named vice-president for the West Coast, a new office.

An operating committee was set up to meet at regular intervals with General Manager Fred Weber to pass on operating problems and policies. On this committee are Messrs. Shepard, Carpenter, Streibert and Weiss, along with J. E. Campeau, general manager of CKLY, Hulbert Taft Jr., general manager of WDKC, and Ed Wood Jr., general manager of WDBO.

Included in the new network structure are its seven basic stations—WGN, Chicago; WOR, New York; CKLY, Windsor-Detroit; WDKC, Hartford; WJZ, Baltimore; WAAB, Boston; KJH, Los Angeles; 30 stations of the Don Lee Network in California, not including KJH and those in the Pacific Northwest; 17 stations of the Colonial Network, not including WAAB; 12 Texas outlets; the Oklahoma Network of six stations, the Southeastern Group, including the Southern Network, of 11 stations; two in Hawaii; 33 other affiliates.

New Outlets Added

New outlets for MBS include three Southern stations—WMPS, Memphis; WJTS, Jackson, Tenn.; WATL Atlanta. These joined the network on Jan. 21. WSAY, Rochester, N. Y., became an 18th outlet on Feb. 1. WSAV has for some time served as the outlet for certain MBS commercial programs in Rochester, but permanent lines have just been installed and the station for the first time becomes a full affiliate.

Following the first meeting of the new MBS board of directors after the redistribution of the network’s stock and door prizes to give voice in the management to seven organizations representing 57 of the MBS affiliates, held in Chicago Jan. 11-12 [BROADCASTING, Jan. 15], Fred Weber, MBS general manager, flew to Texas to straighten out Mutual’s position following the “streamlining” of the Texas State Network which had previously been connected with MBS as an entire group of 25.

Conferences with Elliott Roosevelt, Harold Hough, M. Tilford Jones and other Texas broadcasters resulted in a cancellation of Mutual’s contract with TSN and the signing of individual contracts with 12 stations in the State. These stations are available to MBS advertisers individually or as a group, and it is no longer necessary to use the entire group, as was formerly the case.

MBS Texas outlets now are WRD, Dallas; KJPIJ, Ft. Worth (Elliott Roosevelt’s station); KABC, San Antonio; WACO, Waco; KNOX, Austin; KXYZ, Houston (also an outlet for NBC-Blue); KRBC, Abilene; KBST, Big Spring; KKGL, San Angelo; KRRV, Sherman.

Texas State Net Now 14 Stations

ELLIOTT ROOSEVELT’s Texas State Network since its reorganization last fall has been reduced from a 25-station to a 14-station operation, according to announce-ments Jan. 22 by Operation Fever, vice-president. Simultaneously reports were received that several of the outlets reported as deleted from the operation were protesting the action, contend-ing they have valid contracts covering both TSN and MBS program service.

Mr. Ferguson advised BROADCAST-ING that MBS outlets still affiliated are KBRC, Abilene; KNOW, Austin; KBST, Big Spring; WACO, Waco; KXYZ, Houston (also an outlet for NBC-Blue); KABC, San Antonio; KTEM, Temple; KCMC, Texarkana; KWWV, Vanston; WACO, Waco; KRRV, Sherman. Those stations dropped from the regional were reported by Mr. Ferguson as KXYZ, Houston; KFDA, Amarillo; KFYO, Lubbock; KFRO, Longview; KGKL, Tyler, KAKL, Corsicana; KFDM, Beaumont; KLF, Galveston; KRRV, Corpus Christi; KRVG, Waco; KFFT, Wichita Falls.

Beatrice Expands

BEATRICE CREAMERIES, Chi-cago (down-town cheese), Jan. 22 expanded Keep Fit to Music With Wallace from WGN, Chicago to KFKP, Denver; KPOR, Lincoln; CKLY, Windsor-Detroit; Monday through Friday, 10-10:15 a.m., CST. It is understood the firm will soon extend it to the other 12 MBS stations. Lord & Thomas, Chicago, is agency.

Curtiss on MBS

CURTIS CANDY Co., New York, on Feb. 16, parts an audience partici-pation quiz show titled Cash on Delivery in the interests of Baby Ruth bars on 5 MBS stations—WGN WOR CKLY WAAB WKH. Cash prizes totalling $500 weekly will be distributed among the program, heard Wednesdays, 8:30 p.m., produced by Roger White. Talent and other details have not yet been announced.

Helwig-Miller Co., New York, is the agency.

TEN hobbies enjoyed by Lenox R. Lohr, president of NBC, are the sub-ject of a double-spread feature in the Jan. 30th issue of Look Magazine. Mr. Lohr advised: I Have Ten; the feature illustrates seven of Mr. Lohr’s hobbies. Recom-medation Tarry-town, N. Y. and with his two children.

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Radio Endorsed by Department Stores

NRDGA Clinic Agrees More Time on Air Should Be Used

HOWS AND WHYS of radio as an advertising medium for department stores were thoroughly analyzed Jan. 17 at a convention of the NRDGA. Discussion of the 25th annual convention of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York. Questions asked by retailers from all parts of the country were answered by two boards of experts, in an all-day session headed by Burtanger, manager, Edward's, Newark, Miss Lois Munn, sales promotion manager, Hanger's, Buffalo; Marvin Oreck, executive vice-president, Oreck's, Duluth; Kenneth Taylor, vice-president, John Taylor's, Kansas City; M. Manus Roisen, sales promotion manager, Edward's, Newark; I. C. J. Burtanger, sales promotion manager, Rike-Kumler, Dayton. Walter Johnson, sales manager of WTIC, Hartford, acting as master of ceremonies, tossed the questions to the experts in true Fadiman fashion.

Enthusiastically endorsing radio for its ability to build goodwill and loyalty for a store as a whole in addition to selling specific merchandise for the store's various departments, the experts agreed that failure of department stores to make more extensive use of radio was largely due to a mutual lack of understanding between store and station.

Mr. Campbell summed up: "Generally speaking, radio stations at just as ignorant of department store problems as department store people are of radio advertising. We must not forget that we are perhaps both to blame—meaning both radio stations and department stores, for small use we are making of radio advertising today.

"In the first place, we hesitate to take our hair down and tell our radio friends what our particular problems are. Until they know we can hardly blame them for being able to make constructive suggestions. There must be mutual trust and respect before sound progress can be made. Where this cooperation is in evidence, I think you will find radio producing profitable results for department stores."

Selling the Staff

The importance of selling radio to the store's sales and advertising personnel was also stressed by the experts, who agreed that many department store managers with radio knowledge are not aware of the difference or opposition of the store's own people, especially the buyers.

Many of the questions and answers covered subjects that seem to provide programs that appeal to children must be broadcast outside of school hours, that programs must be tailored to the store's own people, especially the buyers.

In Hollywood primarily to look over radio commercials and programs and talent, and also to exchange ideas with John Swallow, NBC western area director, Mr. Royal revealed that NBC engineers are working on several new developments for programming, including "slamming" technique. Use of sound effects coupled with microphone pickup as combination to bring the needed change, creating environment for dramatic and lengthy growth to programs, he opined.

Gillette Gets Ky. Derby

GILLETTE SAFETY RAZOR Co., Boston, on May 4 will sponsor the 66th annual Kentucky Derby on more than 80 CBS stations, with Ted Husing and Field covering the event in the "golden" color and Bryan Field to broadcast a description of the actual running of the race. Two preliminary broadcasts on CBS of the Derby trials originating at Churchill Downs will be presented on Tuesday and Friday of Derby Week with both Husing and Field covering the event. The opening broadcast on May 2 will include interviews with celebrities, jockeys, trainers and owners, and on May 3 P. P. Johnson, president of Gillette, will speak from Louisville on CBS. Maxon Inc., New York, is agency.

Seek New Cleveland Regional

MONROE F. RUBIN, engaged in the steel construction business, who owns a 31 2% interest in World Wide Broadcasting Co., operating WHK and WOLC, Cleveland, and WHRK, Columbus, will establish a corporation of equal stockholders in Cuyahoga Broadcasting Co. to do business hereafter as a wholly owned subsidiary of NBC. The corporation will be known as the NBC Regional Network. The NBC Ohio Network will meet Jan. 20 for a new 1,000-watt station on 1270 kc. in Cleveland. Mr. Rubin is also in business of the NBC Network's station in Portsmouth, which is under option to be sold to other radio stations. Owners of newspapers, owners of the other half. The other stockholders are W. I. Booth, engaged in insurance business in Austin, Texas, and B. T. Dye, of the Republic Steel Co., Warren, O.

Garner-for-President Spots

GARNER FOR PRESIDENT Comm.通过 Fed. L. Carter, that city, on Jan. 18 is advertising to the president through Jan. 20 of the 1,000-watt station on 1270 kc. in Cleveland. Mr. Carter is also in business in the NBC Network's station in Portsmouth, which is under option to be sold to other radio stations. Owners of newspapers, owners of the other half. The other stockholders are W. I. Booth, engaged in insurance business in Austin, Texas, and B. T. Dye, of the Republic

ROYAL STATES NBC SEEKS NEW TALENT

DECLARING that radio is sorely in need of new personalities, new voices, John F. Royal, NBC New York vice-president, said Feb. 1 that NBC this year is going to make a new charge on radio programs, when in Hollywood during late January, revealed that the network is going out in a serious way to seek talent that can appeal to the youth of the country. He said that NBC will have talent scouts in the field this summer on the lookout for young people who can be used for all phases of entertainment—radio, television, movies, and the stage. NBC will develop unknowns and the search will be centered principally in motion picture studios and theatres. Mr. Royal also indicated that young talent applying to NBC for radio work will hereafter be subjected to closer scrutiny of their potentials.

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"Boy, she's three hundred miles wide!"

- There's an old saying in the knuckle-busting business to the effect that a good big man is always better than a good little man. And, believe us, that's true of states, too—and radio stations.

The state of Iowa is so big that if it could be slid across the map a few hundred miles, it would completely cover Ohio, about a third of West Virginia, and then extend into Pennsylvania some considerable miles east of Pittsburgh. Or, broken into several parts, would entirely hide the states of Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, Delaware and Maryland! That's the size of the territory that's covered—blanketed—saturated—by big WHO. And it's good territory, too—contains 25% of the Grade A land in the entire U. S.—produces more radio results we believe, than you can get from any other station in the nation. Can we have a chance to prove these big words?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Jolt to Industry Is Foreseen In FCC Net Monopoly Report

Mid-February Is Set as Deadline for Sweeping Report of Special Commission Committee

MID-FEBRUARY is the new dead-
line for submission of the
Network Monopoly Report to the
full Commission and, if heraldings
have any significance, it will rock
radio to its center.

That the report has been given
right-of-way by the FCC, was more
than broadly hinted by FCC execu-
tives in the hearing of Subcommittee
on Independent Offices, when questions about the
same were directed at witnesses. The stenograph-
text of the hearings, made public
Jan. 17, coincident with considera-
tion of the appropriate bill by the
House, revealed that FCC witnesses estimated the report
would be before the Commission by mid-
February. The House has since praised
theICC for its work on the hear-
ing made Dec. 13, when the
hearings were held.

Expected in February

While no precise date could be
predicted, it was strongly indi-
cated that the tentative report of the Net-
work Monopoly Committee would be
submitted to the FCC by the Commis-
sioner Brown, working fulltime
report in preliminary fashion but
will give it a final review before
passing it on to the full Commiss-
ion for consideration and action.

While every effort has been made
to clothe in secrecy the attitude of
the committee majority, there was
no indication that it had changed
its drastic views. As a matter of fact,
the sentiments and philosophies of
the majority—those of Commissioner
Walker and Thompson—have shown no sign of
change. Acting Chairman Brown
has indicated toward a more con-
servative position.

While procrastinations admi-
ably are hazardous, the general atti-
tude that anything worth doing
is largely the same as previously
reported. It was reported in the
Oct. 1 BROADCASTING that the com-
nittee majority was inclined
ward drastic recommendations look-
ing in the direction of realignment of regula-
tion as it affects networks, both
through recommendations for
new legislation and through intro-
duction of new regulatory policies.

It was then deduced that Mease,
Thompson and Walker would lean
toward new legislation preventing
ownership of a multiplicity of sta-
tions by network companies, that a
single company be restricted from
operating more than one nation-
wide network, presumably directed
toward NBC's dominance in the
situation; legislation to license and regu-
late networks; legislation to bar
ownership of a clear-channel
high-power station by any one
interest; policy to be gradually enforced prevent-
ing ownership of an entire
station in the same community by
the same interests; policy un-
der which licensees would be re-
quired to operate stations or forego
their franchises, eliminating station
leases; separation of network or
station operations from artist bu-
thership and similar enterprises; denoncement of
network exclusive contracts, guaranteed-time features and
general fiscal methods.

General Counsel Dempsey, in
responding to a question by Rep.
Wigglesworth (R-Mass.), who has
made (the) first tentative report
that the FCC committee has before
it the first tentative draft of the
report, consisting of a digest of the
facts and evidence and an analysis
of the hearings, along with the
question of recommendations and
possible action. As of Dec. 13, he
said, the second part of the report
was being formulated and probably
would be in the committee's hands
within two weeks, with submission
to the full Commission probably
"although not necessarily" by mid-
January. He pointed out there
was a tremendous amount of work, with
over 10,000 pages of testimony
alone and more than 700 exhibits.

He said it had taken a staff of five
to seven people working fulltime
to analyze and organize the material.

Control of Affiliates

When Rep. Wigglesworth in-
quered whether the question of "ex-
clusive control over affiliated sta-
tions by chains" was dependent upon
the investigation, FCC Chairman
James Lawrence Fly replied affir-
matively. Mr. Fly himself is not
sitting as a member of the Network
Monopoly Committee, although his
predecessor, Frank R. McNinch,
was committee chairman.

Chairman Fly picked up the
Commission defense when Rep.
Wigglesworth began a line of in-
quiry on the financial status of net-
works. "We have not exercised any
jurisdiction over chains in connec-
tion with individual stations," he
said, adding that the Commission
has assumed quite as much 
responsibility as I would like to
see it assume. I would like to see
it more thoroughly informed and
gradually insist upon a greater
degree of public responsibility. Now,
I do not want to over-emphasize
this point but here you have a limited
facility; in something more than
loose manner of speaking it belongs
now, probably, to the public."

When Mr. Wigglesworth said
he had in mind particularly the
greatly increased basis of sale and pay-
ment of dividends compared to in-
vestments in one or two of the
chains, Mr. Fly pointed out the
Commission cannot go into the
question of return of either individual
stations or of chains.

"Now, maybe the Congress would
like us to do that," he said. "If so,
we could, but we have not the au-
thority to regulate their rates—
that is, the advertising rates or
what they get from the sale of time
—or control their dividends or any-
thing of that sort. I would say
that these stations go from one direc-
tion to another in the other extreme. That is, some
of them are terrible financial opera-
tions, and a few of them are very,
very good. It is a good business
if it clicks."

VARIETY musical show Left 'o'
Swing Club, heard as a Sunday sus-
taining feature on WOR, Newark,
for the last few months, on Feb. 12 will
be heard sustaining on MBS, Sundays,
8:30-9:00 p.m.

Snow Stuff Takes Its Role at the WBZ, Boston, Microphones. When the
Ice Follies of 1940 played the town last month, a special skating
setup was arranged on the roof of the Hotel Bradford, which houses
WWBZ, the Boston NBC-owned afternoon station. The sportscaster,
carrying a hand-mike to interview participants as the press
and guests watched the show from windows of hotel rooms flanking
the studio roof. With Evans are (left) Bay Shiphead, the "Human Top
" of the Wally Wigglesworth Monopoly Committee, and with one of the "beaks"
in their "Papa, Mama and Baby Bear" act.

Popsocks discs for 31
JOE LOWE Corp., New York, will
resume the thrice-weekly half-hour
Buck Rogers' transcriptions in the
interests of Frozen Popsocks some
time in April or May. Jack Johnson,
writer and producer of the series
will start work on the new discs
late in February. This year the
series will be placed on about 31
stations throughout the country,
according to Bow Co., New York,
the agency handling the account.

Drake Gets Prize in Cowles Contest

Slogan 'America's Money Belt' Wins $500 First Award

GEORGE F. DRAKE, 32-year-old copywriter for Blackett-Sample
Hummert, Chicago, won the $500 first award prize for Best
Slogan in the 1940 Cowles Stations for a business slogan de-
scribing the primary service area covered by the Iowa-South Dakota
group. His slogan, "America's Money Belt", was voted by judges as "de-
scribing most graphically the
rich agricultural area served by
these stations", according to Cowles Sta-
tions officials.

The Cowles Mr. Drake
Group Includes KSO-KNT, Des
Moines, WMT, Cedar Rapids,
and WNAX, Yankton, S. D.,
and covers a rich estate.

A total of 2,112 names were
submitted by contestants. The contest
judges, it was reported, were
impressed with the originality and soundness of the majority of the
entries. Most of them indicated a
superior knowledge of the area
contest and many important men among agencies and advertisers
participated.

From All Around

Entries in the "Sauce for the
Goose" naming contest were received from sever-
al, hundred advertising
men in the United States, Canada and South America. Judges
reached a decision. Mr. Drake, who was with
Rutbauer & Ryan, Chicago, until limited to
March, 1940, in a letter of acknowledgment.
Cowles Stations pointed out that he was often a contest
conductor but never a contestant until
submitting his prize-winning name for the Mid-
west agricultural area. He is mar-
ried and the father of two children.

Advertising promoting the con-
test, conducted by Earl Allen Co.,
Omak, Wash., had stressed the theme,
"What's sauce for the goose is sauce for
the gander" on NBC. The last
advertising men were getting a
dose of their own medicine. Trade
publications and direct mail were used
to promote the contest. The
winning name, "America's Money Belt"
became the theme of an
immediate campaign in behalf of
Cowles Stations.

New Maca List

NORTHWESTERN YEAST
e Co., Chicago (Maca yeast), has started
a very effective, minute-by-minute daily
spot announcements and participa-
tions on WJR WKC WOVO WLO
WGBH WMAK WMT WAMO and
KMA KOSQ WIBW KOMA WFNE
KRPC WOAI KPO. It is understood
the stations are to maintain a 2-
week schedule. Hayes MacFarland
Co., Chicago, handles the account.

Clicquot on Coast

CLICQUOT CLUB CO., Mill, Mass.,
on Jan. 15 started a campaign of
spot announcements and publica-
tions on WJZ WBB KF1, Los Angeles, on behalf of
gingerale and club soda. Further
stations may be added later in the
spring. N. W. Ayer & Son, New
York, is agency.
No Immediate Increase in Rates

To Your Own Specifications

In Detroit, America's rich and most responsive big radio market... Basic Station NBC Blue... Originator and key station for award-winning programs of national circulation... Proved showmanship... Expert merchandising co-operation... Always a standout buy... Today, with upped daytime power and with new transmitter facilities adding greatly to 1000-watt night-time coverage, commandingly your first choice in Detroit.

KING-TRENDEL Broadcasting Corporation

NEW RCA TRANSMITTER—5000 WATTS Daytime, 1000 WATTS Nights
Future of Television in Lap of the FCC

Hearings Indicate Industry Wants To Go Ahead

WITHOLDING final action until it makes a further examination of television experiments in leading Eastern laboratories, the FCC Jan. 23 concluded hearings on proposed new rules to regulate visual art, which would permit limited commercial operation by experimenters, after hearing testimony by more than a dozen groups preponderantly in support of immediately lifting the experimental barrier.

Led by RCA, the majority of those testifying held that television "is here," that a public demand exists for it and that it should no longer be confined to the experimental laboratories. A number of companies, including Philco and Zenith, opposed immediate "limited commercial operation," as proposed for "RCA City," a December proposal in the recommendations of the FCC Television Committee. The biggest commercial opponents to that proposal were the Radio Manufacturers Assn. and inferentially urged by the FCC Committee, with a number of the representatives claiming it would tend to "freeze" the development of visual radio.

Tour Planned

Before deciding on its final course, the FCC will make a tour of the experimental operations in the East. As Broadcasting went to press, the plan was for the Commission and several of its aides to visit Schenectady, Feb. 1, to inspect GE television installations, with particular reference to visual radio relays; Roughgargie and Newton, N.J., Feb. 2, to inspect experimental transmissions in that city, nearly 100 miles from New York, where RCA is competing for PFA; and New York, Feb. 2-3 in New York to visit NBC, CBS, DuMont and other visual operations and possibly also to witness a demonstration of automatic radio relay of television by RCA, viewed as the precursor of network television; and Feb. 5 in Philadelphia for Philco and Camden for RCA inspections. Sunday, Feb. 4, would be a rest day.

As planned, the party would include Chairman Fly and Commissioners Brown, Walker, Case, Thompson and Payne, along with Dr. L. F. Wheeler, technical information director; William H. Bauer, senior attorney, and George O. Gillingham, public relations director. Commissioner Craven, left Washington Jan. 24 for Nassau in an effort to break an attack of influenza. He has lost some 13 pounds in recent weeks and is expected to return to Washington about Feb. 7. Commissioner Case is suffering from a foot ailment and may not be able to make the trip. Commissioner Craven was expressing regarding Commissioners Thompson and Payne.

Prior to his departure, Commissioner Craven, chairman of the Television Committee, said he was inclined to favor immediate adoption of the proposed rules with only slight modifications as to Class II limited commercial stations.

A suggestion by Chairman Fly just prior to adjournment of the hearing that the FCC consider the advisability of appointing an engineering committee representing leading manufacturers to attempt to devise a unanimous recommendation regarding transmission standards caused a furor. Because of the processed opposition of several participants against the RMA standards, Chairman Fly said it would be desirable to have the industry itself agree on standards. Action was not taken, however, and it was expected the matter would not be considered until the Commission had made the inspection trip.

RCA, which had stoutly supported the RMA transmission standards, advised the Commission that it would interpose no objection to a system whereby other methods of transmission were used so long as it was allowed to begin limited commercial operation under RMA standards. It pledged also that RCA would develop a receiver sufficiently flexible to pick up various modes of transmission, including the DuMont method.

Sales prophecies

Thomas F. Joyce, vice-president of RCA Mfg. Co., predicted that 25,000 television receivers would be sold during 1940 if the FCC permitted such installation. He added to that figure another 10,000 to 15,000 receivers if CBS undertook regularly scheduled video transmissions during the year.

Arguing that the public would buy sets if the program incentive existed, Mr. Joyce told the FCC that $1,000,000 worth of "no smoking" for tobacco last year in this country; $400,000,000 was spent on "cosmetic" and "beauty treatments; $500,000,000 for soft drinks, and $150,000,000 for chewing gum. Nothing was done about those luxury expenditures, he pointed out.

On behalf of CBS, Paul W. Kesten, vice-president of that company who has supervised its television research, suggested three plans geared toward what he described as sooner development of television, two of which would call for immediate program schedules by broadcasters, with the third temporarily deflecting the FCC's role to enforce the rules. All three were designed to protect the public against purchase of sets having no guarantee against obsolescence.

The second proposal was made by Allen B. DuMont Laboratories, financed by Paramount, was one of unalterable opposition to the RMA standards as tenable for commercial operation. The DuMont suggestion was that a trip-type receiver utilizing the flexible system by its engineers, be made available the public to reduce obsolescence to a minimum while in no way limiting continuing progress of television.

Whereas witnesses for Philco and Zenith took the position that commercial television was not ready, the opposite view was taken not only by RCA but by Philo T. Farnsworth, vice-president of Farnsworth Television & Radio Co., and C. E. Willard, of DuMont Labs. Mr. Dinah, as Lee and witnesses for several other groups. Prof. E. H. Armstrong, principal figure in frequency modulation, asked the Commission at its closing session to withhold action on allocation of channels to television until the full facts are before the Commission on frequency modulation is known.

May Defer Action

In the light of developments during the hearing it was not expected the Commission would act finally on the question of channel allocations until it had concluded hearings on frequency modulation. Thus, the FCC hearing was scheduled to begin Feb. 28. It was entirely possible, however, that it would move toward adoption of the RMA rules, including the question of limited commercial operation and of standards prior to that time.

The FCC, Mr. Armstrong himself confessed, faced the brunt of the inquiry burden and on several occasions tangled not only with counsel for respondents but also with the FCC apparatus. At both transcriptions sought to limit the presentation of each case to one hour, but this procedure was dropped without advance notice soon after the hearings got underway. Between 100 and 150 engineers, broadcasters and other observers were present during the proceedings. Conspicuous among those attending was Charles C. Pettijohn, general counsel of the Motion Picture Producers & Distributors of America Inc.

What course the Commission will take on standards appeared confused. However, some one provision was given to the possibility of eliminating standards as such and substituting engineering requirements which would specify minimum details in transmitted pictures. These might specify that flicker, distortion, brilliance and other qualities meet certain limits. There would be no mention of lines, frames or what the various manufacturers left to their own resources as to how to acquire the best pictures within those limitations.

DuMont Opposes

RMA Video Standards

Opening the hearing Jan. 15, FCC Chairman Fly in quick succession laid down rigid rules which would govern the proceedings, which he described as legislative. All members of the FCC were present. William H. Bauer, principal attorney, and expert on patent matters, appeared as Commission counsel.

When the name of Edgar H. Armstrong, noted inventor and chief figure in frequency modulation development, was called, Horace L. Lohnen, his counsel, explained that his client prevented his appearance. His name was placed at the foot of the list of 13 respondents.

On behalf of FM Broadcasters, in process of formation, Philip G. Loucks, Washington attorney, explained that he had filed a special appearance to request that no action be taken by the Commission in respect to television allocations until conclusion of the special frequency modulation hearing scheduled for Feb. 28. Chairman Fly said the request would be "given consideration."

Initial fireworks developed when Allan B. DuMont Laboratories Inc., of Passaic, presented its case in opposition to adoption of the RMA television standards, holding in essence that they would freeze television development. The basic plea was that the standards were entirely flexible rather than the 441 line scanning with 30 frames per second. The DuMont system, it was claimed, permits automatic flexibility in both transmission and reception, with the number of lines and frames reduced or increased at will. Moreover, it was claimed that with the DuMont system it is possible to reduce sharply the width of the television band necessary.

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Television Standards on 10-Year Basis Urged by Kesten to Prevent False Start

WHAT IS the economic outlook on television for the broadcaster, if when the experimental ban is lifted?

A penetrating analysis of television’s future was made Jan. 17 by Paul W. Kesten, vice-president of CBS in supervisory charge of television development, in a statement prepared for delivery. Because of the procedure in the FCC, the statement was not read but placed in the record.

On behalf of CBS, Mr. Kesten proposed three plans for television’s commercial advent, bearing equal weight insofar as his company was concerned, but he maintained that the statement was not read but placed in the record.

Three Times as Costly

Television is sold to advertisers at rates three times as great as present broadcasting rates or even higher, to the broadcast-er to reach a break-even point between annual profit and loss.

If technical standards of transmission and reception are fixed, it must be done for a minimum of eight years but preferably 12 years to protect the public and the broadcaster from a disastrous false start in television.

Even with rates 300% as high as standard broadcasting, no television station with more than 10,000 is likely to reach the break-even point until there are 120,000 homes equipped with television sets as with radio sets.

Harmful habits and behavior indicate a probable maximum of two hours of average viewing per day.

Thus any program service reaching or exceeding 14 hours per week provided each program appealed to each viewer, would constitute as much value to viewers as could find time to view.

The CBS position, as expressed by Mr. Kesten, was that television, if it develops constructively, must become more and more the domain of the broadcaster and less and less that of the equipment designer. His keynote, however, was that television should not be given a public trial at public expense because the broadcaster would be held responsible.

The CBS presentation was virtually the only one offered which advanced forcefully the case of the broadcaster, as distinguished from that of the manufacturer. Mr. Kesten emphasized that the interest of the 30 broadcasting and the public was identical, the dangers to be mutual and the remedy, if any, should protect them both.

Mr. Kesten said, needs seven league boots for at least seven years to have any hope of approaching the status of an independent art and industry.

with the desirability of standards.

That RCA is considering the DuMont recommendations at the request of the FCC was revealed by Mr. Priest, in reply to the Commissioner Craven. Asked by Chairman Fly as to his personal opinions regarding transmission, Mr. Priest, hisuin witness, said that he felt they would very seriously limit, handicap, and impede such development and not serve any useful purpose.

He admitted, however, that flexibility would be desirable.

Pressed for a further explanation, he felt flexible standards would not solve the problem of public mind regarding development of the art, since it would be out of question to attain all desirable goals in a single time.

Anything that indicates to the public that the transmission method may be changed will have a disastrous false start result in public disfavor, he said.

Asked by DuMont counsel Robert B. Baird, who said one-line had given a desirable image to the public, Mr. Priest said it was his personal opinion that it is entirely unsound.

He admitted that under the proposed RCA standards the 441-line picture would be "optimum.

He said that while he had not witnessed a DuMont demonstration, several stations had been shown from those who had attended, were that it had shortcomings and that a "flim-flam" existence. He said in his opinion present-day television is better than 8 mm. home movies and as good as 16 mm.

Mr. Priest said, GE is now producing 5, 9 and 12-inch visual receivers under the RCA standards. Under present FCC standards it is not now possible to build a flexible receiver.

International Business Machine Corp., GE, RCA, and others attended on one showing television allocation by channels by the FCC Television Engineering Committee reallocated all but Channel 2. He contended the proposed reallocation offered geographic advantages for geographical operation of the stations involved.

Television Problems

In Boston Depicted

Appearing for General Television Corp., Boston, H. S. Baird, chairman, pointed out the difficulties in establishing visual broadcast service in Boston stemming from the FCC decision.

Pressing out that although Boston is the fifth largest city in the country, other cities have been allocated a better arrangement of television channels, Mr. Baird recommended that Channel 1 be switched from the Lowell-Lawrence area to Boston.

His recommendations also included replacing the Lowell-Lawrence allocation with Channel 7, at present allocated to Boston along with Channels 4 and 6.

Commercial operation under the proposed program would be as practical by Lewis Allen Weiss, vice-president and general manager, of Don Lee Broadcasting System, operating WEXAO in Los Angeles.

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BROADCASTING • Broadcast Advertising
urged that since several responsible national advertisers already have signified their willingness to sponsor television broadcasts, they should be allowed to do so. He emphasized that these advertisers realized the limits of the present field and that their interest was in making "contributions" as pioneers in the television art, with an eye to advertising and to profits only when and when they become necessary, leaving the door just far enough open so the proposed rules for Class II operation would not be "ironclad."

Among exceptions noted by Mr. Lubcke was modification of Rule 4.74, urging in general that "very minor" deviations from the proposed frequency assignments be tolerated, and when they become necessary, the door should not be "shut" just far enough open so the proposed rules for Class II operation would not be "ironclad."

In a colloquy with Mr. Loehnes, Comdr. Craven expressed the opinion that the FCC was "not in the business of making technical experimentation." He said the FCC would doubtless encourage experimentation, although not "ironclad."

Stating his position that the FCC should exercise its legislative function in the proceeding and adopt general rules for the regulation of technical experimentation, Mr. Weis said that lookers constitute a "class audience and national advertisers, realizing present limitations, nevertheless would sponsor television programs as pioneers in the new art. He declared that national advertisers with a long-range program would get a return on their investment, although it would not come immediately.

"How much further should we cultivate television before making some adult strides with it?" he asked, adding that operations are not so much concerned with immediate commercial operation, was giving a "certification" of television as an advertising medium before its status as such could be more firmly established. He added that although the FCC, as a Government agency, is not necessarily taking upon itself protection of advertisers, the possible "certification" interpretation should be considered in dealing with the television situation.

In a brief appearance for Metropolitan Broadcasting, Inc., New York, Andrew Haley excepted to Rule 4.74 (d) of the proposed rules, holding that in allowing allocation of only three television channels to the city the size of New York is amounted to a violation of Sec. 307 (d) of the Communications Act. Mr. Haley also offered a series of exhibits, based on Census and Department of Commerce figures, indicating the talent, business and industrial potentialities of the New York area.

Mr. Weis added, "We are indefinitely further in television today than we were two years ago. We are broadcasting when commercial operation is not commercial operation, although resultine in no immediate profit to some of us. Mr. Weis said, would furnish a new stimulus to further development, he observed.

"Mr. Weis's suggestion is a commendable one," Commissioner Thompson stated that the television broadcaster "must sell advertising, not blue sky," and pointed to the Gulf between 4,000 television lookers in the Los Angeles area and 2,000,000 radio listeners in the same area, considered from the viewpoint of advertising results. Mr. Weis said lookers constitute a "class audience and national advertisers, realizing present limitations, nevertheless would sponsor television programs as pioneers in the new art. He declared that national advertisers with a long-range program would get a return on their investment, although it would not come immediately.

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Philo Spokesman Opposes Commercialism

Louis G. Caldwell, counsel for Philo Radio & Television Corp., Philadelphia, opened the lengthy Philo appearance by charging that the proceeding, carried on as a legislative hearing, was not the type of hearing for the allocations issue, amounted to a violation of Sec. 307 (d) of the Communications Act. His complaint was based on a letter written by himself as Philo counsel, with the "approval" of Nathan David, as assistant to Chairman Fly, to CBS in final pursuance of a time-sharing agreement for the frequency joint- ly used by both the Philo television transmitter in Philadelphia and the CBS transmitter in New York. Mr. Caldwell explained that the letter, approved as he said it was by an FCC representative, constituted an agreement entitled the parties to an individual hearing on matters affecting that allocation.

Chairman Craven declared the FCC would exercise its legislative function in the proceeding and adopt general rules for technical experimentation instead of only a few of the proposals. He added that the FCC should not "ironclad."

Among the provisions of the bill as it stands, Mr. Craven said, was the "filed petition" procedure. He said this was an "ironclad" procedure and would not be "ironclad."

"We feel now we were wrong when we said a year ago that television was ready for standardization," he commented. However, giving the proposed standards up to date in the light of developmental engineers' commercial production experience, they are now "practical."

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take into account previous developmental activities by applicants. This view was from Chairman Fly, declaring there were “no vested rights for squatting on a frequency even for 50 years”.

**Hogan Calls Proposed Regulations Premature**

Removal of the “artificial distinctions” between Class I and Class II stations permitting both to transmit regularly scheduled programs commercially, was advocated by John V. L. Hogan, consulting engineer and operator of WQXR, New York, and television station W2XDR, Jan. 16.

Mr. Hogan said his experimental television station has been in operation since 1929 and that he is now working on completion of a new synchronizing system which he thought would produce a better “lock” between transmitter and receiver and result in a reduction in the signal to noise ratio.

He contended that in the final analysis laboratory experiments must be tested in actual program service to the public reaction.

He held it was too easy to make a hard and fast designation and that he felt the Commission was trying to look too far ahead with insufficient information. Present requirements governing experimental television service set apart from another five years, the witness said in supporting his view that the proposed regulations were premature.

Mr. Hogan objected to the allocation provision for Class II station service, declaring the art had not advanced sufficiently to determine where stations can best be placed and how they can and will be operated.

He called it a “pre-allocation.” He said it was necessary first to determine servicing limits in terms of field intensity and to ascertain other fundamental propagation factors.

Mr. Hogan asked what constitutes demand for facilities, Mr. Hogan said this should be based on applications filed which are concluded to be economically sound. He said it was unnecessary now to make the distinction between classes of stations and precise allocations.

Mr. Hogan advocated a five-point plan. He thought the FCC should not adopt standards for experimental program service at this time; that it should not set up two classes of stations but permit either class to do both experimental and program jobs; that if the FCC permits stations to make changes to cover program production, there is no reason why these changes should not defray also the cost of transmission and development work or why they should be limited to Class II stations; that the practical existence of channel allocation ratio except to control interference and that the FCC should encourage the use of the higher frequencies in the television band width higher powers.

Commissioner Case reiterated his view that the standards would be changed as fast as possible. He felt that since they were in general use, it had to have a “stepping off point somewhere”.

Commissioner Craven asked whether it was desirable to have every receiver capable of receiving every visual transmitter. Mr. Howland said he did not feel the art was progressing so rapidly that this should be a binding requirement.
Regional Station Awarded by FCC For Minneapolis

New Locals Also Are Included In Actions by Commission

A NEW 1,000-watt fulltime station on 1300 kc. in Minneapolis was authorized for construction by the FCC in a decision Jan. 18, granting without a hearing the application of the KZOK, Inc., which is owned by the City Printing Co. Heading the company, which has secured call letters WZOK and is a wholly-owned subsidiary of the Minneapolis Star and Tribune Publishing Co., will be president and holder of 166 shares of stock. Treasurer of the company is W. A. Steffes, chain theater operator, holding 78 shares, while L. B. Schwartz, an attorney, holds one qualifying share.

On the same day the Commission granted Marysville-Yuba City Broadcasters a construction permit for a new 100-watt station on 1420 kc. in Marysville, Cal. President and 50% stockholder is G. E. Thiel, publisher of the Marysville & Yuba City Appeal-Democrat. Treasurer is Hugh McPherson, holding 40% of the stock. Mr. McPherson also is owner of 25% interest in KHSI, Chico, in which the McClung family has a minor interest. The Marysville-Yuba City station will be called KMYC.

Eastern Locals

Two additional new local stations were authorized by the Commission Jan. 12. One is a fire order made effective Jan. 26—one in Scranton, Pa. and the other in Logan, W. Va.

The same day the Commission issued proposed findings recommending a new local in Erie, Pa., which are usually adopted as a matter of routine unless objections are raised.

The new station in Scranton will be licensed to Union Broadcasting Co. and will operate 24 hours a day, night and 250 days on 1370 kc. Holding 49.6% of the stock are Mr. and Mrs. Memmott, owners of WJPS, Pa., a farm manager, and Lou Poler, of Jessup, Pa., a retail dry good merchant. Call letters will be WARM.

The new station in Logan was granted to Clarence H. Freer, publisher of the Logan Banner, Robert O. Greeret, payroll clerk of the Merrill coal mines, as partners. It will operate 24 hours a day, night and 250 days a year on 1200 kc. Call letters will be WRLP.

The proposed grant in Erie is to Presque Isle Broadcasting Co., for an outlet on 1600 kc., to operate 24 hours a day, night and 250 days a year on 1200 kc. Call letters will be WJPL.

Booth Assures Control Of WMBC in Detroit

ADOPTING as its slogan "Detroit's home station" and specializing in INS news and local sports, WMBC, Detroit, is now operating under the general management of John Lord Booth, who recently purchased control [BROADCASTING, Jan. 11]. Mr. Booth, 32, is the son of the late Ralph H. Booth, president of the Booth Newspapers of Michigan, but has long participated in the newspaper chain's operations.

Sports programs are handled by Jack Kelly, and WMBC is continuing its famous Old Gold House program along with its Happy Hour featuring Chuck Stanley as master of ceremonies. Butterfield conducts children's periods and a noon-hour program. The Detroit Dorith singer, Al Groo, conducts the studio orchestra. Various staff members are being used, including Jack Williams, studio director, Eddie Clark as chief engineer and Charles Farrell as chief announcer.

New Phoenix Local

PROPOSED findings favoring the grant of a new station in Phoenix, Ariz. to M. C. Reese, insurance man, were made public late Jan. 23 in a decision ordered effective Jan. 26.

The new station, to be known as KPHX, will operate 24 hours a day, 7 days a week, and 250 days a year. Its signature frequency is 1200 kc. on the air. The construction permit provided for removal of both studio and transmitter.

J. M. West Group Buys KTBC, in Austin, Tex.

AUTHORITY to transfer ownership of KTBC, 1,000-watt daytime station, broadcasting to a group of local business and professional men, is sought in an application filed with the FCC Jan. 16. All stock in State Capitol Broadcasting Assn. Inc., licensee, would be sold. The group, headed by J. M. West, is chairman of the board of West Security and Life Insurance of Phoenix, Ariz., South Texas Lumber Co., chairman of West Production Co., chairman of Dr. F. F. Norton Trust, president of Western Union of Atlanta, president of West cattle Co., president of the Austin Daily Tribune. Among other interests, Mr. West also owns the Dallas Dispatch Journal.

Associated with Mr. West in acquiring the station is his son, Marion West, president of the West Production Co. and treasurer of National Securities, which owns 25% of the stock. Mr. West also is trustee of the big Waggoner estate; R. B. Anderson, former president of the Salt Lake City Union, who moved to Vernon, Tex. as trustee of the Waggoner estate; R. A. Stuart, former Senate Speaker, now practicing law in Chicago; and A. W. Walker, Jr., professor of law at the U. of Texas. Messrs. Anderson, Stuart and Walker obtained the station in 1937, and held it for an FCC grant of July 1937, and it went on the air Aug. 1, 1939.

WJOH DROPS PLAN TO ACQUIRE WINS

WITHDRAWAL of the application of Millon Biow, New York advertising executive, has approved the same name, for acquisition of WINS, New York, from Hearst Radio, for $450,000, was announced Jan. 10. The FCC approved the request Jan. 26.

Coinciding with the withdrawal, Major E. N. Stoeer, comptroller of Hearst Radio Inc., announced that WJSV, New York, was sold Jan. 10 for an undisclosed figure. The station is now under the control of the Philadelphia Times-Herald Publishing Co. WJSV was authorized for construction by the FCC in a decision Jan. 18, granting without a hearing the application of the M. S. Korn Broadcasting Co., Inc., which is owned by John L. Korn, former owner and operator of WJSV, WJSW, WJSU and WJSZ.

The proposed sale of WJSV resulted from a dispute between the two companies over the use of the station's call letters. The sale, which was announced Jan. 10, is subject to the approval of the FCC, which has announced that it will hold a hearing on the matter and is no longer for sale. It said it would be operated by the Times-Herald Publishing Co. as WBAL, Baltimore; WINS, Milwaukee; WCAE, Pittsburgh, and KTA, San Francisco. It pointed out that the withdrawal was "by mutual agreement."
On a flock of stations
or just a handful—
SPOT YOUR RADIO!

Shoot the works for an old seasoned product on 50 or 150 stations with a half hour or a strip.
—or nurse along a new product in try-out territory as your distribution progresses.

Flexible—that's what SPOT RADIO is. Pick the best available time on your choice of the country's best stations. Pick announcements or news or talent programs, live or transcribed. Localize your sales appeal and fit the whole plan to suit your budget. Makes sense, doesn't it?

ANY TIME  ANY LENGTH  ANY WHERE

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & CO.
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK  CHICAGO  SAN FRANCISCO  DETROIT - ST. LOUIS - LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers Ink Weekly, Advertising Age and Broadcasting.

"That menu in your hand tells you everything that I've been trying to say to you about SPOT RADIO.

"Lots of people are satisfied with the Regular Luncheon, but the man who knows good food wants the privilege of making his own choice.

"SPOT RADIO does exactly that. It lets you buy all the stations you want—and no more.

"It gives you your selection of best available periods to fit the habits of people in each time-zone.

"It offers as much time or as little as your appetite for radio dictates—short or long programs, live or transcribed.

"And your distribution governs everything about SPOT RADIO—you put sales pressure as needed, here or there. Everything's a la carte except the cost. What'll you have?"
Miller Places BMI in Motion
With Million Dollars in Sight

Anti-ASCAP Music Project to Be Fully Effective
By March 2, He Says; NAB to Meet

WITH approximately a million dol-

lers of the $1,500,000 Broadcast Music Inc. fund already accounted for follow-

ing its 25,000-mile trip around the country, NAB President Mr. Miller has set up a for-
million-and-a-half dollar goal ap-

peared in sight. Describing the cam-

campaign as "very successful," he said the end fund is immediate and the Broadcast Music board is not disposed to stop in advance of

Board to Meet

Announcement was made that the NAB board will convene in Washington Feb. 19 and 20 for its first meeting of the

year. It met last November, at which time impetus was given Broadcast Music. It is presumed the board will go over proposals in connection with the term of ex-

ecutive personnel for the indepen-
dent music reservoir as well as con-
sider a full agenda covering legisla-
tive copyright matters and other issues.

A complete breakdown of the re-
sults of the meetings in the 17

NAB districts which were personally attended by

President Miller, showed that 416

stations of the 728 commercially operated outside NAB districts in the country were represented at the

sessions. Of that number 399 com-

mercial stations either signed, com-

mitted themselves to approval of the

project, or promised to recommend approval to their clients. In addi-

tion there were two non-commercial

station commitments. With the an-

nual revenue of the commercial sta-
tions in the country estimated at

approximately $76,000,000, the

breakdown revealed that 66% of

that dollar volume or stations do-
ing approximately $50,200,000 have committed themselves to the project.

From approximately 160 of the stations the NAB already has re-
ceived about $100,000, in actual cash, representing one-fifth of the total commitments. Added to this fund is $80,000 committed from

NAB members and cash in hand toward the project to approximately $180,000. Multiply-

ing this figure by five, $900,000 of the

millions of dollars in the project is accounted for. There are still some 200 stations, which have committed but have not yet sent in their

checks. It was confidently expected the $1,500,000 goal would be achieved not only by payments from stations already committed but also from stations not able to attend district meetings but known to support the plan.

Several stations have indicated they are much more than the rest, Mr. Miller on Jan. 26 urged stations which have indicated approval but have not yet submitted stock, subscriptions and licenses to attend to this at the earliest possible mo-
tion. He expressed his gratitude to those stations which already have fol-

lowed through.

"Several months ago," Mr. Mil-

ler declared, "many said the broad-
casters would never show a united

front, and would not contribute any substantial sum. By your recent ac-
tions you have made these proposals more eloquently than I have done by any number of words."

Details Ready Soon

Details plans for Broadcast Mu-

sic are in the process of formation and "next month will give the indus-

tory an independent music supply, relieving it of complete de-

pendence upon ASCAP when cur-

rent 1936-37 contracts expire at the end of this month," Sydney M. Kaye, New York copy

right counsel for the NAB, and Stuart M. Sprague, his associate, are working together on these preliminary plans, which presumably will be submitted to the NAB board at its meeting later this month. A num-

ber of prominent figures in the mu-

sic field are understood to be un-
der consideration for the executive post.

Several stations, it is understood, have submitted checks representing 10% of their 1937 payments to ASCAP. They are expected to sign subscrip-
tion to that amount of stock in Broadcast Music but have advised the NAB they do not propose to follow this plan in any other license payments. A case in point is that of KXL, Portland, Ore., headed by T. W. Symons Jr., who also opera-

ates KFPP, Spokane, and is inter-

ested in the ownership of KGIR, Butte, of which Ed Craney is presid-

ent. Mr. Craney at the time announced the Broadcast Music plan [BRO-

CASTING Jan. 1]

a letter to Mr. Miller Jan. 16, Mr. Symons said he was one of the great majority of broadcasters who believed broadcasting must ulti-

mately be free itself, "from the mo-

nopoly hold of ASCAP, and who have fought both to create a com-

petitive source of music and to cur

tain the price of music," he added. A S C A P 's business method."

Therefore, he said he could hardly fail to subscribe to stock in the company. Mr. Symons declared that per-

petuation of ASCAP's practical mo-

nopoly was based largely upon the use of their muscle and their demand that stations take a blanket license, percentage-wise, regardless of how

much or how little ASCAP music was used. He pointed out he had fostered legislation in both Wash-

ington and Oregon to have laws passed forbidding this type of con-

tract and that he had joined in vot-
ing for resolutions which had been passed by every convention of NAB for the last 10 or 12 years, con-

demning this type of contract.

"I cannot be so inconsistent as to turn against my principles, and to consider the right for Broadcast Music to do the very thing which I, in common with the ma-

jority of broadcasters, have con-

demned ASCAP for doing. If and when I am able to secure a contract from Broadcast Music Inc. whereby this station can pay for such use of music without being restricted or asked to make such a contract. Until such time, this station will forego the use of your music."

Mr. Miller, from July 1, 1939

through Jan. 22, 1940, covered a
total of 25,012 miles attending dis-

trict meetings. On his tour to dis-

trict meetings in the midwest, the

4,516 miles were covered. To attend dis-

trict meetings in New Orleans,

Texas, the Pacific Coast and Fina-

da, he made 9,888 miles. And on

miscellaneous trips, during the same period, 10,697 miles were covered. During his first full year with the

NAB, from July 1, 1938 to July 1, 1939, Mr. Miller covered 35,000 miles.

More Station Pledges

Stations which pledged subscriptions at the meetings held from Jan.

9-13 on the Pacific coast are

KIMO KNP KJQ KOMO KGA KHO

Stations which pledged at the District 5 meeting in Columbus,

GA, Jan. 18, and Orlando, Fla.,

Jan. 19, are WAPI WBBK WSGN

WMBR WIOD WQAM WDBO

WSUN WTSF WTAL WDAE

WFLA WJNO WPGC WAGA

WATL WBBM WMAZ

WTQC WPAX WRPR

Attending the Meetings

Attending the District 16 meeting in Los Angeles Jan. 24 were: Mr. Miller,

KJBI KUGT; E. W. Whitmore,

KKEW-KGOF; Robert Stoddard, KERN; L. A. Seck, KLIG; L. R. Jones,

KMPC; J. L. Peterson, KJZY; Roy

McDonnell, KVER; J. M. Goodman,

KIQA; Harrison Howell, KEGO-KFI;

Carl Barton, KUGL; John L. French,

KFVD; Harry Maishal, KFWB; Ben E.

Lukow, KGLK; William Paker, KKFI;

William Paker, KFAC; Glenn Dobg

KOGO; James Breed, KGMD; Wil-

ton Grow, KSAN; G. L. McCarthy,

KLTH; Ralph J. Bruggeman, KKTS;

Scott, KTKC; Marion Walker, KHUB;

Fred G. Omenshaw, KZKO-KKB;

Sherwood Brook, KAB; Howard

adio; W. H. Barta, BUA; Charles

Wright, KAJ; Dr. W. J. Macculloch,

Ray Lewis, KQW; John Bruston,

KJBI; William King, KJCI; Ambrose

Hild, KBB; George C. Babb, KCNN;

Charles G. Marlow, KOKI; Dr. C.

Present at the meeting of District 17 broadcasters at Portland, Ore., Jan.

were: Harry Spence, KQX; Paul H.

Connet, KLBM; Ben E. Stone, KOOS;

Harry B. Berkendal, KKEW; J. A.

Gerald King, Standard Radio; W. Carey

McKinnon, KQBA; B. T. Loadman,

KKTZ; E. L. Weidner, KTTK; K.

Jonathan, KQBI; K. A. Schoppe,

KKG; Howard Walters, KDON; G. W.

Lus, KFKM; Thomas E. Sharp, KPPF;

Peters, KFQF; and E. M. Webb,

KTRM.

Stations which pledged subscriptions at the Jan. 10 meeting of Dis-

KCOY; Frank J. Dolan, KMK;

Robert Parnell, Mrs. Marjorie B. Wil-

LeGarre Starts Spots

Dr. D. LeGarre Medicine Co., St. Louis, has started a varying schedule of spot announcements on 100 stations including

WNUT WZMI WZLO WZMO

KMOX. Dr. LeGarre, St. Louis. KMBI,

KMOX, St. Louis, handles the account.
Everybody's so nice to us!
The World-Telegram, the Cleveland Plain Dealer and the Fame 1940 Popularity Polls awarded the Great Majority of First Places to NBC...

-and now Radio Daily heaps more honors on NBC

In this poll, NBC again scores a sweeping victory, winning 12 out of 16 first places. In "favorite program" classification, first six favorites—and eight out of first ten—are NBC shows!

We wouldn't be human and not feel a strong sense of pride over all these stunning "poll" victories. Our sincere thanks goes not only to the men and women who cast the votes, but to the advertisers and agencies who made these programs possible.

These polls prove one thing very clearly—NBC is successfully maintaining its policy of providing the very finest in entertainment for its millions of Red and Blue Network listeners.

NBC programs and artists—plus the many NBC services "in the public interest,"—are the reasons why radio owners from coast to coast agree that NBC is "The World's Greatest Broadcasting System."

THESE ARE THE NBC PROGRAMS AND ARTISTS VOTED TOPS IN RADIO DAILY POLL!

Favorite Program ............ Jell-O
Favorite Entertainer ........ Jack Benny
Most Popular Dance Band .... Guy Lombardo*
Favorite Serial ............. One Man's Family
Favorite Educational Program .. America's Town Meeting
Favorite Female Vocalist (popular) .. Connie Boswell
Favorite Male Vocalist (classical) .. Nelson Eddy
Favorite Male Vocalist (popular) .. Bing Crosby
Favorite Female Vocalist (classical) .. Margaret Speaks
Favorite Comedian ........... Jack Benny
Favorite Quiz Program ...... "Information, Please"
Favorite Sports Commentator .. Bill Stern

*N shared with CBS

NATIONAL BROADCASTING COMPANY
THE WORLD'S GREATEST BROADCASTING SYSTEM
A Radio Corporation of America Service

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Promotion Stunts Head KMPC Fete
Notables Take Part in Gala Los Angeles Celebration

AFTER BEING on the air one week with increased power and fulltime operation, KMPC, Los Angeles, broadcast a special half-hour program Jan. 22 to celebrate its new schedule and facilities and to welcome five outstanding radio and entertainers personalities—Bing Crosby, Harold Lloyd, Paul White

man, Freeman Goodman and Charles Correll (Andy 'n' Andy)—as new members of the station's board of directors [BROADCASTING, Jan. 15].

All were present to participate in the broadcast with exception of White, who sent a special recording from New York. Leo B. Tyson, vice-president and general manager of KMPC, introduced G. A. (Dick) Richards, president of the organization, who stated that station also operates WJR, Detroit, and WAGAR, Cleveland. Mr. Richards spoke briefly. Don Wilson, announcer of the NBC Jack Benny Show, sponsored by General Foods Corp., was in Cleveland, where John Scott Trotter led the orchestra. Association of five entertainers as directors of KMPC is unique in broadcasting history, marking the first time on the West Coast that performers have projected themselves into the business end of station operation.

Promotion Campaign

Other members of the directorate and officials present for the special broadcast included: Leo B. Tyson, executive vice-president of the stations and manager of WJR; John F. Potter, vice-president and manager of WAGAR; P. M. Thomas, secretary-treasurer, and R. Morris Pierce, chief engineer of WAGAR.

With increased power and fulltime operation, KMPC launched an elaborate merchandising and promotion campaign which attracted attention to its new features. More than 150 copies of the recent Los Angeles Times mid-winter special edition were sent to major eastern advertising agencies and time buyers. Attached to each pasted copy of the publication were several spot announcements, daily, more than 150 two-sided, 24x24 inch blue-and-white posters with the slogan "KMPC, Full Time, Big Time" were placed on lamp posts and trees along major streets to reach a traffic pattern extending 20 miles from downtown to west Beverly Hills. On Jan. 14, a day before KMPC went fulltime, a bnp campaign was launched, which included use of "KMPC in 1940", circled over the Southern California area.

The Los Angeles Examiner on Jan. 22 carried a two-page spread of news stories, art and congratulatory display ads from sponsors and other agencies. Station also used large display ads in that section in addition to space that same day in both the Los Angeles Times and Herald-Express.

KMPC sent 450 gardenia corsages to members of Beverly Hills Chamber of Commerce banquet held the same night as the station's special broadcast. During the week of Jan. 15, Beverly Hills society girls, accompanied by KMPC salesmen, invaded Los Angeles advertising agencies to pin boutonniers on account executives and time buyers.

Changes in Staff

Staff changes announced by Mr. Tyson include Bob Reynolds, account executive for the last two years, as sales manager; William J. Seaton, sales promotion manager, in addition to sales duties of the last three years; Bill Anderson, formerly of KOMA, Oklahoma City, and for two years with CBS, Los Angeles, publicity director; Ken Woodyatt, formerly KFOX, Long Beach, studio engineer. Transmitter engineers added are Michael O'Brodovich, formerly KHEE; D. A. Simmons, formerly KSDK; Malcom P. Moyley Jr., formerly KDFJ and Murray H. Link, formerly KMTR.

Richards Sells Pro Team

GEORGE A. (Dick) RICHARDS, chief owner of WJR, Detroit, WAGAR, Cleveland, and KMPC, Beverly Hills, Cal., has sold the Detroit Lions pro football team to a Chicago syndicate headed by Fred L. Mandel Jr., former Chicago mail order house executive. Mr. Richards acted on doctor's orders in devoting himself to this outside interest, to which he could devote little time.

SOUTHERN NETWORK RESELLING GROUP

REORGANIZATION of the Southern Network, whereby three separate classifications of stations have been formed for the benefit of clients of MBS as well as for regional accounts, was effected at a meeting Jan. 8-9 in Cincinnati.

At the sessions were J. M. Draughom, WSIX, Nashville; Linder and Glynn Nunn, WLAP, Lexington, WCCM, Ashland, Hibbert Taft Jr., WKRC, Cincinnati; James R. Hanahan, WMPS, Memphis; Maurice C. Coleman, WATL, Atlanta, new MBS outlet, and S. A. Oiler, WGRG, New Albany-Louisville.

The Southern Network was organized several months ago by the Nunn stations in collaboration with Messrs. Cioler and Draughon. These three combinations of stations are as follows: WKR, WGRG, WSCR, WCCM and WLAP, WKRC, WGRG and WSCR, and WVR, WSCR, WCCM and WLAP. A rate card for each group has been prepared. All of the stations are linked by full-time engineers and program coordinators. The program origination at any member station. It was disclosed consideration is being given to the addition of several of the stations.

RUDY BACK MARCH 7
IN SEATTLE SHOW

NATIONAL DAIRY PRODUCTS, New York, on March 7 will start a half-hourly weekly variety program starring Rudy Vallee on NBC-Red in the Seattle market. The Vallee program will be heard in the 9:30-10:00 p.m. period currently occupied by General Foods Corp.'s Good News hour program, which on March 7 will be cut down to the half-hour, 9:30-10:00 p.m., on the same number of NBC-Red stations.

With this new Seattle program, Vallee will have six months after the conclusion of his ten-year contract with Standard Brands on the Fleischmann Yeast program, the longest sponsor-performer association in the history of radio. Details on further tent for the Sealetest program have not been fully arranged, although it is probable that the program will be an informal variety show with guest stars, McKeever & Albright, Philadelphia, is agency.

General Foods has signed Dick Powell, radio and screen star, as n.c. of the Good News program when it shifts to a half-hour show, and has added Mary Martin, singing star of the Broadway show "South Pacific," to the present list of talent including Fanny Brice, Hanley Stafford and Meredith Wilson as guests. WAGAR, New York, is the agency in charge.

Valentine Day Campaign

Is Arranged by Sperry

UNDER its plan to promote bakery products this Valentine's Day and Valentine's Day, Sperry Flour Co., Division of General Mills, Inc., on ABC will present one-day radio campaign on 31 Mutual-Don Lee stations on the Pacific Coast and six stations in Denver, Salt Lake City and Spokane. The network program, titled "Sweetheart Show," will be released from KFRC, San Francisco for the Mutual net, 10:30-10:45 a.m. (PST). It will feature Valentine stars with music and songs of love, with M. J. Mélange as master of ceremonies; Phil Garner and David Stone carrying out the romantic end; Cy Troge's Orchestra and Organist Elmer Schoen, who will be presented by Sperry for the grocers of the Pacific Coast, urging the public to buy special Valentine cakes at their neighborhood bakeries. Hundred word spot advertisements are planned and will be used on all stations. The account is handled by Westco Advertising, San Francisco.

Greenplus on Blue

GREYHOUND MANAGEMENT Co., Cleveland, on Feb. 16 will start a half-hourly weekly musical and quiz program, titled This Amazing Greenplus, ABC's first attempt at a program for bus lines on NBC-Blue. The studio audience will participate in the quiz. New York City and Los Angeles will be furnished by listeners. The program will be heard live on 49 NBC stations.

Details on the conclusion of the shows will be heard later on the same evening of NBC's West Coast stations. Beaumont & Hoebelmeyer, Cleveland, is agency.
Every survey taken of the listening habits of radio audiences in Detroit during the last 10 years shows WWJ to be the favorite station in this important market. Here is the latest:

Survey taken by
The Hooper-Holmes Bureau, Incorporated,
Tuesday, January 9, 1940, 6 to 7 P. M.

<table>
<thead>
<tr>
<th>Period</th>
<th>Station</th>
<th>Percentage of Listening Audience</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-6:15 P. M.</td>
<td>WWJ</td>
<td>49.6%</td>
<td>Tyson's Sports Review</td>
</tr>
<tr>
<td>6:15-6:30 P. M.</td>
<td>WWJ</td>
<td>81.0%</td>
<td>C. C. Bradner's NewsCast</td>
</tr>
<tr>
<td>6:30-6:45 P. M.</td>
<td>WWJ</td>
<td>62.5%</td>
<td>Adventures of Pinocchio</td>
</tr>
<tr>
<td>6:45-7:00 P. M.</td>
<td>WWJ</td>
<td>75.4%</td>
<td>Lowell Thomas (NBC)</td>
</tr>
</tbody>
</table>

For additional facts about the Detroit market and WWJ's pre-eminence in this market, consult a George P. Hollingbery representative in your city or write to the sales department of WWJ.

*An 81% rating for any regular daily program is so unheard-of that we hesitated to publish this survey, but that's what the survey revealed—and The Hooper-Holmes Bureau, Inc., will attest to its accuracy and impartiality.
Canada Girds to Defend Sponsorship

Convention Decides to Fight Any Bans on New Sponsors

By JAMES MONTAGNES

DECISIONS to fight to the utmost any attempt to ban commercial sponsorship of newscasts and the demand by several radio advertisers for more promotional expenditures by stations on their campaigns featured the sixth annual convention of the Canadian Assn. of Broadcasters held at the Mount Royal Hotel, Montreal, Jan. 22-24.

With the largest attendance of Canadian broadcasters—50 stations represented out of a membership of 68 of a possible 72 privately-owned stations in Canada—the convention unanimously decided that nothing should stand in the way of their continuity of commercially sponsoring newscasts. Even the newspaper-owned stations insisted there must be no ban on this field of private enterprise broadcasting, which CAB President Harry Sedgwick, of CFRB, Toronto, estimated in his report between $600,000 and $700,000 a year.

Canada’s Busiest Year

It was the busiest year for private broadcasting that President Sedgwick reviewed with a written report to the 60 delegates on the opening day. In his report President Sedgwick told of the annual convention of the Canadian Performing Rights Society, Ltd. (Canada’s AASCAP); how the CAB in conjunction with the Canadian Broadcasting Assn. has administered a long-term fee of 9 cents per licensed receiver to replace the 8-cent fee fixed by the Copyright Appeal Board; how CPRS has countered with an annual sliding scale starting at 11 cents per licensed receiver and increasing by a half cent per year; how the war had interfered with their annual conventions, and how the Copyright Appeal Board had set a rate of 8 cents per licensed receiver for 1940 in December, [BROADCASTING, Jan. 1], as against the CPRS request for a 14-cent fee per receiver.

SERVING as directors of the Canadian Assn. of Broadcasters this year are these well-known figures in the Dominion industry (1 to r): Seated, A. A. Murphy, CFGC, Saskatoon, Sask.; Harry Sedgwick, CFRB, Toronto, and CAB president; S. J. Neill, CFNB, Fredericton, N. B.; T. A. Evans, secretary-treasurer, CAB; standing are H. R. Carson, CFAC, Calgary, Alta.; Henry Gooderham, CKCL, Toronto; H. G. Love, CFBN Calgary. M. LeFevre, CHLP, Montreal, absent when photo was taken.

"Canada is practically the only country in the world," said Mr. Sedgwick, "which has effective copyright legislation which on the one hand assures to the authors and composers a reasonable return for their creative efforts and at the same time protects the music user against exorbitant fees which are not bound to be exacted if there is no legislative control. It has been due to the efforts of your association in conjunction with the other music users of Canada that this result has been achieved. The CPRS following the policy of similar organizations in other countries has opposed and will continue to oppose all efforts to control and regulate their activities and the whole matter must be the subject of continued vigilance in order that we may not lose the protection which is now afforded to us in the whole copyright situation at the moment can be considered satisfactory."

He stressed the use by broadcasters as far as consistent with their internal economy to make use of transcription libraries which are made up of public domain and tax free music to enable us to show a downward trend in the use of CPRS music if and when an inquiry (by the government) is held. We have established that the advertising music time on the air has declined and the use of CPRS music has also declined as compared with public domain music.

The fight to maintain commercial sponsorship of news has developed in Canada in recent months, particularly, it is understood, because of the value of the news in the present war. Rumors which had developed for some months were asserted to be facts in November as a result of which the CAB asked for assurance from the board of governors of the Canadian Broadcasting Corp. but it was decided there would be no ban on commercially sponsored news from reliable sources. The news made available to the CBC by other stations by the newspaper-owned Canadian Press cannot be sponsored.

Committee Formed

Late in 1939 the CAB was informed by the board of governors of the CBC that J. D. Howe, under whose jurisdiction comes radio in all its phases, had decided to be no public demand for such a regulation. Despite this assurance the CAB learned that early this year a new attempt had been made by the Canadian Press and the newspapers for a ban on commercially sponsored news. During the conventional broadcast, governors of the CBC met at Ottawa and assured the CAB that it would stick to its earlier assurance. But the broadcast association was determined to form a committee to keep in close touch with the situation and fight any licensing or rate changes which might threaten newscasts with all the resources available to the CAB.

The outbreak of war brought the clampdown on news and for the first time broadcasters learned the behind-the-scenes moves made by the directors of the Canadian Press and the newspaper. The CAB met in New York times, President Sedgwick reported "in persuading the authorities not to enact any far-reaching regulations on the industry and the stations. We want to carry on as we have been doing during the war and maintain and to continue the work of the Censorship Board, as a foolish move on the part of one station may jeopardize the whole industry.

In reviewing the relationship of the private broadcasters with the publicly-owned CBC, which also regulates the operation of the privately-owned stations, President Sedgwick remarked how closely the CAB and CBC now work. So agreeable are the relations now that a proposed publicity campaign announced at the last convention in January (BROADCASTING, Feb. 1, 1939) had to be dropped before it started, and today the CAB directors and the CBC board of governors sit around the

(Continued on page 78)
REACHES 99.5% OF ALL RADIO HOMES
IN THIS WEALTHY CANADIAN PROVINCE

QUALITY COVERAGE . . . a coast-to-coast coverage that assures a loyal and radio-minded audience . . . their goodwill built up and sustained by consistent programs of the finest of radio entertainment . . . that is the record of CBC in Canada.

What is true of the entire Dominion is equally true of each Province. In Ontario, for instance, Canada's wealthy, industrial province . . . where 3,690,000 people produce goods valued at $1,229,738,170 every year, and where retail sales reach $848,014,000 annually, CBC, through its 50,000 watt Key Station, CBL, Toronto, and a regional network, reaches 99.5% of all radio homes in this rich province.

Whatever coverage is desired, CBC provides a complete and productive service by means of its nationally organized facilities.

CANADIAN BROADCASTING CORPORATION
1 Hayter St., Toronto COMMERCIAL DEPARTMENT 1231 St. Catherine St. W., Montreal

BROADCASTING • Broadcast Advertising
February 1, 1940 • Page 35
Distribution Study Funds Are Voted
House Approves $2,300,000
For the Trade Commission
Funds to conduct an investigation into methods and costs of distribution, covering advertising as a principal factor are included in the $2,300,000 appropriation for the Federal Trade Commission voted Jan. 18 by the House as part of the Independent Offices Appropriation Bill. Plans to conduct the survey of distributing costs and methods were revealed in the hearing on the House Appropriation Committee.

That radio advertising would be considered along with other media in the investigation was stated definitely in the broad declaration made by FTC officials to the House committee during the hearing: "The place of advertising in the production, especially national advertising, is a matter of great importance and general interest. Is it costing the consumer too much for the service it renders. Does it sometimes render the consumer a disservice? The proposed investigation is to answer these and other inquiries."

Coat Trends
Further testimony of FTC representatives was that more than half the annual value of the clothing of all commodities taken together is estimated to go toward distribution costs in contrast to the former situation where production costs dominated. They also observed that while output of consumer goods per worker is increasing, it is not increasing at the same production field, it has remained static in the distribution field. The inquiry was justified, they said, at least on the basis of the FTC's work largely relates to distribution, of which advertising is an important aspect.

During the hearings reference to radio drug advertising was injected by Rep. Fitzpatrick (D-N.Y.), who queried then-Chairman Robert E. Freer on the control of advertising in the field of drugs. Freer was categorizing advertising which prompts the purchase of patent medicine "24-hour cures" as more dangerous even than advertising in the newspapers, because it is a personal appeal over the radio. Rep. Fitzpatrick, declaring, Answering, the House of Representatives, Chairman Freer indicated a definition of legitimate puffing: "The Commission proceeds correctly in all cases in which we think we can establish a violation of the law, but many of these advertisements would what be called legitimate puffing, which is a great promotion of the law. For instance, the expression of an opinion: A fellow said the product is the best in the world. These things are classified as puffing, and those are the things we cannot stop."

Union Biscuit Adds
UNION BISCUIT Co., St. Louis (crackers), through Gardner Adv. Co., St. Louis city, on Jan. 22 added KFRU, Columbia, Mo., and WDDN, Tuscola, Ill., to its list of four stations currently using the transcribed family-favorite serial, "In-Laws." Other stations will be added as plans for the series produced by Hal Berger, the series was cut and sold by Aerogram Corp., Hollywood.

O'DANIEL TO USE MEXICAN STATION
REGARDED as the forerunner of next summer's campaign is the plan announced Jan. 21 by Gov. Lee O'Daniel of Texas, famed for his radio campaigns, to broadcast his Sunday "chats" three times daily and to include the powerful XEAW, Reynosa, Mexico, opposite McAllen, Texas, among his stations. The Mexican station is said to be owned by Carr F. Collins, a close personal friend and confidant O'Daniel for Governor advocate.

Gov. O'Daniel delivers one ad addressing himself to the people, others being transcribed. His list of outlets has been considerably reduced in recent weeks and according to the Dallas News of Jan. 22, "when a large North Texas station cut O'Daniel off the air in the midst of one of his political discussions, his friends boasted that the loss would be more than compensated by the availability of his friend Collins' station at Reynosa."

"A decided advantage in broadcast campaigns" is the stance of Collins, who reported the News, "is that statements much more vitriolic can be made than dared be uttered through a Texas station subject to libel laws of this State and at all times available against court judgments."

NAB and Recording Companies Protest Bill Proposing Copyright Law Changes

OFFICIALS of NBC, 50 of them, learned about the importance of Greenville, S.C., as a textile center when they got boxes containing three shirts, three shorts, six hankies and three pounds of candy—and in every case the garments were the right size. Donor was WFBC, NBC affiliate in Greenville. Looking over the assembled gifts prior to mailing are (l to r) J. L. Hayes, sales manager of Nuckases Mfg. Co.; B. T. Whitmire, WPBC manager, and E. J. Whitehead, of Marschall & Pratt.

FORMAL NOTICE that the broadcasting industry will oppose the omnibus copyright bill (S-3043), providing for far-reaching revision of existing copyright laws, was served Jan. 26 by NAB President Neville Miller in a letter to Dr. Edith E. Ware, executive secretary of the Committee on the Study of Copyright, which drafted the proposed legislation.

The position of the NAB followed protests against the bill registered by phonograph record manufacturers, magazine publishers and other groups which regarded the statement of Dr. Ware that it represents "an acceptable adjustment of all interests concerned in copyright."

The bill was drafted after conferences of the committee which began nearly two years ago. The broadcasting industry was represented by President Thomas M. Kaye, NAB special copyright counsel, Stuart M. Sprague, New York attorney also retained by NAB on copyright matters, and Robert P. Myers, NBC New York attorney. Mr. Kaye had observed, immediately after introduction of the measure [BROADCASTING, Jan. 19], that the bill not only does not cure any of the ills of the present law "but enormously intensifies its injustices."

Cites Misconceptions
In his letter to Dr. Ware, President Miller called attention to "misconceptions" regarding the position of the broadcasting industry in her letter-memorandum of Dec. 16 sent to the chairman of the House and Senate Patents Committees at the time the proposed legislation was submitted; that the bill was introduced in the Senate Jan. 8 by Senator Thomas (D-Utah) and was published in the Congressional Record, together with a copy of Dr. Ware's letter-memorandum. "Broadcasters do not consider the meetings of the committee in any sense a substitute for full hearings before the appropriate committees of Congress, and when the bill receives consideration from the Patents Committee of the Senate and House, our industry will be heard," Mr. Miller stated.

He said the NAB also would like to correct the implication of Dr. Ware's letter that the bill, as drafted, represents "an acceptable adjustment of all interests concerned in copyright."

The bill contained innumerable provisions which are either too onerous or ill-considered as to be impracticable from the viewpoint of broadcast advertising, he said. Therefore, he added, NAB must oppose the bill in its entirety.

Recorders Protest
A joint letter, signed by David Mackay for RCA Mfg. Co., Milton Diamond for Decca Records, and Charles B. Seton for Columbia Recording Corp., and addressed to Dr. Ware, points out that such statements in Dr. Ware's letter to the Patent Committees of the Senate and House "leave with the reader a definite impression that in fact the proposed bill is a compromise measure which is at least reasonably satisfactory to all interested groups."

After stating that "recording companies" were listed by Dr. Ware as one such group although no transcription firm was represented, the letter continues that "representatives of three of the phonograph record companies were indeed permitted to attend the sessions but, so far as settlement by discussion is concerned, they might as well have been absent since there was no compromise of any kind made with their interests, and since their interests and we, the public, the interests of the public, were completely disregarded in favor of the interests of the organizations which represent the publishers and writers of songs."

"So far as phonograph records and electrical transmissions are concerned, the letter states, "in our opinion the proposed bill completely disregards the rights of the public and the problems of manufacturers who look to an increased and substantial users of copyright material. At an appropriate time we hope to be able to submit to the proper Congressional Committees and to Congress. Copies of the letter have been sent to all members of the House and Senate Patents Committees."

Radio Leaders' Salaries Shown in Federal Report
AMONG radio and advertising executives whose salaries, bonuses, commissions and other emoluments their companies amounted to $75,000 or more during 1938, as reported by the Department of Commerce Jan. 23, were the following: David Sar- noff, president of RCA, $106,200; Joseph R. Collins, chairman, General Electric Co., $245,447; George W. Hill, president, American Tobacco Co., $321,448; Philip W. Lenneman, Lenneman & Mitchell, $80,000; Stanley Resor, J. Walter Thompson Co., $58,500; Bill Black- ett, Blackett & Kelly, $120,000; J. G. Sample, Blackett-Samnie-Hummert, $119,000; E. F. Hummer, Hummer & Hummer, $140,625; David M. Noves, Lorig & Thomas, $50,565; Sheldon R. Coogas, R. Coogas Co., $76,921; Henry T. Ewald, Campbell- Ewald Co., $76,000; Lou R. Maxon, Muxon Inc., $88,583; A. D. Lee, D'Arcy Adv. Co., $89,495; P. J. Orthwein, D'Arcy Adv. Co., $77,782; E. D. Donahue & Co., $87,700; Joseph Pulitzer, St. Louis Post-Dispatch (KSD), $180, 461; John C. M. Cleaveland, Plain Dealer (WHK-CNEL-HK), $153,465.
With its entire advertising appropriation concentrated on a program over WKY, beginning last September, Local Federal Savings and Loan Association of Oklahoma City saw: (1) New savings and investments for the September-through-December period up 59.66% over the same period of 1938; (2) Number of new savings accounts up 65% for the same months; (3) 1939 outstrip any year since 1929!

Prior to September, 1939, various types of media were used by Local Federal. A once-a-week musical program had been aired with only moderate response. Then WKY was given full responsibility for the job. It recommended “Odds and Ends”, a quarter hour of poetry and homely philosophy with organ background, put it in the noon spot five days a week. Local Federal accepted the recommendation. Things began to happen.

New accounts were opened from counties throughout the state. They ranged in amount from $5.00 to $15,000. They revived for Local Federal Savings and Loan Association memories of the dash and activity of 1929.

This is the sort of action WKY is in the habit of provoking. It is the kind of result-producing history that is behind WKY’s power to induce advertisers, local and national spot, to spend more of their money with WKY than with any other Oklahoma city station year in and year out.

BRINGING IN THE SHEAVES
**Merchandising & Promotion**

Getting Outlets — Publicity Publicized — Contests — Pay Dirt — Car Cards in New York

**Lone Star Siren**

NEW tri-weekly Dearest Mother show for Universal Mills, Fort Worth, Texas, has launched菌 in.Best Mother Star Chain, is being promoted by means of an unusual letter written to the savior of the East Texas, written on pink, personalized with a station letter, and the “Rita” who gives her box number. She mentions liking a new program for Universal Mills but already several none-too-close readers (males), have answered the letter in a similar amorous manner. Evans & LeMay, Fort Worth, is agency.

**NAB Broadsides**

UNDER the streamer title, “For A Better Tomorrow Radio Promotes Radio”, the NAB has published a four-page lithographed broadside of pictures depicting the cooperation of stations all over the country with the organization’s three billion 1939 radio promotions — Open House, Curtain Raiser and Radio Christ- worth, via KGKO and the Lone Star Chain, is being promoted by means of an unusual letter written to the savior of the East Texas, written on pink, personalized with a station letter, and the “Rita” who gives her box number. She mentions liking a new program for Universal Mills but already several none-too-close readers (males), have answered the letter in a similar amorous manner. Evans & LeMay, Fort Worth, is agency.

**Fargo Sponsors**

AS ITS NEWEST promotion for clients WDAY, Fargo, N. D., has arranged a group of merchandise exhibits covering the products of every advertiser on the station. The exhibits, displayed in downtown store windows for periods of two weeks each, include in addition to the products themselves a placard calling attention to the particular broadcast, time and day, and fan mail records of the feature.

**Free Gold**

NOVEL premium offer currently being made on Ten Mins, strip show for Kalamazoo-Perma Co., St. Louis, consists of gold ore samples. The bits of ore were mined in the Com- stover Lode district and assayed and certified as to value.

Window Cards

THE local National Theatre, helping promote the Quaker Program conducted by Bob Poole on WSET Greensboro, N. C., is distributing half-sheet window cards, one-sheet, and three-sheet posters publicizing the new show conducted on the theatre stage each Friday night. Other programs being promoted out of Poole as a lobby display, newspaper advertising and radio plugging.

**KGKO and Chambers**

KGKO, Fort Worth, via its Sub-urban Editor quarter-hour, is cooperating with the East and West Texas chambers of commerce. Each program features an article from the East Texas Chamber’s publication, East Texas, and the West Texas Chamber’s West Texas Today. Chamber heads are mentioning the program in their magazines and issuing circular letters regarding special dedications.

**KLZ Trailers**

KLZ, Denver, has completed ar- rangements with two downtown theatres for the show’s new sound film trailers. Exhibited in the Orpheum Theatre, Denver’s largest, and the Denham Theatre, the trailers will reach an estimated potential audience of 147,000, a week, calculated as a greater audi- ence than attends all other downtown theatres in the city combined.

About Contests

TO PROMOTE interest in the con- test opportunities offered by KSFO, San Francisco, the station has spotted a 15-minute program three times weekly. The script is written to emphasize the contest and novel mium offers available to KSFO listeners. Jack Gregson is m.c.

**WHN Car Cards**

WHN, New York, has issued 15,000 new car cards for display in Fifth Ave. stores and railroad trains to promote the station with its new slogan “A World of Enter- tainment” and the current “It’s Time for WHN”.

**WALT, Winstor-Salem, N. C., has is- sued a folder presenting market data on tinted hand-bound of tobacco and textile products.**

**Shift of Serial Brings Marked Audience Boost**

SHIFT of One Man’s Family, half- hour serial drama sponsored by Standard Brands for Tenderleaf Tea, on Jan. 7 from Broadcasting. The show opened to the Sunday evening program immediately following Charlie McCarthy by Daily. The program’s rating (percentage of total audience) was

**Brochures**

**WPM, Indianapolis—Eight-page bi- fold pamphlet with bright red color presenting listener survey data.**

**WPT, Charlotte—Folder, More Sales to Southwesterners, describing the station’s potential audience, broadcast from 5:30 to 7:30 a.m.**

**WKY, Oklahoma City—Jumbo illust- rated brochure recounting the success of WKY’s television demonstration, which attracted an estimated 50,000 people to the Municipal Auditorium during a week.**

**WABC, New York—Brochure, “Here’s What This Picture of the new antenna Looked Like to This Before and after coverage”, showing how the station’s new antenna added a million people.**

**WTAG, Worcester, Mass.—Student pro- grammations illustrated booklet, offset printed by National Radio Personalities Inc., Ill.**

**OKLAHOMA Network—Eight- page, two-sided, colored folder presenta- tion of the network, including the statistics of the six member stations.**

**WGY, Schenectady—Revised 8-page pamphlet format of the monthly house advertising.**

**YANKNEE Network—Double-side folder outlining Jim Britu’s Sports Roundup features available for spon- sors.**

**CBS Pacific Network, Hollywood—Blue and gray, 8 x 12 inch lithographed mailing piece titled This Is 1940.**

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*Note: The text provided is a copy of an advertisement page from a 1940 issue of Broadcasting magazine.*

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*Page 38 • February 1, 1940 • Broadcasting Advertising*
Bucking some of the toughest competition on the air...competition such as Alec Templeton and Lux Radio Theatre on Monday, the Camel Cigarette program, and Fibber McGee on Tuesday, the Woodbury Playhouse and Texaco Star Theatre on Wednesday, Maxwell House Good News program and Major Bowes on Thursday, and George Jessel and the First Nighter program on Friday...the Brown & Williamson Co., in the face of this formidable array, put a premium offer on the Don Lee Network. Listeners were requested to send in empty Avalon Cigarette packages in return for a war map. The announcement was made only six times, and 60,000 Avalon packages were mailed in. No wonder the Pacific coast dealers and distributors prefer the Don Lee Network. They know Don Lee brings action where it counts...at the cash register.

P.S. The Don Lee program, News and Views by John B. Hughes, cost but a fraction of any of the competition shows.
Investigation Unit for FCC Advocated by Fly at Hearing

Establishment of an investigation unit within the FCC, the primary responsibility of which would be to study qualifications of new station applicants and inquire into operations of existing stations, is planned shortly under a prospective increase in Commission funds for the 1941 fiscal year.

Proposed by Chairman Fly and projected in recent budgetary estimates of the FCC, the new unit would be composed of a staff of eight to ten experienced field investigators, Chairman Fly said. After the House had passed the independent offices appropriation bill, he said, the FCC's fiscal budget request included an appropriation measure (see page 90) carries a total of $2,116,640 for the FCC, allowing an increase of approximately $280,000 over the 1940 fiscal year appropriation. Of the increased amount, $150,000 is for modernization of monitoring equipment and $128,000 for personnel. It is out of the latter fund that the new unit will be established.

Throughout the testimony of Chairman Fly before the House Appropriations Committee the other FCC commissioners, if we have 13, emphasis was placed upon the desirability of procuring first-hand information on applications. Mr. Fly pointed out that the Commission now is forced to make its own independent investigation of applicants and licensees, rather than make its own independent investigation. It was indicated experienced investigators would be recruited from other Government agencies. It is possible that former members of the Federal Bureau of Investigation staff will be employed. How much money will be allotted for this purpose has not yet been established. An appropriation, at the outside, of $200,000 is regarded as adequate.

In his testimony before the Congressional Committee, released Jan. 17, Chairman Fly said he doesn't think it fair to have the FCC rely upon statements from applicants or licensees and be placed in the position of "guessing at the facts." Frequently, he said, when the Commission turns over a case to the court, it is difficult to get information from them. At present men on the regular staff have been assigned to investigate the case.

Chairman Fly pointed out that applications filed require revelation of personal or financial responsibility and real identity and connections of the people back of the application. Frequently, he said, if the Commission were to really investigate it would find that it does not have a true picture of financial responsibility and may not even have the true identity of the applicant.

"We may not have his connections with other people; we do not always know who the real party in interest is," he declared. "But that means to determine whether the representations made in the application are true or not. I want to overemphasize that phase of it but I do think in order to do a better job and to get at least part of the real facts we must investigate them and have the men to do it."

Purpose of Inquiry

In its annual report, released Jan. 15, [Broadcasting Jan. 16] the FCC reviewed the Monopoly Committee's activities during the fiscal year. The study was designed to determine what special regulations applicable to stations engaged in chain or other kinds of broadcasting are required in the public interest.

Borden's on Coast

BORDEN'S ASSOCIATED Companies, San Francisco (dairy products), has renewed its third ten-minute daily broadcasts on KFRC and on April 1 expands one of the previous periods, 4:30 to 4:40 p.m., to include eight stations of the Northern California Don Lee-Mutual network (KFRC KGY KTRX KRON KDKO KIEM KHSL KCVK KYOS). The agency is McCann-Erickson, San Francisco. John B. Hughes is the voice on the 4:30 p.m. broadcast and the other two periods are handled by Phil Sterne. Al Hunter is news editor.

Sunkist in New England

Sunkist Fruit Growers, Inc., Los Angeles (Sunkist oranges, lemons, limes), recently announced a television campaign in 13-week test campaign to begin with three spots appearing daily on six New England stations — WJSO-WGAN WJAR WDGW WAGED WNSR-WDFD. Firm is also sponsoring the three-week quarter-hour program. Hedda Hop- theer's Hollywood on CBS stations.

National Biscuit Plans Make Believe Ballroom Series on 16 Stations

NATIONAL BISCUIT Co., New York, on Feb. 12 will start a campaign on 16 stations for NBC broadcast, using 16 spot announcements along with special recordings by Martin Block similar to its current television introductions on the Make Believe Ballroom program on WNEW, New York. The schedule calls for six half-hour weekly spot announcements on the stations, all with RCA-Victor licenses: WLUE, Cleveland; WBNC, New York; WBT, Charlotte; WQAM, Miami; WAGY, Kansas City; WMIP, New York; WTOP, Washington; WTMW, Detroit; WGR, Rochester; WSB, Atlanta; WIP, Philadelphia; WOR, New York; WMJ, St. Louis; WCBS, New York; WITI, Milwaukee; WOL, Washington; WFLD, Chicago; WRT, St. Louis; WJW, Cleveland.
No other Cleveland Station has a "big top" like WTAM'S. For the one "admission" you get a "combined show" of 4 audience attractions: Metropolitan Cleveland; 26 major cities; 477 small towns and 131,260 farms. All combined in one compact listening and buying UNIT.

In 1940, it is estimated these 1,253,600 WTAM families will buy nearly 2 billion dollars worth of goods at retail. Ask 'em to buy your brand. Reach them all... simultaneously through one single advertising medium... WTAM, Cleveland... at the lowest cost per family.
AMERICA WATCH

In this campaign, Washington watches neutrality trade...third to defense...taxes...

UP: Any campaign year is a test of strength and stability for Washington correspondents. This year the crash of swiftly moving events abroad gives these reporters, writers and editors even greater responsi-

UNITED
n year America...ngton for news ... reciprocal term ... national; ... G.O.P.

abilities. To the task ahead the Washington staff of the United Press brings an unexcelled record of experience and a determination to uphold its tradition of telling the news accurately, swiftly, clearly, without bias.

Lyle C. Wilson, Washington manager

Julius Frandsen, day bureau manager

Harry W. Sharpe, night bureau manager

Warren Madden
I. Lawrence

Secretary of State Cordell Hull with Carroll Kenworthy

Ruby Black with Mrs. Franklin D. Roosevelt

Assistant Secretary of State A. A. Berle, Jr., with Gerard Robichaud

PRESS
Farm Specialists Guests of Purina
Three-Day Meeting Provides Instruction by Sponsor

SIXTY agricultural radio heads and announcers, representing 50 stations in the country, attended the promotional meeting held by Purina Mills, St. Louis, Jan. 7-9. Photographs taken during the three-day meeting at the Renaissance Hotel showed representatives were guests of Purina Mills during the three-day meeting held at the Renaissance Hotel, model 380-acre experimental farm, the petting zoo, and the company, and at company headquarters in St. Louis. The tickets for the radio heads were transported to and about the model farm in two special Greyhound busses. Discussions on the trip, which were conducted by J. H. Burrell, of the Purina poultry department; C. H. Hameister, of the hog and cattle department; Cliff Pervorse, in charge of the dairy department of the farm, and E. B. Powell, farm supply manager, were in connection with a county fair" exhibition of Purina Farm products.

Radio Awards

At a banquet meeting the same evening several awards were made to various radio stations and individuals. John McNamara, manager of WBZ, Boston, and George Brunett, of KOBH, Rapid City, S. Dak., won awards for coming the longest distance to attend the meeting; George Biggar, program manager of WLW, Cincinnati, Ohio; and Richard J. Bowman, WFAA, Dallas, for experience; 18-year-old Bill Pepper, WFAY, Portsmouth, O., as youngest.

Discussion at the Jan. 9 session was confined to handling local copy on the Purina Checkboard Time transcriptions, discussing farm programs in general and the ways of merchandising and publicizing farm radio. In the afternoon KMOX, St. Louis, held open house for the group.

Radio Men Attending


Asst. CBS Sales Chief

ALLYN JAY MARSH, member of the CBS sales department for nearly 11 years, has been appointed assistant sales manager of the network. A graduate of Princeton, Mr. Marsh entered business on the advertising staff of the New York Times, later moving to the New York H. L. Hotbank where he became assistant to the advertising manager, in charge of the book, magazine, and roto sections. He joined CBS on April 1, 1929, which makes him one of the oldest members of the staff in point of service. W. H. Ensign, former assistant sales manager, has been assigned to other important duties in the sales department.

John Fox Is Promoted

To Ratner's Assistant

JOHN Fox, formerly production manager and space buyer of the CBS sales promotion department, has been appointed assistant to Victor Ratner, CBS director of sales promotion, effective immediately, according to an announcement made by Mr. Ratner. Mr. Fox's responsibility in the newly-created position will be to supervise the progress of all advertising passing through the department. He will also act as general office manager and supervisory position of the picture editor, according to Louis Kuppell, CBS director of publicity. Also announced was the appointment of Rocco Padulo Jr., news editor of the photographic department, Mr. Padulo was formerly with the Chicago Times and has been in the Midwest for three and five years and previously was in the advertising and merchandising department of Bonwit Teller's, New York department store.

WITNESS SHIELD

New Law Makes Intimidation a Criminal Offense

INTIMIDATION of witnesses appearing before Government agencies is a crime under a law (Public No. 401) enacted Jan. 13, first law of the current session of Congress. The bill was drafted by Guilford S. Jackson, attorney associated with the firm of Kremer & Bingham, and was introduced in the House by Rev. Hobbs, chairman of the Judiciary Committee.

Mr. Jackson declared he drew up the bill after several witnesses appearing before the FCC on behalf of a client had allegedly received threats from a competing applicant for a station. The bill amends the Federal judicial code by including Federal agencies and Congressional Committees within the scope of its protective provisions. Text of the law follows:

That the Criminal Code of the United States be amended by inserting therein a new section immediately following section 135 (U. S. C. title 18, sec. 241) to be known as section 135 (a) (U. S. C. title 18, sec. 241) (a) and reading as follows: "SEC. 135. (a) That whoever corruptly, or by threats or force, or by毀伤或恐吓 or other means intending to deter or prevent any witness in any proceeding before the Department, independent establishment, board, commission, or other agency of the United States, or in connection with any inquiry or investigation having been had by either House, or any committee of either House, or any joint committee of the Congress of the United States, or who corruptly or by threats or force, or by other means intending to deter or prevent any witness in any proceeding before the Department, independent establishment, board, commission, or other agency of the United States, or in connection with any inquiry or investigation having been had by either House, or any committee of either House, or any joint committee of the Congress of the United States shall be fined not more than $5,000 or imprisoned not more than one year, or both."

Haas Quiz on Coast

HAAS BROs, San Francisco, major wholesale grocery firm on the Pacific Coast, which has never used radio, starts a campaign in February with 52 twice-weekly quarter-hour programs on 9 Mutual-Don Lee Stations in California (KFRC, KQW, KIEM, KHSV, KYV, KTTC, KDDN, KXOS and KYOR) and in the San Francisco market titled Prize Basket, with Mel Veler as host and Trudy Packer as the feminine co-conductor, will be heard 10:30-10:45 a.m. (PST) on Thursday and Friday and will originate at KFRC, San Francisco, and from San Jose baskets will be awarded. J. H. Diamond Co., San Francisco, is agency.

KUMA IS DELETED; NEW OUTLET SOON

MAKING its final order of revocation of the license of KUMA, Yuma, Ariz., 100-watt outlet on 1420 kc., the FCC on Jan. 25 ruled the station must go off the air the first of Feb., and it will be deleted from the list of U. S. broadcast outlets. The evidence showed, the Commission's order stated, that Elbert H. Schermann, licensee, had "violated the law in that he failed to operate his station in accordance with the terms of the license, having transferred station control to E. B. Surdivant" and having "violated Yuma but three times in five years."

Commissioner Paul A. Walker and Attorney F. W. Seward went to Yuma Dec. 1 for a hearing on Schermann's application, but he withdrew it at the outset. Testimony was taken, however, to determine the status of the station.

New Campbell Serial

CAMPBELL SOUP CO, Camden, on Jan. 22 started a quarter-hour thrice-weekly drama series, Campbell's Short Story, on CBS for its tomato juice. The program, fifth for this sponsor on CBS, fills the time vacated when Lanny Ross' musical program in behalf of Campbell's Franco-American spaghetti was shifted to the 9-10 p.m., Monday, Tuesday through Friday. Ward Wheelock Co., Philadelphia, is the agency in charge.

School Buys Sports


Purina Mills Host to These Radio Farm Specialists

Page 44 • February 1, 1940

BROADCASTING • Broadcast Advertising
"... One of the Best Buys we have ever made"

Says G. W. JOHNSON, General Manager, KTSA, Columbia affiliate in San Antonio

It's simple... easy... economical to add the Novachord's Brand New Appeal to your musical productions.

You'll find the Novachord to be one of the best buys you can make — because it gives you a vast, entirely new opportunity for showmanship.

Hear and try the Novachord just once! Discover all for yourself how this fascinating new instrument does more things...fills more needs...adds more appeal...to more kinds of music...than any other way to make music you can even imagine!

For you merely play the Novachord's single keyboard, as you would a piano. You produce piano-like tones. You turn the tone selectors — then things happen! You hear musical effects of: clarinet, 'cello, flute, violin, muted trumpet—and actually dozens of others!

Hear — and try — the Hammond Novachord at your local Hammond dealer's. Or write TODAY for complete information about the Novachord on your programs: Hammond Instrument Company, 2989 N. Western Avenue, Chicago, Illinois.


Mr. Johnson writes: "We consider the Novachord one of the best buys we have ever made in the history of our station production...I understand we were the first radio station in the Southwest to purchase one of these instruments..."We used this fact in presenting material to Variety recently in pointing out our attempts in showmanship. Undoubtedly this was taken into consideration when we were selected as the national showmanship winner on Community Exploitation among all radio stations in the United States and Canada."
Musical Quiz Supplants Gen. Mills Grouch Club

GENERAL MILLS, Minneapolis (Kix), through Blackett-Sample-Hummert, Chicago, on Jan. 28 replaced its weekly half-hour Grouch Club show on 29 NBC-Red stations, Sun., 6:30-7 p.m. (EST), with a new type of question and answer program, titled Beat the Band.

Program features Ted Weemars' orchestra with Garry Moore, comedian, and the listening audience is asked to answer questions, supplied by the program. Listeners are divided into several categories, each having a set of questions. Winning answers are correct answers, for which they are given. Man with most questions correctly answered wins the forfeits at end of the show. Musician with highest total point at end of each month gets an additional $1000 grand prize. Listeners submitting questions used on the program receive $10 each. An additional $10 is given if the question is correct.

Spots for Lincoln Film

RKO-RADIO PICTURES Corp., New York, during the week of Jan. 18-24 sponsored a series of one-minute spot announcements, several times daily on WRC, WMAL and WJAV, Washington, to promote the opening of the motion picture "Abe Lincoln in Illinois," which opened in that city Jan. 22. In connection with the world premiere, a special program was broadcast Jan. 22 on NBC-Blue, starring Raymond Massey, Ruth Gordon, Howard, and Robert Harper. A special spot was also used in five scenes from the Pulitzer Prize play. The radio adaptation was by Welbourn Kelly of the NBC script division, and was directed by Joseph Bell. Lord & Thomas, New York, placed the announcements for RKO.

ATTACK ON SERIALS

PLANs for the "I'm Not Listening" campaign against daytime radio serials, voted upon recently by 600 members of the New Rochelle Woman's Club, are now being worked out, according to Mrs. Everett L. Barnard, chairman of the campaign's committee, who stated that in another month details of the campaign will be announced. Purpose of the group is to urge radio networks to broadcast fewer love dramas and to substitute more programs dealing with homemaking and child training.

Foulds Participations

FOULDS MILLING Co., Libertyville, Ill., on Jan. 8 started a 19-week campaign for its spaghetti and macaroni products, using participations in cooking school programs on six stations weekly on WAX, Los Angeles; WIRE, Indianapolis; WJR, Cleveland; WSAI, Cincinnati, and WSPD, Toledo. Sherman E. Ellis & Co., New York, handles the account.

A. G. MAYSE, publisher of the Paris (Tex.) News and owner of 30.5% of the stock in KPLL, Paris, has applied to the FCC for authority to transfer control of the station by making a gift of 45 of its 91 shares to his daughter, Mary Joe Mayse. The remaining stock is owned by Houston Harte and Bernard Banks.

SLIGHTLY south of the border, Clarke Brown, of Lake-Spiro, Okla., has begun a new campaign for Mills, to advertise his agency, which is under the title of "Mills" in the South's leading daily paper. The agency is represented by Mrs. Ellin B. Bong, of Lake-Liberty, Okla., who is also handling a similar campaign for Mills in the daily paper. The agency, which has been doing business for many years, is one of the largest agencies in the country, and is well known for its work in advertising.
Shortage of Personnel Feared by FCC
As Regulatory Duties Greatly Expand

SIGNALS OF the FCC and the CBS radio network indicate a shortage of personnel may be developing, according to the testimony of executives of that agency, given before the Appropriations Subcommittee, revealed Jan. 17.

Chairman James Lawrence Fly, General Counsel William J. Dempsey, Chief Engineer E. K. Jett and Assistant Secretary John H. Jett, in appearing before the committee Dec. 13, outlined in detail the FCC personnel situation, here and both here and abroad. The upshot was that the committee recommended the FCC raise its administrative budget by $2,116,340 for that agency for the fiscal year 1941, which begins next June 30.

This represents an increase of $278,165 over current appropriations but $5,860 less than what the budget recommended, the House having struck out that amount for personnel to continue the fight against the Interdepartmental Radio Advisory Committee made up of representatives of other governmental agencies having to do with radio.

Need of Personnel
Chairman Fly carried the ball for the Commission most of the time during the appearance before the Appropriations Subcommittee. Commissioners T. A. M. Craven and Thad H. Brown also were present, by the way, but were not called upon for detailed testimony. The FCC chairman, who took office just four months, has no previous regulatory experience in communications, demonstrated here a rather amazing grasp of operations.

Need for additional personnel was repeatedly emphasized by the chairman and other FCC executives to cope with the constantly increasing welter of FCC work in broadcasting, telephone and television. Most importantly, the necessity for increased monitoring activities, particularly in the areas of personnel and policy, is partly the cause of the situation. Chairman Fly advised the committee that overemphasis has been placed on the "turbulent field of commercial broadcasting." Advances in radio technique, including the prospective advent of frequency modulation broadcasting, international communications, television and relocation of standard broadcasting, all tend to increase in complexity the regulatory function of the FCC, he asserted. "I do think it is ever so important in that vast complicated area, and it is important that the Commission be not left with horse-and-buggy equipment and personnel," he added.

Esso Adds Sunday
ESSO MARKETERS, which here- tofore has had contacts with stations for an average of four newscasts each weekday, is adding Sunday to its schedule. Stations whose 52-week contracts came up for renewal this month and February will, in the majority of cases, add two-five minute Sun- day broadcasts. Affiliate companies forming Esso Marketers are Standard Oil Co. of Pennsylvania, Standard Oil Co. of Louisiana, and Colonial Beacon Oil Co. Marschak & Pratt, New York, is the agency.

Sarnoff Launches Drive
To Aid Met Opera
and Develop Music Center

A NATIONWIDE radio drive for funds for the Metropolitan Opera Assn. was launched Jan. 27 by David Sarnoff, president of RCA, chairman of the board of NBC, and a director of the opera association. The drive, "Operation of Leongrin," from the Metropolitan Opera House on NBC-blue. Mr. Sarnoff indicated his interest in a campaign, which was launched from Box 44 in the Grand Tier during the first intermission, was directed to radio listeners, asking them to contribute $1 to the association's campaign to raise a million dollars to buy the opera house and develop it as a national music center.

Mr. Sarnoff, serving as chairman of the radio division of the campaign, stated that while appeals for funds were not usually permitted in the course of NBC sustaining programs, an exception was made in this case because the matter involved a cultural rather than a local one and, because the appeal in this case would be a long-range appeal, he thought it would enable them to insure the continuation of the opera broadcasts. Serving with Mr. Sarnoff on the radio division of the committee are Miss Lucrezia Borz and Mrs. August Belmont, chairman of the Metropolitan.
F-M Is Exhibited To Capital Group

Engineers and FCC Staff See Armstrong Transmission

SOME 600 members of the Washington radio fraternity, including engineers and other employees of the FCC, witnessed a first-hand demonstration of Armstrong frequency modulation at a special demonstration Jan. 13 at the National Museum Auditorium. The demonstration was arranged by Fred W. Albertson, Washington news director, for President of the Washington Radio Club, amateur organization.

Major Edwin H. Armstrong, of Columbia U., inventor of the new system, discussed the method, viewed as "the hottest thing in radio". His discussion was preceded by an actual demonstration of F-M reception picked up from W3XO, experimental F-M station operated by C. M. Jansky Jr. and Stuart L. Bailey, consulting engineers located in Washington. Mr. Bailey gave a running commentary on the method and technique followed by an appraisal of the method by Prof. Jansky.

Multiplexing Shown

Possibility of multiplexing with wide band frequency modulation was demonstrated when an International Business Machine radio typewriter was activated during the actual aural broadcast on F-M from the same channel. The typewriter was operated by tape at 100 words a minute, without disturbing the audio transmission.

Dr. Jansky declared in appraising the new method that the effective strength of an F-M station is many times that of an amplitude modulated signal in the conventional broadcast band. As an example, he said that the 40,000-watt output used by Dr. Armstrong's station at Alpaca, N. J., has an equivalent effective strength of a 100,000,000-watt broadcast station in the regular broadcast band.

Dr. Jansky asserted that F-M may remove the barrier which limits the number of stations in the country by virtue of its peculiar propagation characteristics. Technically, he said it may be that many more stations can be operated than at present.

Stewart-Warner Building Line of F-M Receivers

STEWART-WARNER CORP. will introduce in May a full-line of F-M receivers and console receivers equipped for Armstrong wide-swing frequency modulation broadcasting, according to L. L. Kelly, manager of Stewart-Warner's radio division. General Electric Co. and Stromberg-Carlson are manufacturing F-M receivers and Zenith Radio, an Armstrong licensee, recently announced its plans to manufacture the new medium.

The new receivers will be available in single and multi-band types. They are designed to accommodate the new medium at its introduction. These are approximately 1,000 police radio systems with more than 6,000 transmitters not using amplifiers. RCA would not confirm that after receipt of experimental reports on this mode of operation, it had decided whether and under what conditions frequency modulation can be legally authorized for non-broadcast use.

This has assigned Thomas Grandin, of the Paris Head of the Bureau of the Beige conference of Balkan navies, the task of reporting on wireless. His counterparts are calling him the "luckiest foreign staff man" for drawing an assignment "beneath the lion away from food rations and blackmail to warmer climes and peace conditions."
HATS OFF TO WOR

...AND THE ENGINEERING STAFF, FOR OPERATING THE ENTIRE YEAR OF 1939 WITHOUT EVEN ONE PROGRAM BREAK!

8221 operating hours without a single failure!

J. R. POPPELE
Chief Engineer and Secretary of WOR

CHARLES H. SINGER
Technical Supervisor in charge of Transmitter and New Jersey Operations

WOR IS Western Electric
EQUIPPED FOR BETTER BROADCASTING

BROADCASTING • Broadcast Advertising
**Questions**

1. What has been the trend in radio programs among the largest advertisers?
2. Do sponsors have several such programs running at the same time?
3. Why do they go so strong in this direction?
4. Name the most popular program of this type.
5. Is this leadership confined to dramatic serials?
6. Why are so many of these “success” programs transcribed?
7. What stations feature quality transcriptions?
8. Name six essential services you have a right to expect in planning a program.

**Answers**

1. Serial script shows.
2. Decidedly. One sponsor has 19 separate script shows a day—five days a week.
3. Because sponsors have found no other type of program so potent.
4. C. E. Hooper survey shows the top daytime serial is a World transcribed show, “Judy and Jane”—on the air in Middle West since 1930. Rating, 10.8.
5. By no means. Radio’s most widely heard musical programs have been on World. Chevrolet—425 stations; Ford—331 stations (both three a week); Coca-Cola—163 stations, five a week.
6. Because sponsors want the last degree of flexibility to perfectly match sales and distribution. Using spot, they may have many stations or few, and just where and when they want them. They can double up here, pull out there, go in or out of markets on short notice.
URSELF THESE QUESTIONS . . .

See station listing at right.
You have a right to expect these aids:
(a) A pre-view of new program ideas in wide variety.
(b) Data on the most successful types of programs.
(c) Professional skill in helping you design your program.
(d) Advice on talent.
(e) Complete data on markets and stations.
(f) Complete recording service, with the most advanced studio and technical equipment in the transcription field.

his "quiz" indicates you have been missing something, we te you to make use of our facilities. And when your show :on as a World presentation you will have the satisfaction knowing that in the most remote market as in New York, it be heard with unsurpassed clarity and color. Because it is stablised fact that World vertical-cut Wide Range trans- missions give the life-likes of sound known to ize.

—ADVERTISERS' BLUE BOOK—

These stations enjoy exclusive local rights to the World Library — greatest repertoire of music ever recorded and the audiences enjoy vastly superior reception because these stations have installed the most sensitive and costly equipment designed especially for broadcasting World recordings. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

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See station listing at right.

You have a right to expect these aids:
(a) A pre-view of new program ideas in wide variety.
(b) Data on the most successful types of programs.
(c) Professional skill in helping you design your program.
(d) Advice on talent.
(e) Complete data on markets and stations.
(f) Complete recording service, with the most advanced studio and technical equipment in the transcription field.

his "quiz" indicates you have been missing something, we te you to make use of our facilities. And when your show :on as a World presentation you will have the satisfaction knowing that in the most remote market as in New York, it be heard with unsurpassed clarity and color. Because it is stablised fact that World vertical-cut Wide Range trans- missions give the life-likes of sound known to ize.
In 1939 the broadcast business barometer hit a new high—14% in gross time sales ahead of the preceding year, according to an analysis summarized in this issue and published in full in our 1940 Yearbook now, being distributed. During the same period national magazine advertising rose 9.1%, farm paper volume 2.6% and newspaper lineage 1.5%.

It is an eloquent success story for radio that these figures tell. Radio, even after two decades, is still the enterprising youngster among media. Surpassed only by newspapers, it takes unchallenged control of second place among media with an estimated gross of $171,113,813, as against the third-place volume of $151,484,000 for national magazines.

Figures are tricky. A skillful manipulator can make them prove most anything. In 1938, a “recession” year, radio’s gain was only a few percentage points. But other media showed definite losses because advertisers were playing budgets close to the belt. In 1939, on the other hand, all of the major advertising media showed increases, with radio well ahead of the field. Actually, radio maintained its ratio of gain.

While the indicated dollar volume increase appears spectacular and while radio established a new industry high, that nevertheless is only part of the story. What counts is net profit. These figures will not be known for several months—after the FCC computes the results of financial questionnaires now in the hands of stations. It appears a safe guess, however, that despite the increased gross, the net will not boom upward aspace.

For 1939 was an expensive radio year. The networks, for example, threw monetary caution to the winds in covering the war. Commercials were cancelled with abandon to do a public service job. Staffs still are being maintained abroad and daily transoceanic reports are broadcast from the warring capitals and even from the front lines. That’s expensive.

Profit Paradox

Labor union activity, despite radio’s status as the best paying industry, boosted the overhead curve. Stations have expanded facilities and plant, stemming mainly from power boosts. There hasn’t been any letdown from the percentage-plunderers—copyright owners, musicians, record manufacturers and who-not. Experimentation has gone forward—in television, facsimile and now F-M against the day when broadcasters will be enabled to provide new and expanded service to the public.

True, broadcasters were able to retrieve a portion of this added overhead through increased sales, large in news sponsorship. But the gap between income and net profit appears to be closing. Business isn’t necessarily good when gross increases. The ratio of profit also must be maintained or increased.

There is reflected yet another sign in the 1939 figures that should cause concern—once to which we have called attention in the past. It is the segregation of the bulk of a network business, and to a lesser extent spot, in a few product categories. In 1939 the convenience goods sponsors, especially large manufacturers of articles purchased in small units with high repeat sales, such as foods, cosmetics, soaps, kitchen supplies and gasoline, accounted for 87.4% of network volume. In spot, these product sponsors accounted for 70%. These figures demonstrate the necessity for a broadening of radio’s sponsorship base—of attracting new industry and service groups as a cushion against the future.

Born or Stillborn?

SHALL television be unleashed? That is the hottest of several potatoes being tossed about at the FCC. Its ramifications are little short of staggering.

The FCC has heard a week of testimony from leading figures in the field. There were cross-currents aplenty, but on the fundamental issue of prompt promulgation of regulations permitting “limited commercial” operation in lieu of the non-commercial experimentation of the last decade, the majority urged action.

To the broadcaster, television is a challenge and a gamble. It is aural broadcasting’s next dimension. There are some who question this—the motion picture industry, for example—and who would do everything possible to assure its stillbirth, or at least impede its advent.

The FCC heard an amazing admixture of viewpoints from some of the most active minds in radio. Paul W. Kesten, vice-president of CBS, talked brass tacks from the broadcasters’ viewpoint—one of the few dissertations on behalf of the men who are destined to operate television stations. Indeed, it was a rather strange spectacle, that the industry whose very destiny is affected in such a vital way had so few spokesmen, while the preponderance of manufacturers, jobbers and others bickered about standards, selling methods and non-public service aspects.

The Kesten case was forceful. He told of long years of red ink before the telecaster realizes a return; of advertising rates three times as high as aural radio to reach the break-even point, and of at least seven years—prosperous—years—required—to equip only 30% of the homes in any given market with television sets. His plea was that television should not be given a public trial at public expense lest the broadcaster be held responsible for possible defects, failures or changes. NBC, as well as Don Lee, also made a case for the practical broadcaster.

On the other hand, Thomas F. Joyce, dynamic vice-president of RCA, predicted television would go like wildfire once good programs are presented and the green light is given the art. NBC’s Vice-President Alfred H. Morton revealed an enthusiasm that stems from the 10,000 “lookers” in New York receiving NBC’s regularly scheduled telecasts, and told of more than a curious interest on the part of advertisers.

With one or two exceptions, leading figures in the art pronounced television technically feasible. Yet there can be no audiences unless there are programs. Experimental programs cannot be presented indefinitely without return. The “limited commercial” recommendation to permit the pioneers to recapture at least their program costs certainly is warranted, though we think full commercial operations would be more expedient. Those who feel fortunes will be made overnight in television program sponsorship do not know advertisers. It’s a simple question of economics. They buy “circulation”. Rates are based on audience and results.

It seems to us the course of the FCC is clear. Once it decides that television is technically feasible and that the bands are available, it should establish rules to govern the new service—rules designed to nurture its speedy and wholesome development. Questions of doctrine and jobber competition, of film-flamming an unsuspecting public, belong to the Federal Trade Commission, not the FCC. The public will buy sets only if there is sufficient program inducement.

Leading companies are prepared to invest their money in television. They are willing to take the gamble after plunging heavily in experimentation. Certainly little can be gained by holding back a matter of months, and certainly television cannot be born an adult. The history of American inventive genius, and it is peculiarly radio’s, is that of meeting any situation once there is incentive.

We submit, therefore, that television should be given its head, under reasonable regulations. The FCC should not be swayed by the beatings of fearful competitors or manufacturers who trail the procession and want to catch up. Progress, beneficial to the public, should not be artificially retarded. Television conceivably can contribute immeasurably to a widening of opportunities for thousands and giving the citizenry a new means of enlightenment, education and relaxation.
GEORGE WILFRED JOHNSTONE

WHEN Alfred J. McCosker, WOR-
Mutual chiefann, started the
other day that he had "joined"
"Johnny" Johnstone to Herbert
Hoover's Finns Relief Fund Inc.
as part time director of radio ac-
activities, a cheer might well have
gone up in war-torn Finland.
For sheer driving force and effective-
ness, Johnny Johnstone has few
peers. Best of all, every newspaper
and a "man who knows him"—
and that's about every one in New
York and environs—must have been
delighted with the appoint-
ment. That he will do his usual
good job for the embattled and
derving Finns, goes without saying.
George Wilfred Johnstone, director
of public relations for WOR-
Mutual, next month will complete
17 years in broadcasting and some-
things like 30 years in radio. One of
the industry's real pioneers, he first
learned radio as an amateur in 1910
when he was assigned his first opera-
tion license, 2AAL. On March 23, 1923, he went to
work as a control man with WAF, then
owned by AT&T. Successively he became WAF's publicity direc-
tor, NBC's first press relations di-
rector and, just before MBS was
organized, press chief of WOR.
Born in Plainfield, N. J., in 1900,
Johnny Johnstone went to the pri-
mary and high schools of Perth
Amboy, N. J., during which he was
literally "brought up" in the news and
business offices of the Perth
Amboy Evening News. As a young-
ster he rode two hobbies—radio-
telegraphy and music. He was lead-
ging solo boy in the choir of the
Cathedral of St. John the Divine in
New York City, singing there in
1913 and 1914 while attending
school. An early propensity for the piano made him an accom-
plished player, and at 15 he led his
own orchestra which he combined
with his newspaper job until the war
broke out.
When he was 18 he had learned the rudiments of radio so well that
he was picked for the first batch of
instructors assigned to the U. S.
Naval Radio School at Harvard.
When the war ended he was one of
President Wilson's radio operators
aboard the USS Washington.
Out of the service, Johnny turned
back to music and journalism. He
worked at his newspaper job full-
time, conducted an orchestra at
night. In 1921 he toured the Keith
vaudeville circuit as pianist for the
Dole Sisters, a harmony trio, and
in 1922 joined Vincent Lopez's or-
chestra as relief pianist for Lopez.
Marrying Anne Helene Merello
Sept. 10, 1925, he preferred to set-
tle down rather than travel the
hustings with a vaudeville act or
an orchestra. He had been following
the experimental broadcasts of
WEAF, and one day wandered
down to the AT&T radiohead-
quarters at 24 Walker St. and asked
for a job—any kind of job, but
preferably publicity work in view
of his newspaper experience. They
put him in the engineering depart-
ment, but not before he had an un-
derstanding that the first opportu-
nity that arose in the publicity de-
partment office would be his. He
waited a year for that opportunity.
His first publicity assignment was
to publicize and assist Graham M.
Mansor, that "notorious" "notes for
Underwood" convention in New
York's old Madison Square Garden
in 1924. The latter part of that
year Edgar H. Felix, then head of
WEAF's publicity department, re-
signed and Johnny Johnstone got
the job.
An open-faced little fellow even
then inclined to chubbiness, the
new publicity chief (Wilfred John-
stone to everyone then, with an
unrequited passion to get people
to call him George) bristled with
energy, soon won the confidence of
his superiors and friends among the
staff. John A. Holman, now man-
ger of WBZ, Boston, was then
WEAF's manager. Mr. Holman one
day asked his secretary to send out
for "Johnny". She came back with
one of the porters, whose name was
Johnny. "That's not the Johnny I
want," exclaimed Holman, "I want
Johnny Johnstone!" That was the
first time he had been called John-
ny, and the souqebiet stuck.
For several years he dotedalled
his WEAF job with occasional
play-dates with Lopez, but in 1925 he
decided to give up professional
music. He returned to New York,
and the late George F. McClelland,
newly-appointed vice-president and
general manager, in a s u m m a
ning of his energy, admitted John-
stone to the high-sounding post of
director of press relations. His
first duty was to start the mectro-
graphia rolling and make press con-
tacts for the newly-appointed NBC
president, M. H. Aylesworth. As
the company grew, Johnny's duties
and contacts expanded. In 1931, he
was made assistant to Mr. Ayles-
worth.
Shortly before Mutual was or-
organized, Mr. McCosker invited
Johnny Johnstone to join WOR with
a five-man department he has during
the last five years coordinated
news broadcasts, special features, talks
and publicity in a way that has
focused the attention of the indus-
ty. He has been with WOR, WEAF and MBS.
Mr. and Mrs. Johnstone make
their home at Great Neck, Long
Island, with their children, Suz-
anne, 12, and George, 10.
His hobbies are swimming, boating,
playing host and—relief of a
never-to-be-forgotten past as an
amateur—dailing the international shortwaves.
PHILIP F. SIEFF, a member of the investment banking house, Lehman Bros., New York, where he has spe-
cialized in radio, television and motion picture, has been elected a di-
rector of Allen duMont Laboratories, New York.

ARTHUR SIMON, manager of WPEN, Philadelphia, has been named to the radio division of the Phila-
delphia Citizens Committee, formed to bring national political conventions to Philadelphia.

RALPH R. BRUNTON, general man-
ger of KJS, San Francisco and KSF, San Jose, Calif., was confined to the Dante Hospital in San Fran-
cisco last month with a throat infec-
tion.

HERMAN J. TAUBER has resigned from the advertising department of Radio Wire Television, New York, but has not announced his future plans.

JOSEPH A. STEINER, formerly of the Ruben H. Donnelly Co., Chicago, has been named manager of sales department of WGES, Chicago.

JAMES L. FOUGH, president of Universal Microphone Co., Inc., is recovering from a major operation.

PHILIP HERING FROM RADIO WIRE TELEVISION, HERMAN RALPH BROADCASTING, PHILADELPHIA.

EDGAR P. SHUTZ, Universal Microphone Co., Inc., Philadelphia, following a major operation.

Before becoming associated with WGES, Mr. Shutz was a noted editor of the old St. Louis Times. He is survived by his wife, a son and a daughter, his mother, and a brother and sister.

Jack C. Hutchings

JACK C. HUTCHINGS, 46, president and owner of Lethbridge Broadcasting Ltd., CJOC, Leth-
bridge, Alta, died of a heart attack while on the street on Jan. 21. For the last nine years he has been the manager of CJOC, having bought out the interest of H. R. Carson, CFAC, Calgary, who owned the station and was president of the Lethbridge Broadcasting Co., Inc., which immediately flew to Lethbridge. Mr. Hutchings was well-known in the western radio industry and throughout Canada, and his death represents a heavy loss nationally. He is survived by his wife, and two children survive.

Edward H. Uhl

EDWARD H. UHL, 69, retired president of the Southern California Musician's Union, and well-known in radio circles during the early days of broadcasting, died in his home in Hollywood, Calif., following a lingering illness. A na-
tive of Indianapolis, Ind., Mr. Uhl was one of the founders and first-
president of the old Southern California Radio & Music Trade Assn. when Los Angeles radio was first being commercialized. Surviving is his wife, Mrs. Louise Uhl.

BEHIND THE MIKE

JACK HOFFMAN, with KTUL, Tulsa, for four years, has been named assistant director, succeeding Mrs. Vivian Sandler, resigned. Tom Morris has been named assistant director of the news department. Betty Dyer, formerly of H. J. Potts Co., Kansas City, has joined KTUL as day editor.

GENE ARNOLD, heard on KGKO, Fort Worth, for Texas Electric Serv-
ices, is heard on a radio performer Feb. 9 on his Fif-
teen Minutes With You show. Arnold has been named assistant manager of WORK, Rockford, Ill., on Feb. 9.

ROY W. WINSOR, formerly of Leo Burnett Co., Chicago agency, has joined the directing staff of NBC-Chi-
cago.

MARIAN STITT, of the program de-
artment of WOW, Omaha, has an-
ounced her engagement to James Ham, with Armour & Co. in Des Moines.

NORMAN S. McCOGE, director of agency relations of WQXR, New York, Dec. 21 married the former Mrs. Joan Parks of WQXR.

ROBERT A. SIMON, director of con-
tinuities of WOR, Newark, on Feb. 9 will start conducting a daily radio program on WNYC, New York.

KEITH KIRBY, formerly chief an-
nouncer at KSFO, San Francisco, re-
cently resigned to join KROW, Oak-
land.

ROY McKEE, formerly with stations in the Domed States, and who has joined the announcing staff of KGKO, Fort Worth, Milton Atkinson, Chicago, has resigned as news editor of KJTW, Tulsa, Okla., and has been added to the KGKO staff as assistant traffic man-
ager.

SAM PIERCE, CBS Hollywood an-
nouncer, and Mrs. Pierce are the par-
ces of a girl born Jan. 7.

JOE PARKER, NBC Hollywood di-
rector of the Fibber McGee & Molly show, and former WJAR announcer, C. J. Peterson & Son, has written a new song, "Hold Out for Heaven," which is being published by M. Witmark & Son, that city.

TRUMAN BRADLEY, CBS Holly-
wood writer, announced his wife and five-
teen-month-old daughter were married in Las Vegas, Nev., Jan. 12.

LEIGHTON BRILL, Hollywood writer, is to attend conferences with Young & Rubicam exec-

JOHN LANG, formerly an RKO Ra-
dio Pictures film actor, and prior to that in the NBC New York produc-
tion department, has joined KHJ, Los Angeles, as an announcer.

GUILBERT GIBBONS, formerly of the production staff of NBC-Chicago, has joined Carl Wetter & Co., Chicago program firm.

JACK DOUGLAS, announcer of WJR, Detroit, has joined KMPC, Bever-
ly Hills, Cal.

KAY BARR, formerly with NBC, New York, has been named executive director at KDKA, Pittsburgh, recent-
ly joined the press department of KDKA.

GORDON SWARTOUT, managing editor of Irving Parker Radio Feature Service, and former Chicago Daily News advertising, editing society news for the South Town Economist and WBBM's "Rural Report" on the weekly radio news column in the Peoria Journal-
Transcript. In addition to writing and announcing, he contacts WMBD's department store and furniture accounts and produces radio shows. Among one of the programs he is doing WMBD's Brain Teasers quiz program, which has been sponsored for more than two years. Three years ago he married Harry Luedeke, WMBD chief announcer.

JOHN B. LYMANN, Jr., formerly di-
rector of radio and special events for the Golden Gate International Expo-
sition, San Francisco, and prior to that on the NBC production staff, that city, has joined KGA, Terre Haute, Ind., pro-
duction manager. He succeeds Rozcoe B. Stockton, who resigned to become director and producer of the Sioune Foundation series of programs, "You Shall Have an Opportunity," in KOGI, Mr. Stockton continues as head of the radio of the Dever U.

PAT FLANAGAN, veteran sports-
caster of WXQJ, which was Flanagan left Jan. 23 for a four-week vacation at Saratoga, Fla., after which he will start a three-week tour of big league baseball training camps in the Florida area. He will continue an-
other two weeks or more after that, visiting Texas training camps and the West Coast and Catalina Island to complete the circuit.

KEN KENNEDY, program director of KDKA, Pittsburgh, has been named general chairman of the Jack Frost Winter Carnival, to be held in Fargo Feb. 10-16, and was appointed to the Junior Chamber of Commerce. Bill Dean, WDAY publicity director, is di-
rector of radio publicity for the event, which will feature a nationally known ice skating group with Ransum Sher-
man as m.c.

CHARLES STARK, CBS announcer and conductor of the CBS program "Oddities in the News," has been named chief radio director of the Fesig Chicago Daily News Circulation office, New York, where he studied ten years ago.

JEROME SCHWARTZ, CBS Holly-
wood writer, has written a child's story which has been published by Random House, New York.

TED CHRISTIE, formerly in the publicity department of the 1899 New York World, has been appointed by The Washington Dispatch to handle press and radio publicity for the Paul V. McNutt for President Committee, a post he was previously with AP, INS and UPI.

DOROTHY ROCKWELL, recently appointed Washington correspondent for WXQJ, New York, is now sup-
plying the Daily Washington Dispatch program of news and features to 30,000 stations on activities in the nation's capital.

MERTON EMMERT and Charles Grisham, agricultural college gradu-
ates, are in charge of the Rush- ing Rats, a group of 500 students who have been appointed to study the radio aspects of agriculture, and will select a group to succeed Irsch, Harold Marler, for-
merly a WMEL announcer, and have been named as the permanent staff of the station. The scholarships provided for six months study at WLY, and when this period expired on Jan. 10, 1940, the students received their regular staff appointments.

HARLAN DUNNING, announcer, formerly with KGMB, Honolulu, re-
turned from his vacation in Florida and is now in his regular position.

RUSSEL HIRSCH, formerly pro-
gram director of WCMJ, Ashland, Ky., has been appointed radio program director for WJZ, Newark, N. J., to manage the station's remote studios there. Mark Williams has resigned as program director to succeed Hirsch, Harold Marler, former-
ly a WMEL announcer, has been named manager of the remote studios in Ironon, O., succeeding Ken Mc-
Clure, former WCMJ announcer.

LEONARD LEVINSON, Hollywood writer, has joined the staff of the NBC Fibber McGee & Molly program, sponsored by the Sable Insurance Co., and is assisting Don Quin, writer of the series.

NED TELLINGER, producer at KGO-KPO, San Francisco, has been transferred to the Hollywood studios of WORJ, Jewett City, Conn., of which he has been the general manager, and has been announced as the executive of Radio America, who has gone to New York NBC studios.

PERRY HILDEARY has resigned from his position with WJZ, Ogden, Iowa, announc-
ing staff and is now in Hollywood.

JUDITH WALLER, educational di-
rector of NBC-Chicago, on Jan. 19 was named an honorary member of Beta Epsilon Phi, national radio fra-
taternity.

H. D. SPARKS, formerly of WTJY, Jackson, Miss., has joined the announcing staff of KDFA, Amarillo, Texas, where he joined the/operator of the radio station.

IRVING C. VAUGH, formerly of WJG, Newport News, Va., has joined the announcing staff of KBAI, Anchorage, Alaska, and replaces the former station manager.

BELLE WEST, Polly the Shopper of KOIL, Omaha, has started a new twice-weekly show, Hollywood Gossip, by sponsors Fridays and Sundays on KOIL and KFOR, Lincoln, Neb.

ALICE SANTTI, of the traffic depart-
ment of WEIB, Boston, recently under-
went an appendectomy. Tenney an-
other traffic operator is filling her duties while she is in the hospital.

DON QUINN, exclusive author of the Fibber McGee & Molly program since its inception in 1932, has been appointed Leonard Levinson, noted West Coast writer, to handle addi-
tional writing for S. C. Johnson Co., sponsors of the pro-
gram.

AL BARKER, of the production staff of NBC-Chicago, is the author of "Overnight," a stage play based on ac-
cidents which occurred during a George Burns and Gracie Allen show, which was to be staged at the local theater Feb. 12-13. Among Chicago radio actors appearing in "Overnight" are Ray Suer, Frank Davis, Fran Carlson, Nancy Douglas.
Kiley WFBM Sales Chief
WILLIAM F. KILEY Jr., has been promoted to commercial
manager of WFBM, Indianapolis, according to an announcement, Jan.
24 by Jesse L. Kaufman, president. Mr. Kiley started his radio career in 1936 as a writer, being promot-
ed to continuity editor in 1938. During his years as a writer he created
and wrote such programs as the Early Birds, Tea Time Tunes, and
Stardust Melodies.

Mr. Kiley

The Norfolk metropolitan district ranks first in
Virginia:
FIRST in population 273,233
FIRST in white families 41,661
FIRST in retail sales $86,485,000
FIRST in home owners 17,321
In Norfolk, WTB is FIRST!
FIRST in local advertising
FIRST in national spot advertising
FIRST in line local programs
FIRST with the cream of NBC Red and Blue

... and WTB gives you additional cov-
erage of 321,592 prosperous rural popu-
lation beyond the borders of the Norfolk
metropolitan district.

Joe THOMPSON, NBC Hollywood
director, has been transferred to the
network's New York staff. Ned Tol-
inger, NBC, San Francisco, director
has been transferred to Hollywood
taking over Thompson's former post.

SAM KELLough, of the CBS Holly-
wood main department, has resigned to
join Western Adv. Artists, Los Ange-
les, as contract man.

NATALIE PARK, actress at NBC,
San Francisco, recently signed to
Reserve, Nev., with Melvin Vindlitz,
anouncer, formerly with KPO-KGO,
San Francisco, and more recently with
midwestern stations.

CHARLES BALLAU, announcer of
WWA, Harrisonburg, Va., early in
January married Glennine Wine, of
Waynesboro, Va.

HERTIA BOLTE, now to radio, has
joined the mailing department of
WW, New Orleans.

CHARLES CUTLER, announcer of
WWA, New London, Conn., plans to
transfer to the Pacific Coast to enter
radio there about March 1.

JERRY GIBRAN, KMO, Tacona,
Wash., baseball announcer, has been
elected first vice-president of the Ta-
cona Young Men's Business Club.

THIS MARKET IS
FIR.

IN VIRGINIA
Dominate It with WTB!!

Owned and Operated by Norfolk Newspapers, Incorporated

February 1, 1940 • Page 55
SHREVEPORT
KWKH-50,000 WATTS

A Radio "NATURAL" for 1940 ADVERTISING

Unlimited opportunities are offered 1940 radio advertisers in Shreveport and the Shreveport market area over KWKH, the 50,000 watt Columbia network station serving a population of 2,472,209 persons within 150 mile radius... more people than live in the entire state of Louisiana.

Shreveport is one of America's most receptive markets and with 50,000 watts KWKH gives you clear, powerful reception for your advertising messages reaching progressive, able-to-buy prospects. If you want results put KWKH to work for you during 1940 and watch sales increase. Ask for additional information on the Shreveport market.

Member of the Tri-State Network
WMC—Memphis • KARK—Little Rock
KWKH-KTBS—Shreveport

In the Family

JEAN ABBEY, heard regularly on her own program at WJSV, Washington, on Jan. 22, had a visiting celebrity—Mary Howard, who portrayed Ann Rutledge in the movie version of "Abraham Lincoln in Illinois," given its world premiere in Washington that evening. Miss Abbey's real name is Meredith Howard—she is a sister of the movie actress, who played opposite Raymond Massey in the picture.

EMERSON SMITH, chief announcer of KDFY, Salt Lake City, and formerly special events reporter for NBC in San Francisco, has been promoted to assistant program director of the station.

HENRY DUPLAS, special events announcer of WWL, New Orleans, officiated as m.c. at the annual Knights of Columbus Ball in Biloxi, Miss., on Jan. 18.

HILL WINDER, engineering student at Los Angeles, has joined the announcing staff of WKY, Oklahoma City. Neal Spaulding, formerly in radio in the West Coast, has joined WKY as assistant to Allan Clark, musical director.

JOHN STANTON, KOA, Denver, announcer, is doing the fashion commentary on the weekly Lovely Lady program sponsored by Chamberlain Fabrics (incorporated) on 11 NBC Mountain Red stations.

PAUL DOUGLAS, announcer for Chesterfield cigarettes, on Jan. 15 underwent an appendectomy.

ASHLEY SIMS, new to radio, has joined KOY, Phoenix, as announcer.

GLADYS CRONKHITE, home economics director at KPOK-KGO, Francisco, has been named one of the judges in the national limneric contest to run for 10 weeks under the auspices of the California Prune Growers.

LLOYD L. HARRIS, Hollywood screen and radio writer, is writing the KBF, Los Angeles, weekly half-hour serial, "Imperial Intrigue."

TOL WARE, commentator in Canada at the Golden Gate Exposition last year, has joined the announcing staff of KSFQ, San Francisco.

RITA LAROY, well-known Pacific Coast stylist, has been appointed CBS Hollywood fashion editor, and along with various activities has launched a weekly hour program, "Hollywood Fashion Clinic," on KNX, that city.

MERLE HOUSE, of the production department of WLS, Chicago, has returned to his duties following a four-month absence recuperating from an operation.

LEE J. RHEINER, night boss of WFBL, Syracuse, recently announced that she will marry Greyston Brall, Philadelphia marine draftsman, on Feb. 10.

GEORGE MATHEWS and Robert Morria have been added to the KOA, Denver, guest relations staff.

ELBIE ALLEN, publicity director of CJLS, Yarmouth, N. S., has announced her engagement to George Drew, local auto man. Ron Fraser, CJLS news editor, is the local hospital in mid-January for an appendectomy.

BOB EDGE, expert on hunting and fishing for CBS, on Jan. 31 was guest of honor at dinner of the Anglers Assn., at the Mt. Royal Hotel in Montreal. Mr. Edge will later fill four lecture engagements.

In the Family

MARCH 19, 1940

Member of the Tri-State Network

WMC—Memphis • KARK—Little Rock

KWKH-KTBS—Shreveport

CBS Hollywood Shifts

REORGANIZATION of the CBS Hollywood production staff headed by Charles Vanda, western program director, has brought in Ken Niles as production supervisor, and Wendell Niles as announcer. Leaving the staff are Frank Graham, announcer, Ralph Scott and Bill Lawrence. Both Graham continues his nightly Nightclub Yarns on KNX, Hollywood, and Scott will do his commentary on a thrice weekly five minute program sponsored on that station by Woodman Accident Co. (insurance) starting Feb. 6. Lawrence will continue as producer-announcer of the NBC I Want a Divorce program, currently appearing with Ken Niles on KNX, but formerly on the production staff of the weekly CBS Gateways program, also sponsored by the Woodman Accident Co. (insurance), with Wendell Niles as producer.

His brother Wendell currently is announcer on the Audy Farm program, sponsored by Hawaiian Pineapple Co., and Melody Ranch, sponsored by Wm. Wrigley Jr. Co., on CBS.
Stafs of KWTO-KGBX, Springfield, Reorganized

REORGANIZATION of the staffs of KWTO-KGBX, Springfield, Mo., was ordered Jan. 8 by General Manager Ralph D. Foster. The two stations which have been operated previously as sister stations under one roof, under the new setup will be strictly competitive, according to Mr. Foster.

To head the new KWTO sales department, in charge of all local and national accounts, Mr. Foster has appointed Ben Young. Formerly national sales manager of the two stations, Leslie L. Kennedy, formerly local salesman, was appointed Pearson's assistant and also will take over the promotion manager's duties formerly held by Carl Ward. Terry Moss, formerly program director of both stations, will continue his activities to KWTO programs, and Russ Davis will be in charge of KWTO announcers and production. Aim of KWTO is to develop as a farm station.

At KGBX Gordon Wardell, formerly local sales manager, has been named sales manager, with Ralph Stufflebeam as assistant. George Earle Wilson, formerly concentrating on script shows and special productions for both stations, is new program director of KGBX, but will continue to write the script show, Little Crossroads Store, heard five days weekly on KWTO for P&G White Naphtha soap. Jim Simmons is chief announcer of KGBX. The news departments of both stations are under the general management of Floyd M. Sullivan, former managing editor of the Springfield Leader.

Staff Changes at KMBC

DAVID E. PARTRIDGE, formerly of the Kansas City Kansas, has joined the staff of KMBC, Kansas City, as a member of the publicity and promotion department and assistant to M. F. (Chick) Allison, publicity and promotion manager. He will assume the duties now being handled by Miss Betty Jo LeVee, who is resigning to be married in the spring. In the continuity department Miss Josephine Zimmerman, formerly of the Post-Turnbill Advertising Co. Kansas City, will replace Mrs. Roosevelt Braithwaite, who has resigned to go to Washington, D. C. Victor Wintermeyer joins the staff as an assistant in the accounting department, replacing Frank Hunter, recently resigned. Mary Claire Matthews, Omaha, is the fourth addition, joining the staff as receptionist.

World's Fair Programs

PLANS for a series of weekly international programs, titled Our America, in connection with the opening of the 1940 New York World's Fair, have practically been completed by John S. Young, radio director of the Fair, who has been travelling through Latin America arranging for the goodwill broadcasts with the presidents of the various countries. The series, scheduled to start about April 1 on NBC, MBS, and CBS, will be similar to the Salute to Nations weekly programs broadcast for the 1939 Fair between the United States and European countries. Mr. Young will release details of the special series along with information on regular broadcasts from the Fair upon his return to New York the end of January.

Gopher Dilemma

FRANCES BOARDMAN, music critic of the St. Paul Pioneer Press, which is half-owner of WTCN, Minneapolis, is leading a protest campaign against WTCN's Saturday night basketball packages which have supplanted the NBC Symphony series. George Edmond, Pioneer Press sports editor, is leading the pro-basketball faction. So far WTCN has declined to drop the sports program, recalling protests last season when the symphony was given precedence. Spokesmen of both factions recently debated the question on WTCN.

POLLY MARTIN, conductor of the Polly the Shopper program on WHN, New York, with some of the Christmas cards received from listeners in answer to a single announcement that if they would send the cards they received to her instead of throwing them away she would distribute them to hospitals.

THE GANNETT Newspaper interests, already operators of about half dozen stations, are disclosed by the FCC as principals in the application of the Utica Observer Dispatch, Utica, N. Y., for a new 250-watt station in that city to operate on 1210 kc. Principals in the firm are Winthrop P. Leighton and George R. Nelson, partners in the Schenectady advertising agency of Leighton & Nelson.

WESTERN Gateway Broadcasting Corp., Schenectady, N. Y., has applied to the FCC for a new 250-watt station in that city to operate on 1210 kc. Principals in the firm are Winthrop P. Leighton and George R. Nelson, partners in the Schenectady advertising agency of Leighton & Nelson.

Radio Figures Take Part
In Political Campaigns

WITH the political cauldron just beginning to simmer, owners of radio stations are taking a prominent part in election campaigns. During the last fortnight, Frank E. Gannett, New York publisher and radio station owner, announced his candidacy for the Republican nomination for President of the United States, and entered the lists in New York to oppose Thomas E. Dewey for control of the New York delegation.

In Louisiana, James A. Noe ran third in the Jan. 16 Democratic primary for the gubernatorial nomination in which Earl K. Long and James H. Jones topped him and will compete Feb. 20 in a runoff primary. Mr. Noe is the owner of WNOE, New Orleans, and half-owner of KOTN, Pine Bluff, Ark.

WMVA are the call letters assigned by the FCC for the new local station authorized for construction in Martinsville, Va. [Broadcasting, Jan. 15.]

HISTORY IMPROVES ITSELF

LIKE a HEN

WIBW with ONE CHICK

You'll think that your account is the only one we have!

Unlike a hen

Today

Advertisers are reaping increasingly GREATER BENEFITS from this sound, established policy of Personalized Supervision.

One of America's newest and most modern transmitters now carries WIBW's friendly, neighborly message into 206 counties . . . 1,231,980 buying homes throughout Kansas and almost half of all adjoining states . . . the preferred station of more than 5,173,983 listeners.

Dollar for dollar, WIBW is America's most outstanding "buy" for consistent results.

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

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

BROADCASTING - Broadcast Advertising February 1, 1940 - Page 57
Radio Advertisers

GROCERY STORE PRODUCTS Co., New York, on Jan. 15 plans a campaign for Cream of Rice using participating stations in western New York stations. The product is promoted six times weekly on the American Institute of Food Products program on WINS; five times weekly on Dr. Shirley Vine’s National Digest program on WABC, twice weekly on Nancy Craig’s program on WJZ, Huber, Hope & Sons. New York, has a contract with the company to handle advertising for Cream of Rice.

BENNIS MATCH Co., New York, announced a 25c increase in radio advertising over last year, as its current sales meeting. The company will continue time signals on a national scale.

RAFAL V. PERN Co., Toronto (Purina Feed), the series started the weekly transcription program in Jan. 29 on CFRB, Toronto, Fri., Feb. 5, CFRC, Brantford, Ont., Feb. 12, CFBC, Chatham, Ont., and FCY, Charlottetown, P. E. I., Feb. 19. CFRB, Fredericton, N.B., 12 a week was placed by James Fisher Co., Toronto.

D. L. W. COAL Co., Buffalo (Blue Coal), started The Shadow transcription weekly Jan. 26 on CKRC, Ottawa, and Jan. 24 on CKRC, Kingston, Ont., Victors & Benson, Toronto, handled the account.

MILLER PARRY Co., Berkeley, Cal. (meats), on Jan. 11 started an television broadcast program with Joseph Sargent, editor of copy for the Cincinnati Times-Star. The program consists of analyses of the foreign situation, is heard Sundays, 11:15 p.m.

ROSS PRETZEL & COVE Co., Cleveland, Feb. 4 starts the transcription of Shadow of Love series, produced by Radio Attractions, New York, on WHK, Cleveland, Sundays, 5-5:30 p.m.

LIGGETT DRUG Co., New York, following a campaign for its fountain service on Phil Cook’s Morning Almanac program on WABC, New York, on Jan. 29 renewed the program for the third consecutive week to promote Rexall products. Monday, Wednesday and Friday, 7-7:45 a.m. Nell-Rogov, New York, is agency.

ROSCO Co., New York, on Jan. 29 added a weekly hour-long news program on WAAB, Boston, to its list of new programs promoting its milk amplifiers on a group of eastern stations. Kenyon & Eckhardt, New York, is agency.

BEVERLY BREWING Co., Albany (beer), on Jan. 21 started a twice-weekly hour program on WABC, Troy; on CFRC, Brantford, Ont.; and on WAYS, Brantford, Ont., part of its program of new programs running since last January. Broadcasting is sponsored by the National Beer Institute and WONG, New York, N. Y. Peck Adv. Agency, New York, is agency.

CHICAGO MAIL ORDER Co., Chicago, started a twice-weekly quarter-hour program on WLS, that city, named Jane Alden & The Rangers, Buchanan & Co., Chicago, is agency.

EL DORADO Oil Works, San Francisco (Coconut Meal) which recently placed its advertising with Sidney Garfinkel Adv. Agency, San Francisco, is planning to start in February a spot campaign in Northern California and on foreign language programs, according to Walter Guild, radio director of the agency.

JONES GRAIN Co., Los Angeles (health food stores), through Lila Sheldon Adv., that city, on Jan. 26 started a twice-weekly quarter-hour program, Good Morning to You, on KMPC, Beverly Hills, Calif. Program features Helen Sawyer, commentator, and contract is for two weeks. Other radio is planned.

F. J. ALLEN Co., Los Angeles (Kenox cold remedy), through W. C. Jefferys Co., that city, is using a spot announcements weekly on KMPC, Beverly Hills, Calif., and a week on KYA, San Francisco.

KNOX Co., Los Angeles (Tayson’s face powder), is sponsoring daily quarter-hour transcription commercials on KIRK, that city, and KMPC, Beverly Hills, and in addition a similar series on XEMO, Tia Juana, Lower California, Mex. Barton A. Stebbins Adv. Agency, Los Angeles, has the account.

REMEMBER PRODUCTS Co., Houston (soap), using its first Pacific Coast radio, through C. Church More Co., Los Angeles, on Jan. 29 started a six-week quarter-hour series, Siesta Service, on KMPC, Beverly Hills, Calif. Contract is for 26 weeks. Firm is a heavy user of Texas radio time.

WESTERN PACIFIC RAILROAD Co., San Francisco, has signed a two-week contract for sponsorship six times weekly of a 15-minute slice of the Musical Clock, participating program on KPO, San Francisco. Currently the Western Pacific is advertising its ski excursion offer to Lake Nor- vell in the Cascades, Northern California, where all sorts of snow sports may be found. The account was placed by Carl Wagenfield Agency, San Francisco.

MAHER SHOE STORES, Toronto, operating 12 stores in Ontario, has started sponsoring Quaker Oats, featuring Roy Ward Dickson, on CFRB, Toronto, Saturdays, 5-5:30 p.m. Associated Laboratories, Long Island City, N. Y., has started a series of three-week quarter-hour shows with Dickson on CFRB for Kelpamalt Tablets and Blondex Shampoo. Dickson & Ford, Toronto, are handling both accounts in Canada.

UNITED DRUG Co., Toronto (Rexall drug products), has renewed for one year the three-weekly spot announcement campaign on 30 Canadian stations from coast to coast. Account was placed by Ronalds Adv. Agency.
HILLCREST MEMORIAL PARK, Cleveland, started Dec. 24 for 22 weeks, the transcribed Sunday Players on WJW, that city, and prior to the starring date started a five-week-long local program, Yarns and Crafters Guild, on NBC, Los Angeles. It will feature a similar thrice-weekly broadcast on KNX, Long Beach, Calif. Contract is for 13 weeks and will give actors, Walter Bixler, director.

SMART & FINAL, Inc., Williamson, Cal. (chain grocery), sponsoring the three-week-quarter-hour program, "Let's Talk," 10 a.m. on KFWB, Los Angeles, for the past six months, on Jan. 15 renewed for 20 weeks, and joined the series for six weeks. Agency is Hettler, Pickering & Co., Los Angeles.

HOLLYWOOD, Fla., and Kansas City, Mo., sponsoring a quarter-hour radio program, "Our City," for $26,000 a year. The show is sponsored by the Florida City Council, which is a board of five people, and New York City Council, which is a board of five people, and the company is represented by U.S. News and World Report, which is a board of five people.

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CBS Constructing Recording Studios

Schudt Also Plans Facilities For Chicago Operations

CONSTRUCTION of offices and recording studios for Columbia Recording Corp., CBS subsidiary, at 709 Seventh Ave., New York, has been started and the company expects to begin production of transcriptions about the middle of March or first of April, according to W. A. Schudt Jr., general manager of CRC’s newly-formed transcription and commercial record division [Broadcasting, Jan. 1].

Mr. Schudt, now in New York supervising the installation of these studios, reported that later in the spring, when the CBS studios in the Juliard Bldg. across the street from the network’s headquarters are completed, the recording company will also take over the CBS auxiliary studios at 709 Seventh Ave.

Plans Chicago Studios

Meanwhile, as soon as it is possible for him to leave New York Mr. Schudt will go to Chicago to arrange for the installation of similar recording studios in the Wrigley Bldg., in which is also located WBMM, CBS key station.

 Asked about plans, Mr. Schudt said that CRC would enter aggressively into the field of commercial transcriptions and recordings of all types. He added, however, that at the present this company has no plans for going into the production of a transcription library, but will concentrate on custom-made transcriptions, although admitting that the library field will be studied.

Dolan to CBS Recording

PATRICK Dolan, formerly on the publicity staff of CBS, has been appointed sales promotion director of Columbia Recording Corp., according to an announcement Jan. 29 by Edward Wallerstein, president. His headquarters will be at the record company’s plant in Bridgeport, Conn. Before joining CBS last August, Dolan had been in Europe for a year organizing and promoting the sale of Christy’s products and other Christy products. Previously he had been in the promotion department of the Chicago Times and before that in various advertising positions in Chicago. In his new position Dolan succeeds Ralph Linder, who resigned Jan. 15, Hal Davis, also from the CBS publicity department, has been placed in charge of publicity for the record company. Davis will divide his time between New York and Bridgeport.

Phonograph Record Series

COLUMBIA Recording Corp., Bridgeport. Conn., CBS subsidiary, is currently sponsoring Columbia Masterworks on the Air, a program of and for the company’s phonograph records, 46 minutes three times weekly over WCAU, WERT, WBMM, WJB, WAPI, WALTER and WOR. Company’s network series, Young Man With a Band, broadcast Fridays, 10:30-11 p.m. (EST) on CBS, will be continued Feb. 9, as Nell Inc. starts Believe It or Not! in that period on Feb. 16. Plans for a later resumption of the band series, which each week featured different representatives, have been discussed but not decided. Ward Wheelen Co., Philadelphia, is the CRC agency.

Studin Heads Star Radio

DANIEL C. STUDIN, formerly vice-president and treasurer of Star Radio Programs, New York, was elected president of the company at a recent meeting of the board of directors. In charge of the script service’s operations since the firm’s inception five years ago, Mr. Studin was also responsible for Star’s acquisition of Universal Radio Programs and for the appointment of All-Canada Radio Facilities as Star’s Canadian representative. Before joining Star, he was associated with National Union Radio Corp. The company, which has served more than 450 radio stations in the United States, Canada, Australia, England, France, Hawaii and the Philippines, will continue to specialize in the creation of one-man programs.
Future of Television in Lap of FCC

Industry Indicates at Hearings It Wants Go-Ahead Signal

(Continued from page 27)

than the manufacturers, Mr. Kesten pointed out that broadcaster and manufacturer must be vitally concerned with the disposition of the standards problem. While the CBS design used in the various proposals in advancing the various proposals, he added, stating that the network as a broadcaster will be vitally concerned in the disposition of the standards problem as is not as far out of the laboratory as indicated in the Television Committee's report.

If television to be a successful industry, it must some day be delivered from the hands of the engineer to the broadcaster, Mr. Kesten observed. It is possible to perceive the urgent need for experimentation and further technical development, he continued, if inactivity of this factor produces a retarding of the industry as a whole, the future must be considered.

The CBS executive estimated that introduction of regular television service in the New York area would result in the sale of from 10,000 to 15,000 additional sets during the first year, and by the end of the second year's operation there would be from 30,000 to 45,000 sets in the area. With this growing audience in mind and realizing that the burden would be significantly greater as the number of sets increased, Mr. Kesten short time would incur ill will. Television will supplement but not supplant educational broadcast service, he continued, and the broadcaster must jealously guard the goodwill built up through years of broadcasting experience, since it is his greatest asset.

If within 10 years television service is established in every U. S. market of over 100,000 or more and a significant distribution, the burden of television still will not threaten the stability of audio broadcasting, Mr. Kesten remarked. "Audio broadcasting will provide service over the country developed to this point, the growth of the visual audience will be increased to only 8% from the audio broadcast audience, he estimated.

Freezing of Standards Is First Suggestion

Among the three definite courses outlined by Mr. Kesten, the first included fixing present transmission standards on the seven low bands immediately and definitely, freezing them as was done in England, for a stated and adequate number of years, simultaneously allowing television broadcasters to proceed with scheduled programs as contemplated under Rule 472.64.

Less than half the possible elements of a good picture have been developed with the bounds of present standards, he stated, if standards were "adequate" time, he said CBS believes a 10-year period would be available, with all the standards, regarded as "the crucial period" during which the matter of sticking to old standards or establishing new ones that history point out standing apparatus would have to be settled.

The period must be long enough, he explained, to permit full development of technical improvements under the present standards; offer a reasonably long-term incentive to the equipment manufacturer and dealer; carry the broadcaster substantially through the years of pio-
near losses; give incentive to broadcasters to furnish the best and the most programs possible; offer the public every incentive to buy sets, and give an opportunity for the development of new sets and new systems.

CBS has entered the television field, Mr. Kesten continued, seeing at least 14 years of operation at a loss seven years at annually increasing loss and then seven years of annual decreasing loss, until finally expense and revenue match. "CBS has bought more than $100,000 in television experience so far and is continuing to buy at the rate of from $8,000 to $10,000 per week, and we haven't any regular program on the air," he commented.

The second proposition was to delay both the freezing of standards and the launching of new program schedules, not until ultimate standards can be set but long enough to determine if such flexible standards can be set that any predictable change within those standards will not make wholly or largely obsolete receiving sets designed to anticipate such changes.

Sample Installations For Survey Purposes

The third alternative involved proceeding immediately with scheduled programs as proposed, without freezing present standards and without setting flexible standards which insure receiving sets against change, but letting the broadcasters tell the public, actively and frequently, that this is so—that sets have no assurance of continued use—and letting this go on until standards can be guaranteed for a definite period of years. This proposal immediately brought the comment from Chairman Fly that it would result in the complete discouraging of receiver sales.

Another suggestion advanced by Mr. Kesten encompassed use of the "small sample" survey method used in public opinion polls. He recommended that 1,000 television sets be installed, free on loan, for six months, to determine if the present standards can be improved, that of the first year and only well bring to Washington from the Polo Grounds by television the annual championship game between the New York Giants and the Washington Redskins. "If TV flew the rejindier, "We want to know who name the referees," [Ed. note: Last year's Eastern championship was lost to the Redskins because the referee disallowed a bar line Washington field goal in the final seconds of play."

Goldmark Explains Possible Improvement

Dr. Peter Goldmark, chief television engineer of CBS, described the manner in which detail in 441-line pictures could be improved, using as exhibits several limited television photographs developed under his supervision. He said that with the 441-line standards, contrast and brilliance could be immeasurably improved. Dr. Goldmark believed it possible to design a receiver sufficiently flexible to pick up all video signals and that all the experimental work was necessary in his opinion.

Goldmark observed that if standards are improved, it would be possible to change the cathode ray tube of the receiver and to pick up the better pictures. Simple service adjustments could be made by the owner, and old sets could be adjusted to receive the signals, thus not rendering them entirely obsolete.

Goldmark Discusses Polarization of Signals

The CBS presentation was completed during the morning session Jan. 19 by Dr. Goldmark and Marian Brown, general manager and director of television. Under questioning by CBS Counsel Paul A. Porter, right, and Commissioner Donald H. Thompson, Dr. Goldmark discussed engineering views on vertical and horizontal polarization of television signals.

He remarked that the horizontal polarization provision in the RMA standards, which makes the receiver more as a recommended procedure than a definite standard. He declared also that it was conceivable to develop sets capable not only of being adapted to accommodate various screen and frame patterns but also to receive both horizontally and vertically polarized signals, all at the flip of a switch.

Mr. Murphy declared the broadcast industry must use increasing amount of time to make television pay out and to give improved public service, just as in audio broadcasting. The number of hours the television audience probably would be considerably less than that of the ordinary broadcast audience, but even if television listeners averaged only two hours a day per looker, a substantial program schedule would be supported and supplemented throughout the listening day, since the program must be there when the listener tunes in, he commented.

Dr. Goldmark added that audience building up under the extended schedule a methods of transmission and reproduction. After Mr. Roberts insisted on a mechanical description of this process, and finally moved that the Kesten's remarks on this subject be stricken from the record, having no "evidentiary value," Gov. Case shot back at the DuMont attor- ney that his pronging was legislative and not judicial and that the Commission could be relied upon to give proper weight to the testimony.

Mr. Kesten drew applause from the audience and smiles from the bench by saying that he could not describe in minute detail the various technical considerations involved in producing television with 40 or 50 people working full time.
more desirable distribution of sponsorship follows, he added.

Because of the heavy expense incident to development of the art by pioneer television broadcasters, a "limited monopoly" on the wavelength is desirable, Mr. Murphy said in response to a question by Chairman Fly. Although only two or three hours might be used each day for actual programs, the licensees would have to be able to use the remaining time for necessary tests and equipment trials, he added. However, the individual benefits deriving from continuous availability of facilities do not necessarily outweigh the possible benefits in public service from use of the same frequency for programs of another broadcaster during "unused" periods, he agreed.

Problems Involved
In Commercial Facilities

In this connection Chairman Fly brought up the proposition of communal use of the same facilities by several broadcasters, Mr. Murphy, while agreeing that during the developmental period when income would be small, losses would be split among the various individuals, pointed out that beyond that point the idea was not as sound as it looked. He pointed out that while A, B and C might all make a small profit on their individual small operations eventually, if A could take over B's and finally C's interests he would be able not only to make more money than the three of them in the aggregate, but also could afford better program service through having more money with which to carry on the work. In the end, he summarized, it is the difference between the public service potentials of a big operator and a small operator.

Public service also would be advanced if the FCC encouraged two competitive signals in an area, irrespective of population, Mr. Murphy said, although "protection" of pioneers in the art, through giving some recognition for their developmental status, is an element of eventual public service.

Mr. Porter concluded the CBS case with a recitation of facts surrounding the Philco-CBS time-sharing agreement for use of Channel 2, during which he let it be known to the FCC that CBS was willing to stand on the Commission's decision "without protest" in the general allocation matters considered at the hearing. He remarked that since it had not yet been determined from an engineering standpoint whether or not one channel was in fact more desirable than another, it made little difference to CBS whether Channel 2 or Channel 3 were allocated to New York or Philadelphia.

RMA Defends Its 441-Line Standards

Because of criticism of the RMA standards, Bon↓Geddes, executive vice-president and general manager of the trade association, Jan. 19 asked for permission to present testimony in regard to development of the controversial standards and called as his only witness Dr. W. R. C. Baker, associate engineering executive of General Electric Co. and director of the Division of Engineering of RMA. Dr. Baker and Chairman Fly collided rather sharply during the examination, with the chairman seeking to extract from the engineer his precise views on "freezing" of television standards under the RMA proposal, having in mind that DuMont already had testified it could not live under those standards.

In an effort to ferret out the facts in connection with allegations of previous witnesses that RCA had more or less dominated RMA movements and in effect was responsible for the submission of the Commission, counsel of the Commission sought to show RCA had more representation on committees of RMA than did other companies. This was alleged to grow out of the fact that there sat on certain of these committees representatives of RCA Mfg. Co., NBC, a wholly-owned subsidiary, and of the RCA Radio Frequency Bureau.

During the testimony, however, it was developed largely by Frank W. Woodruff, general counsel for RCA, that both Philco and General Electric had two members serving on engineering committees and that the selection of committee members as made by chairmen of the respective committees, whatever their business associations, and that the chairmen themselves were appointed on recommendation of the assistant director of engineering who is an official of Hygrade Sylvania, a tube manufacturer.

In explaining the methods of RMA committees in evolution of the standards, Dr. Baker said the work was started two years ago and that every member of the trade association must vote on every standard, whether he is interested in the precise field or not. The Standards Committee itself, sitting over several subcommittees, must vote 75% in favor of a proposal before it can receive approval.

Pressed from the bench for his views on the RMA standards, Dr. Baker declared the RMA committees accepted the standards as the best that could be drafted, after mature and detailed consideration, and had concluded they would best serve the industry. He said the committee is ready to consider any proposals at any time and that the DuMont method had been considered.

He pointed out that the DuMont company had been invited to join RMA and that Mr. DuMont himself sat as a guest member.

Says Greater Definition Will Come If Demanded

When Dr. Baker said he had difficulty in responding to certain inquiries because of his status as director of engineering, Chairman Fly said he could consider himself called as a Commission expert witness in that capacity. Dr. Baker said if the public demands 441 lines or 850 lines, or even greater definition, it will get such quality. Television engineers are capable of producing whatever the public might demand, he declared. Commissioner Thomson asked why it was necessary for the RMA to have a committee on television allocations and the witness explained that this was done at the request of the FCC Television Committee, which sought suggestions.

Examined by Mr. Woodruff, Dr. Baker said he felt that television would go forward as a public service only if the proposed rules were permitted to go into effect, including the RMA standards. He said the standards were the composite judgment of all companies represented.

Clean-cut in appearance as well as performance, Blaw-Knox Vertical Radiators give stations a double reason for being proud of them. The features that distinguish Blaw-Knox Radiators—eye-value, greater broadcast coverage, extremely low maintenance cost—are due to one thing . . . better engineering. All Blaw-Knox radiators are designed for specific requirements; all reflect an experience covering the entire history of broadcasting. Let us discuss your radiator requirements with you.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Bldg., Pittsburgh, Pa.
OFFICES IN PRINCIPAL CITIES

NOTE—Blaw-Knox Directional Radio Beacons are used exclusively guide all air transport service in the United States and Canada.
in RCA and that they were never considered hurriedly.

As he knew of any technical considerations on the television horizon which might be delaying introduction of the visual art as a public service, Dr. Baker replied negatively.

As specifically by Chairman Fly why RCA has multiple membership on the various television committees, Dr. Baker pointed out that the company is in the whole scope of the radio business and that no other manufacturer has representation in broadcasting. Moreover, he declared the best available men are picked for the committee assignments, without favor.

When DuMont Counsel Roberts sought to assure Mr. Baker that his client’s proposals would be considered in changed standards, Dr. Baker sharply retorted that the matter of standards, in the opinion of the RMA committee, may be considered only by those who use them, under the FCC's action. He said, however, there was no disputation by RCA to block alteration of standards and that in his opinion the subject of standards can never be considered a finished product. Chairman Fly became critical of the witness from a direct response on the question whether the RMA standards would completely block the DuMont system from going forward. He asked whether the witness felt the standard head would be adopted. Mr. Baker admitted it and Mr. Baker asked what was meant by the term “crystal-set.”

“You’re excused,” Chairman Fly snapped.

Dr. Baker then sought to explain that he found himself embarrassed because of his post as director of the engineering of television, which he already had adopted the standards as a cause of his regular capacity with the FCC. He finally stated that he thought the witness could be a compromise of the two proposals by RCA. He was not familiar with DuMont circuits and the purported advantages of the system.

**Tells of Low-Priced Visual Receiver**

John C. Bonte, who described himself as a motion picture exhibitor and showman, appeared as a second witness for Cath-Ray Laboratories, makers of a $100 visual receiver. He described how a television set was installed in his house some time ago and that as many as 22 people had witnessed reception of NBC programs on it. As a showman, he testified that he felt the theatres were “on the spot” that television would replace a lot of picture houses and that children of the street. In his own circle, he declared that instead of going to movies, they watched television only once a week.

Mr. Bonte said that more programs were needed and that the quality of NBC transmissions were exceptionally good. The set itself, he declared, required very little advertising. He said he paid $149.50 for the complete set. It was explained by Cath-Ray President Robbins that the base cost of the set was $100 and the installment ran the price up to $149.50. He refuted this was a regular practice, but Mr. Wozencraft asserted it was not.

**Tells Source of Various Programs**

Describing in detail the manner in which the program service is provided, Mr. Wozencraft said that 38% of the programs broadcast are originated in the television studios, 32% are picked up over portable equipment and 30% are regular 35 mm. motion picture film transmitters. He predicted that this reaction has indicated a strong desire for revival of vaudeville acts. The programs are selected from off-hand performers and others are video favorites, he declared.

Mr. Wozencraft declared that the programs, in his opinion, will exist or fall on what markets across the receiver. “He said that while technical factors are important, the program quality is the real criterion insofar as the public is concerned. With this in mind, he said that he analyzes reports from listeners to ascertain their likes and dislikes.

Television programs are given actual ratings, based on those which are good, average or bad. The general trend is slightly over two out of a possible optimum three, with the best program rated at 2.76. Mr. Wozencraft said that advertisers interest in television as an advertising medium is great. With the 16 major industries having presented 148 different experimental 10-second spots, he demonstrated the efficiency of the service as an advertising medium.

“I am convinced that the adoption of the proposed rules, permitting the broadcast of a different program as an alternative or an immediate in program service,” he declared.

NBC’s A. H. MORTON

Advertizers want it

**RCA Has Six-Foot Picture in Laboratory**

Opening the RCA-NBC presentation, Mr. Wozencraft declared that television is “here”. He said his company wanted to have the FCC members come to New York and see television at NBC as well as DuMont, CBS, Philco and other systems, and that also included a trip would be made to Camden. Mr. Wozencraft declared that at Camden there is now being produced a six-foot picture of 441 lines. He said this was not yet ready for public or industry demonstration but that RCA would be glad to demonstrate it to the Commission. He revealed also that RCA soon will be able to produce a 44-line picture practical for theatre use.

RCA has spent 12 years and $10,000,000 in television experimentation, with 150 people assigned to this developmental work, Mr. Wozencraft said, in giving the post that this program is a sea change in television standards. Mr. Wozencraft predicted cheaper sets by RCA.

Calling as his first witness Alfred H. Morton, vice-president of NBC in charge of television, Mr. Wozencraft had the NBC executive give the results of eight months of regular television program transmission by NBC station W2XBS. Mr. Morton said that NBC records indicate there are 2000 home television sets currently receiving regular program service in New York from the transmitter atop the Empire State Bldg., with a total audience of between 8,000 and 10,000 persons. The television audience, by post card survey, is asked each week for its opinions of the program schedule.

Mr. Morton said 40% of those to whom the weekly program schedules are mailed each Thursday return replies grading each program as poor, fair, good or excellent. After eight months of regular program grading from 10 to 12 hours per week, he said it was ascertained that 100% of the audience “look” at least two hours weekly, 87% five to six hours weekly, or about half of the program hours, 60% seven to eight hours, and 21% see the entire schedule of 10 to 12 hours.

Placed in the record was an eight-minute film on the history of television, which the NBC station from April 30 through Dec. 31 last year, along with FCC rules and regulations, including a report on W2XBS operations and listener reaction. It was brought out that NBC is spending around $10,000 a week in its radio transmission and television station and that if overhead depreciation and amortization are included, the figure is more nearly $15,000 a week.

Analyzing indications of advertising, the witness explained that as an advertising medium, the study revealed that by constantly educating such groups, NBC has a considerable advantage in that advertising potentials of television broadcasting. Among the accounts which have collaborated in the experimental programs are automotive, clothing, cosmetics, motion picture companies, financial, food, industrial, petroleum, public utility, publishers, household supplies, telephone companies, video and travel organizations, as well as miscellaneous groups. Many of the advertisers, the witness said, through their agencies, have participated in this experimentation.

By allowing the technique of presenting the programs to grow hand-in-hand with the technique of presenting sustaining programs, the FCC has allowed the rounded program service for the public will be created. Mr. Morton also said the “patched-together program fare which could have been the case if television were allowed to become established at all without the experienced in advertising show building over the same length of time as radio may have established its department building the program.” The report on the eight months’ observations indicated that NBC has followed a systematic and scientific applications and has been used to guide television in its development into a business service to the public and as a business venture.

**Maximum Stability Urged by Morton**

Concluding his testimony under cross-examination Jan. 20, Mr. Morton observed that the maximum stability given the television art today would advance its swift development. He said that although the matter never has been discussed with prospective television sponsors on a dollars-and-cents basis, several firms have indicated their desire to participate in experimental programs and program series.

Pursuing a general inquiry into program establishments, Chairman Fly, acting in accordance with suggestions by Commissioners Brown and Thompson, asked Mr. Morton to determine the probable hourly cost to advertisers under limited commercial operation, allowing for the annual cost of $1,500 of an expense of a weekly expense of $10,000 for television operation might be assessed under limited commercial operation. Chairman Fly also requested from all parties concerned a breakdown of their expenses in developing visual broadcasting.

Questioned by CBS Counsel Phelan, Mr. Morton expressed his personal opinion that sight-and-sound broadcasting, “through gradual, normal and healthy evolution”,

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will replace sound broadcasting. He added, however, the two would co-exist "a good long time", although a definite length of time for the transition could be estimated now.

Responding to Mr. Caldwell, the NBC executive declared approval of limited commercial operation by the FCC would encourage the television art, stating that in his opinion the public would react to the FCC's approval by feeling that the art is ready to perform good public service, and would respond by buying an increasing number of television receivers.

Mr. Morton agreed with Mr. Wotakraft that the demand for tickets to witness studio broadcast performances—reaching as high as 10 to 12 times—reflects some measure of the underlying appeals of television. He qualified this view, however, following a dissenting inquiry by DaMont Counsel Robert, by observing that "human curiosity" is unpredictable and that studio performances are not in fact the same as television programs.

Sees Phenomenal Rise
If FCC Lifts Bars

Thomas F. Joyce, vice-president in charge of advertising and of television sales of RCA Mfg. Co., followed Mr. Morton on the stand. Mr. Joyce related merchandising problems and possibilities brought out during RCA Mfg. Co.'s eight-month experience in publicly marketing television receivers and predicted a phenomenal jump in set sales if the FCC gives the "amber light" to television.

Since April, 1939, when RCA sight-sound receivers were put on the market for the first time, these and other stations, producing and broadcasting more programs, lowering the purchase price of receivers and providing liberal time payment purchase opportunities, he added. After demonstrating to actual broadcasting to about 5,000,000 persons during the last year, at the New York City and the Golden Gate Exposition and showings in other parts of the country, RCA has been approached by these people with two questions, he said:—What are the chances for a bigger picture? and How much will sets cost and when do we get television? Approaching the problem, lowering set costs to the public, Mr. Joyce related, RCA went to its factory engineers and asked if the set now selling for $600 could be produced for $350, the price recommended by dealers. Engineers determined that such a reduction, amounting to more than one-third the present price, would be possible if production could reach 35,000 sets. He continued. The big production problem from an economic standpoint lies in substituting the factory for the workshop, he added, "and in the last year the cost of manufacturing the cathode ray tube had been cut in half."

**Mechandising Test In Group of Cities**

With this knowledge in hand, Mr. Joyce continued, RCA conducted a merchandising test to see whether the public would buy television receivers at the reduced price. A test sales program was carried on for 12 weeks in Newburg, Poughkeepsie and Middletown, New York, in which the whole line of RCA television sets was offered at prices reduced correspondingly with the $205 reduction in the largest receiver, he explained. During the 12-week campaign 130 sets were sold, he commented, despite the fact that Newburg, the closest of the three cities, was 60 miles from New York and the actual television service did not have ideal potentialities. However, neither these nor other purchasers have ever claimed intrinsic faults in the operation of the sets, he declared, their only criticisms being predicated on servicing in individual cases.

A merchandising offer of 10% down and 15 months to pay, applied to television receivers, does not amount to high pressure salesmanship, Mr. Joyce commented. RCA engineers were able to take care of ordinary developments and refinements with only slight alterations or additions to present sets, he added, and in the event of extraordinary developments, bringing about changes of receivers and to dealers, RCA would consider calling in outstanding sets for rebuilding and altering the same, he added. Based on the results of the three-city sales test, Mr. Joyce estimated that a 500 set weekly sale in the New York market if the FCC gave the go-ahead signal to television. An additional 500 sets per week could be sold in the Albany, Schenectady, Philadelphia, Chicago and Louisville areas when television service becomes available. "And it is conceivable that sales would reach 1,000 sets a week by the fall of 1940", he estimated, with at least 25,000 sets sold during the year.

**Fly Shows Interest In Set Financing**

Mr. Joyce asserted he based his 25,000 set sale estimates on the availability of program service. If the FCC does not permit limited commercial operation, he declared, he would not want to hazard a guess as to 1940 television receiver sales. Without naming names, he said there are "some people" in the industry and outside who are attempting to retard television development "until they can catch up." It was presumed he referred not only to competitive manufacturers, but also to the motion picture industry, which anticipates more than a competitive pinch.

The hearing diverted to a new course when Chairman Fly questioned the financing plan of RCA under which it proposes to sell sets on an installment basis. While no question was raised about the FCC's authority to propose this phase in a legislative hearing, there was a perceptible lifting of eyebrows.

Mr. Joyce, however, offered to supply the Committee with detailed information as to interest rates and the like, explaining that CIT (Commercial Investment Trust) handled this financing. Chairman Fly cautioned both witnesses and counsel against "flaming speeches," just as he had cut off other witnesses. He said his interest, and that of the FCC, was to see this new industry get started on
a "wholesome, sound basis", and that he felt there should be a full disclosure of what the public is buying, referring not only to financing, but extra costs for antennas, installation and the like.

Counsel Wozencraft agreed with the desirability of full candor in company advertising, but said he felt there should be no pronounce policy by RCA on sales and advertising "until we know what our competitors will do".

Predicting that the sale of 25,000 television receivers will increase employment in manufacturing, service and merchandising, Mr. Joyce declared that the reduced prices in the Newburg area were based on sales volume. With standard $600 receivers being sold for $395, and $400 receivers for $295, he said, the antenna price is approximately $50 but will come down sharply on a production line basis. He predicted also that as set sales increase the price range will be reduced.

Disputing the view that television is a "rich man's luxury", Mr. Joyce said the average annual income of the Newburg purchaser was in the $4,000 bracket.

**New Receivers Are Explained**

Upon completion of his question-answer testimony, Mr. Joyce was given the green light by his counsel to express views he might have on the subject. He started by exhibiting to the FCC RCA's newest product, a camerasize receiver, battery-operated, and to appear in about three months in regular stock lines. Passed to the rector, several commissioners tinkered with it, as the witness started a rapid-fire recitation of his concept of television's development.

First he predicted that the "camera-type" receiver would ultimately be supplanted by a wristwatch set, after which Chairman Bryan inquired whether he had "any more rabbits" in his hat.

Harking back to the advent of broadcasting in 1920, when KDKA broadcast the presidential election returns, Mr. Joyce predicted that the inauguration of the next president in January 1941, will be televised and seen remotely by as many people as listened to that pioneer aural broadcast. In 1927, when Lindberg flew the Atlantic, few people envisioned transoceanic travel in the Clipper ships, but it was the harbinger of that development, he said. Similarly like the Dempsey-Carpentier fight, which was broadcast, will crystallize and give the people an attention on television, and give it the impetus it needs, he predicted. When Mr. Joyce concluded his inspired and experimental presentation, a cryptic "that's all I have to say" there was more than a ripple of amusement heard and then the second time during the hearings this had happened—the first having been when CBS-Pioneer Flats had made his presentation.

Commissioner Thompson, whose anti-biggest news have been evident, complimented Mr. Joyce for his enthusiasm.

**Membership of RMA Committee Clarified**

Before Mr. Joyce concluded his testimony Jan. 22 under cross-examination by counsel for other parties in the proceeding, Chairman Fly noted that membership of the General Standards Committee of RMA, as outlined by Mr. Geddes, included 22 members and a chairman, among them four representatives of RMA, including the chairman of the committee were admitted by our representatives Mr. Joyce, DuMont Counsel Roberts referred to an instruction booklet for RCA television receivers, particularly the passage mentioning the possibility of a "spot in the center and a browning" of the cathode ray tube as it becomes old.

Mr. Joyce answered Mr. Roberts' allusion that because of this possibility the set owner is placed in a precarious position by stating that faulty tubes are replaced without question under the RCA one-year warranty service and one year guaranty arrangement.

Questions followed this by referring to a servicemen's guide published by RCA, picturing various examples of distortion or non-synchronization, and averred these amounted to shortcomings in present set operation that could be overcome by proper maintenance and perhaps a change in standards. Mr. Joyce answered, "Our purchasers have no trouble in tuning their instruments."

Responding to CBS Counsel Porter, Mr. Joyce estimated the effect of CBS coming on the air with a second regular television service in the New York area would reflect in the sale of from 10,000 to 15,000 additional receivers, over and above his estimating 25,000 estimate based on an expanding simple video service.

**Outlines Discounts In Receiver Sales**

Queried on trade discounts, Mr. Joyce emphasized that to put television on a competitive merchandising basis with radio, the discount structure must more nearly approach the radio level so dealers would find it worth while to promote television set sales along with other lines, i.e., refrigerators and radios. On a $400 receiver radio, he said, the prevailing 50% and 10% trade discount would make the cost to the wholesaler $180, and to the dealer from $200 to $240, depending on individual wholesaling arrangements. The margin is much smaller for the middlemen with television sets, he pointed out, the customary 4% trade discount making the wholesale cost of a $400 sight- sound receiver $240, and the cost to the dealer about $90.

As for warning the buying public against the possibility of far-reaching change in television receiving apparatus, Mr. Joyce told Mr. Porter that RCA, if necessary, would go back to jug one of its sets, but he commented that it wouldn't do any good and remarked that, although it was possible to give such warning, "you can't do a selling job against television".

Responding to inquiries into cost factors of receiver antenna construction made by Mr. Caldwell and Mr. Lohnes, the RCA executive said the manufacturing cost for the cathode ray tube, under the projected production schedule of 35,000 sets, would be about $40. With an eye on lowering the sale price of sets, the tube is one but not the only field for possible cost reduction, he added. A 1,000-watt transmitter, with studio equipment and antenna, would cost the broadcaster about $100,000, he estimated.

Countering what he termed "allegations of RCA's domination" in the television field made by Mr. Roberts, Mr. Wozencraft asked that judicial notice be taken of the applications for television CP's made by DuMont for stations in New York and Washington, Balaban & Katz and Paramount Pictures, Inc. Los Angeles. For the record he reviewed statements of financial organization of the various companies in the applications, indicating the interests held by Paramount Pictures and General Electric Corporation.

He explained that he asked notice of these statements because of statements of RCA's "dominating" as "the big bad wolf".

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**Onondaga Radio Broadcasting Corp.**

Syracuse, New York

Member basic network Columbia Broadcasting System


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**Syrony-Vacuum renew the News on WFB in Syracuse for Second Year!**

Socony-Vacuum Oil Company has sponsored six regular news broadcasts every weekday, two on Sunday, and all news flashes over WFB during the past year, NOW, this—the largest time-contract in Syracuse history—has been renewed for 1940.

Socony-Vacuum has proved the tremendous effectiveness of WFB in reaching Central New York automobile owners. They have found, as have many advertisers, that these automobile owners who set the buying pace for Syracuse and Central New York, prefer to listen to WFB. These car owners are also most frequently the home owners, too—they are usually the ones who buy more furniture—groceries—drugs—clothes and other commodities.

Profit by the profitable experience of Socony-Vacuum! No matter what you're selling—the quickest, most inexpen-sive, most direct way to reach—AND SELL—this vast, rich Central New York Market is through WFB.

For rates and time available write, wire or phone WFB, Syracuse, or Free & Peters, Inc., National Representatives.

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**Broadcasting • Broadcast Advertising**

**FLASH!**

200,000 Boys and Girls in Los Angeles Public Schools Listen to "Voices of Yesterday." Ask about our School "Tie-in"!

**IT'S A WOW!**

As Usual, Because It's Unusual, It's Produced By

**THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO**

W N E L covers Puerto Rico and the Virgin Islands

**Onondaga Radio Broadcasting Corporation**

Syracuse, New York

Member basic network Columbia Broadcasting System

Mr. Roberts argued that although there was no objection so far as DuMont was concerned, it was entirely "irrelevant" that a motion picture firm or an automobile manufacturer or a manufacturer of television equipment other than the DuMont division of the company should advance money to a manufacturer of television equipment. He also pointed out that certain Class B stock held by Paramount could only be sold by six directors and could not be purchased by the president or vice-president of the company.

Says 15 Frames Permits Flickering

Following Mr. Joyce to the stand, Elmer W. Engstrom, in charge of RCA research in television, discussed various developmental factors in the art. The RCA standards are the result of four years' development, and are "the best obtainable" for present operation, he held.

Speaking of the DuMont general proposal to keep standards flexible and the specific proposal of a 15 frames per second 625-line screen standard, Mr. Engstrom pointed out that using too few frames causes jerkiness of motion and flicker, both of which are undesirable, particularly for viewing by children. Despite use of long persistence screens at 15 frames per second, the resulting images will tend toward flickering and smearing, he contended. In his opinion the pictures at the recent DuMont demonstration were too dim for home use and showed a tendency to smear.

Increasing the number of lines will not counteract flickering resulting from 15-frame reception, since screens and frames are not related in this respect, he declared, adding that at least 24 frames per second, with a field frequency of 48 frames per second and a steady 60 cycle power source frequency, would be necessary for good reception.

In terms of absolute resolution, home movies are equivalent to about a 600-line screen, he estimated, but entertainment and story-telling potential home television at 441 lines is equivalent to home movies, Mr. Engstrom held. He pointed out also that the RCA 441-line standard is more satisfactory than the 405-line British standard.

A combination receiver, capable of receiving both 30-frame 441-line and 15-frame 625-line images, at the turn of adjusting switches, could be built, he thought. The cost would be higher, although not substantially—probably not more than $15 additional on a $300 set, Mr. Engstrom estimated.

Prompted by questions of Chairman Fly, Mr. DuMont explained that in his proposal to amend the RCA standards he did not flatly advance 15 frames per second as the only standard, but rather placed 15 frames as the lowest limit and advocated any combination of frames and screens between 15 and 30 per second and up to 800 lines. Mr. Wacensholm, taking issue with a printed statement of the DuMont amendment proposal, held that the statement was "absolute and conclusive" for the 15-frame standard.

Mr. DuMont continued, as questioning turned around him, by pointing out that a motion picture firm arises as such if one goes under 15 frames per second, while above 800 lines the available frequency limit is reached. He declared that flicker resulting from the use of a reduced number of frames can be overcome with retentive screens.

Compares Advantages of Antenna Types

When a question was asked from the bench regarding companies engaged in television transmitter, as well as receiver manufacture, DuMont Counsel Roberts said his company is prepared to sell complete transmitters to stations and that it had already advertised to that end.

Mr. Engstrom insisted there was nothing frozen about the RCA standards since a great degree of flexibility is inherent in improvements which can be made. An engineer prefers to build apparatus for a reasonably definite service, he said, though it is possible to make flexible receivers, capable of reproducing different types of visual signals.

Pointing out that the RCA standards provide for horizontal polarization while Philco supported vertical polarization, Mr. Engstrom said it was simply a matter of the proper type of antenna. RCA engineers concluded that the horizontal method was farther advanced. He added, however, that he felt all stations should be required to have either horizontal or vertical and that a dual system should not be invoked.

Responding to Counsel Wacensholm's questions, Mr. Engstrom said he felt that with the 441-line standards it is possible to vastly improve the visual picture and felt Mr. Kesten's estimate of a two-tone improvement was "conservative". Moreover, he declared, contrast in pictures can be improved, while the half-tone gradation is also susceptible of improvement. The brightness of the received image must be above it, he declared, and the definition also should progressively be better.

Finally, Mr. Engstrom testified that the picture size can be increased greatly. He said this was of major importance and that it can be done without sacrificing quality. He described today's picture as "moderately good" but expected it to get vastly better. This can be done without rendering any receiver capable of picking up the 441 line standard obsolete.

As to size, Mr. Engstrom declared that today pictures are being successfully transmitted in the RCA laboratory of 4 1/2 feet x 6 feet using the 441-line standards. The next step, he said, is a 9 foot by 12 foot transmission, which he declared acceptable for theatres. In addition to the impending improvements in the transmitted picture, Mr. Engstrom declared a new camera has just been developed of far superior performance and that advances in studio technique also will tend to improve the received picture.

The RCA research director concluded the 441-line standard would not freeze development but on the contrary would permit the art to progress more rapidly within the specified limitations.

Mr. Wacensholm precipitated a controversy when he said, "if we cannot make a receiver for 15-frame signals and we have to have 441-frame signals, it's better to have no television at all.

Words of WIS-dom

"Be Wise today. 'Tis madness to defer"

Young in Night Thoughts

Advertisers who know WIS are wise today . . . and tomorrow. We say "tomorrow" because in practically every case a WIS advertiser is a WIS renewer.

It's wise to plan your campaign over WIS today because it serves more of the state (not to mention parts of adjoining states) than all other stations combined; because it gives the radio audience what it wants (NBC Red and Blue programs plus real regional service features); and because South Carolina goes for it.

Men of WIS-dom use WIS for Southern Sales!
The international Petroleum Exposition is the world's largest single industry show, attracting exhibitors and patrons from every corner of the globe.

Tulsa is the clear leader for billions of dollars in oil business. It is the home of the International Petroleum Exposition. The exposition is held in Tulsa, Oklahoma, the Oil Capital of the World.

The only full time station in Ohio's 3rd largest market*

**WFMJ**

(250 watts)

**Youngstown Ohio**

*Printers' Ink Market Exploration Bulletin, Sept. 29, 1939*

**The 1940 SHOW**

**96% SOLD OUT!**

Exhibitor space for the 11th INTERNATIONAL PETROLEUM EXHIBITION, May 1940, with its 20 acres of exhibits, is already 96% sold! This is the World's Fair of the Oil Industry, located in Tulsa, Oklahoma, the Oil Capital of the World.

**BETTER SHOWMANSHIP**

**IN THE INTERMOUNTAIN MARKET**

Representative JOHN BLAIR & CO.

**NBC RED NETWORK**

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**BROADCASTING** • Broadcast Advertising

**OVERAWED by the giant of the film "Gulliver's Travels", Fred Miler, commercial manager of WQAM, Miami, permits this study in contrasts in the shadow of a clump of palm trees. The giant, David Dining, was in Miami for the film's premiere.**

**OVERAWED by the giant of the film "Gulliver's Travels", Fred Miler, commercial manager of WQAM, Miami, permits this study in contrasts in the shadow of a clump of palm trees. The giant, David Dining, was in Miami for the film's premiere.**
Questioned further by Mr. Caldwell, he said RCA had done "a very small amount of laboratory work" with frequency modulation in the television field. The Philco counsel dropped this line of questioning after a single query when it was pointed out by the chair that the entire matter of F-M, as applied in both television and aural broadcast fields, would be discussed at the Feb. 28 F-M hearing.

Commenting on the standards allowing 20% to 25% of carrier strength for the synchronizing signal in television transmission, Mr. Enstrom said he thought that was a strong enough synchronizing signal from an engineering standpoint, although agreeing with Mr. Caldwell that a better and stronger visual signal would result if the whole carrier could be used for the visual signal. He added that lowering the minimum synchronizing signal below 20% would result in unbalance in reception.

As for reducing the cost of television receivers on the market, he remarked that in addition to the cathode ray tube all the special elements in the costs of the company, put on a production basis, would become less expensive as experience was gained. He added that he believed television would develop in the same way the aural broadcast field, that even through combination sight-sound receivers are not built in increasing numbers, a market will remain for plain aural receivers. Resuming the stand at the afternoon session, Mr. Schairer said in reply to questions by RCA Counsel Wozencraft that if the FCC decided to follow the suggestions made by Philco and Zenith, it would take at least 18 months for them to crystallize and delay the start of limited commercial television at least that long. He added that under the RMA standards, progress in his opinion would be far more rapid with limited commercial operation. "And the manufacturers would have more opportunity to move forward." The outside interest then manifested in television would tend to force development, he declared.

Schairer Outlines RCA Patent Policies

Otto S. Schairer, vice-president of RCA in charge of its Patent De-
partment, was called in response to the request of FCC and outlined in a general way the patent licensing program of the company. His testimony led to discussion from the bench in connection with license fees charged by RCA for use of its patents by other receiving set manufacturers. Commissioner Thompson, who has several times demonstrated his "anti-monopoly" viewpoint, interrogated Mr. Schairer closely on so-called "monopoly" aspects of the policy.

Responding to Mr. Wozencraft, Mr. Schairer reiterated testimony of previous RCA witnesses regarding the desirability of limited commercial operation and of use of the RMA standards. He said it would accelerate research and development in the field and in no wise would tend to "freeze" the situation. RCA, he declared, has sought to develop the best inventions and make them available to others in the art. When members of the Commission began to delve into the RMA patent structure, Mr. Schairer explained that while the rate on receiving sets was reduced to 2 1/2%, the rate on tubes remains 5%. He said that in isolated instances applications for RCA patent licenses have been rejected largely because of lack of financial responsibility or kindred reasons. RCA collected approximately $9,000,000 in receiving set royalties last year, he testified.

When Commissioner Thompson questioned the matter of monopoly, Mr. Schairer reiterated the objections of RCA to attempts to establish any kind of monopoly. "We have asked the FCC to take a very close look at the matter and we are very sorry that they have not taken that step," he said. RCA, he explained, has not "eavesdropped" on the proceedings of the Commission, although he said he believed the FCC was in possession of a good deal of data which would be helpful to the Commission. Mr. Schairer said the company would not produce a competitive commercial receiver without using from 10 to 25 of the several thousand patents covered under an RCA license. He estimated that the royalty on 2 1/2% of these patents were "basic".

When Chairman Fly asked why a blanket license was issued, Mr. Schairer reiterated that no one ever had applied for a single patent and that apparently all licensees prefer to derive the benefit of present and future developments of RCA, covered by the license. He said there is an implied recognition on the part of licensees of the validity of the RCA patents but that it could not be construed as admitted. Placing in the record the new license form for receiving set manufacture, Mr. Schairer explained that while the rate on receiving sets is reduced to 2 1/2%, the rate on tubes remains 5%. He added that in isolated instances applications for RCA patent licenses have been rejected largely because of lack of financial responsibility or kindred reasons. RCA collected approximately $9,000,000 in receiving set royalties last year, he testified.

When Commissioner Thompson pursued the question of monopoly, Mr. Schairer declared that RCA was not the policy of RCA to attempt to assimilate all patents in the art. He said he felt the 2 1/2% royalty was very moderate.

Mr. Schairer declared that RCA
sought to avoid discrimination in dealing with manufacturers and that it believed in a policy of uniformity. He made this statement after Chairman Fly observed that apparently RCA patent trading was on a "put up or shut up" basis. Regarding patent arrangements with Farnsworth, Mr. Schairer testified that RCA pays a license fee to that company and that Farnsworth in return has an RCA license for set manufacture, covering both regular sets and television.

Mr. Schairer declared RCA receives in royalties what amounts to approximately $1c from the public on a set retailed at $10 and 16c to $2c on one retailing at $20. It receives about $1 on a $100 set, he declared. Against this, he pointed out that RCA expended $10,000,000 on research and development with the primary return from the royalty percentages plus whatever benefits the subsidiaries derive on their own manufacture and use of these patents.

When Commissioner Thompson asked point-blank whether RCA had not used its patents in an effort to "monopolize the industry", Mr. Schairer emphatically responded negatively. He said this was refuted by the very existence of so many licenses. He also pointed out that Mr. Howland, as witness for Zenith, had testified that the RCA licensing policy was entirely fair.

Status of DuMont Negotiations Discussed

Commission Counsel Bauer in cross-examining Mr. Schairer said Mr. Farnsworth had testified before the Federal Monopoly Committee that in order to manufacture television receivers, either RCA or Farnsworth licenses covering their respective patents were essential.

DuMont Counsel Roberts inquired whether DuMont could be licensed under RCA patents and the RCA executive said there had been negotiations to that end. Mr. Roberts, however, contended that RCA wanted to procure from DuMont rights under some 50 patents held by his company before it would license DuMont to make receivers under RCA patents. When Chairman Fly asked whether the situation was one wherein DuMont wanted only a limited field whereupon Mr. Schairer declared the whole royalty schedule, Mr. Schairer said he doubted whether the negotiations had been carried on to such a point.

Philo Counsel Caldwell, in cross-examining Mr. Schairer, asked whether he knew that Philco pays more to RCA under the 5% royalty basis than it did under the 4% rate. He responded affirmatively. When Mr. Caldwell asked if RCA had pending patent applications which would tend to force the use of RCA standards, Mr. Schairer said he was not familiar with this situation but that in any event such information would fall in the competitive area. Mr. Caldwell asserted Philco had spent a million dollars on general research last year and that while Philco was licensed under RCA patents, RCA did not hold a Philco license.

RMA Standards Favored by Farnsworth

Philo T. Farnsworth, vice-president and director of research for Farnsworth Television & Radio Corp., took the stand Jan. 23 upon completion of the RCA case to state clearly the position of his company. Examined by Edgar Martin, secretary of Farnsworth, the 34-year-old television pioneer said he felt the present RMA standards would expedite and give television research a definite purpose. The industry would know where it is headed and research could be better directed, he declared. The standards, he said, would tend to freeze development in the United States to that limit the franchise. On the contrary, he contended the art would be promoted. With that impression, Farnsworth declared, he believed the art could progress rapidly in research and commercially.

Decreasing the picture rate, as proposed by DuMont, is undesirable, Mr. Farnsworth declared, because no one has demonstrated how to accomplish this without lowering the quality of the picture. When Chairman Fly pointed out that English systems used 30 frame or 60 frame, Farnsworth said it nevertheless had more flicker than he would like.

Development during the next few years under the recommended standards would not make present sets obsolete, Mr. Farnsworth declared. He agreed, however, that the sets would be depreciated in their value as the art progressed. He advocated immediate adoption of the standards to permit television to get underway.

Mr. Farnsworth said that the RMA Standards Committee had completely disregarded patent considerations in its deliberations. He said flatly that in his opinion television is "ready for the public."

When DuMont Counsel Roberts inquired whether he was interested in retrieving some of his investment in television research, Mr. Farnsworth responded affirmatively. He said he thought the time had arrived when it was possible to introduce the visual medium.

Armstrong Asks Delay Pending F-M Study

Prof. E. H. Armstrong, prime mover in frequency modulation, told the Committee Jan. 23 that he was not opposing development of the television art but had filed exceptions pertaining to the allocation rules. Pointing out that he had predicted at the June 1936 hearings that frequency modulation would be the new method of broadcasting, he said he felt the development of the past few years had amply justified this observation.

Until the full story of F-M is known, Major Armstrong said he hoped the Commission would not consider "the possibility of freezing the channel allocation." He said that he felt that if television is going to amount to anything, it must use the higher frequencies and that the lower bands should be left for F-M. F-M, he declared, is "now ready to go and television is not."

Chairman Fly asked the noted inventor whether his position did not
amount to a request that the ultra-high frequency allocation be returned to them until such time as F-M is to be used, at the hearing, scheduled for Feb. 28, Major Armstrong agreed.

He made a point that the lower television channel in the 40 megacycle band be assigned to F-M, and that television be permitted to expand in the upper channels where there is more space available.

A hearing as the final witness was Mr. Martin, on behalf of Parnsworth. He made a brief statement regarding the policy of Parnsworth and declared that licenses for use of its patents were available to all companies on an equitable basis. He said he felt the patent situation in no way would prevent any qualified organization from entering television.

Chairman Fly suddenly wound up the hearing after asking at the conferences representing respondents whether they preferred oral arguments or filing of memorandum briefs. First, however, he suggested the advisability of appointing a committee representing the various manufacturers to seek to agree on television standards and to bring the Commission a "unanimous decision." He said that the lower would seriously consider this proposition. Mr. Wozenark, however, declared that if the Commission decided upon a course, he would prefer to see a definite time limit placed on such deliberations, lest the art be further retarded.

The view among the respondents appeared to be that such a committee would find it extremely difficult to bring in a unanimous recommendation. The Commission, which was viewed as representative of the industry, sought for four years to devise standards and then reached only a compromise plan.

Attorneys for the various respondents were asked to submit their memorandum briefs summarizing their position not later than Jan. 29.

Wesson in Arizona

WESSON OIL & SNOWDRIFT Co., New Orleans (Blue Plate mayonnaise) has started a threeweekly quarter, a new morning program, To the Ladies, on Arizona Network (KOY KTUC KSUN KJLG). Program originates from KPH, Phoenix, and is directed by housewives. Jack Williams and Marlene Ayres conduct the series.

It's Gay in St. Louis

For five years the voice of Carol Gay has entered St. Louis homes with a message for women. Today "Carol Gay" is the foremost femininity personality in St. Louis and "This Woman's World" brings to KWK listeners in the Nation's 9th Market, five voices weekly, a color- ful and varied quarter hour of news and comment on subjects important in the world of women. Miss Gay presents in an interesting and enter- taining manner the woman's side of the world, on fashion and the stage, reviews books and interviews visiting celebri ties.

Miss Gay's programs SELL. Five years in radio with a background of sales promotion work for one of the country's leading department stores lends an unusual sales intelligence to her program. "This Woman's World" is now available for sponsorship. Call the Paul H. Raymer office. PD, Adv.

McClatchy Drops Tests Of Facsimile Apparatus

ASSERTING that facsimile cannot become a commercial success until several important corrections are made in the recorder and until a recorder can be sold at a reasonable price, Guy C. Hamilton, general manager of the McClatchy newspapers and radio stations in California, announced Jan. 18 that his stations had discontinued facsimile experimentation as of Jan. 1.

Pointing out that he had suggested to RCA last April that specific changes be made, he declared the company apparently has been tied up with other developments and has not continued with experimental work at Camden. A strong advocate of facsimile as a supplementary medium for newspapers, Mr. Hamilton said he will again address a convention of newspaper editors and publishers in New York this April, coincident with the American Newspaper Publishers Association convention on the "final story of facsimile."

He indicated that McClatchy stations were only temporarily abandoning the experiments and that if, as and when the suggested changes are made, he proposes to resume experimentation. Mr. Hamilton, during his experiments, introduced "similar facsimile" by using a single frequency at Sacramento and relaying the signals from KFBK in that city to KMJ in Fresno.

WLOK, Lima, O., on Jan. 28 joined NBC as a supplementary outlet of the Red network, making a total of 182 NBC stations. Station is offered at an evening hour rate of $90.

NBC Photo Exhibit

FIRST SALON of radio photographs, totaling 43 portrait prints devoted exclusively to radio subjects and personalities of NBC, were exhibited dur- ing the week of Jan. 18 on the fifth floor photographic section of R. H. Macy & Co., New York department store. NBC photographers represented included Ray Lee Jackson, William Hausler, Sidney Desfor and Charles Van Bergen.

All Kinds of Families to Make This Market

There are the women who help their husbands farm this rich "Heart of Illinois" land—and the women who pick lunch orders for the many large factories and plants in this busy area. About as many as one of the other—and that makes for a BALANCED market—big farm income—big payrolls. It means big results, too, for advertisers who go after this 600,000 market through the ONE radio station that covers it all thoroughly. That's... WMBD. Is it on your list?

National Representatives

Free and Peters, Inc.
If you're an advertising agency executive or radio advertiser you'll want your personal copy of the 1940 Yearbook Number. It's full of new features, of improved old ones, of vital interest to you.

Out Early in February

Robert Braun, radio director of Smock, Inc., Hollywood talent agency, has resigned to join Edington & Vincent, that city, in a similar capacity. He succeeds George Rosenberg, who resigned some weeks ago to join Columbia Broadcasting, Hollywood. The first day in his new position, Braun was rushed to Cedars of Lebanon Hospital, Hollywood, for major operation.

Reggie Schuebel, time buyer of Hargreaves, Chicago, on Jan. 12 was married to Josephine Mathis, president of H. M. Co., New York. Miss Schuebel is continuing her position at Biow.

Dick Marvin, New York radio director of Wm. Esty & Co., was in town during mid-January for conferences with Joe Donahue, coast manager.

Bryan Houston, manager of the San Francisco office of Young & Rubicam, left recently for an extended vacation in Honolulu.

Armand Deutsch, executive in the New York office of McGee & Albright, on Jan. 18 married Beatrice Van Vleck, actress and conductor of a weekly variety program on MBS, at Sherry's in New York.

Charles Michel, formerly of the Sheed & Ward and Sutow-Woodruff, New York, has been transferred to the agency's European office. In his new position, Mr. Michel will handle the agency's radio programs and promotion work in addition to his other activities.

Joe Donahue, Hollywood manager and radio director of Wm. Esty & Co., has recovered from injuries received in a car accident last week when he was struck by an auto near the studios in that city.


James J. Freeman, former account executive of Erwin, Wasey & Co., New York, has been appointed director of media of St. Georges & Keyses, New York.

John Lee Burton, formerly secretary and treasurer of Boker, Gordon & Burton, New York, has joined Norman D. Waters & Associates, New York, as space buyer.

John Halloran, New York writer and radio writer, has joined the Hollywood staff of Young & Rubicam to alternate with True Boardman on original plays and adaptations for the CBS Silver Theatre series, sponsored by International Silver Co.

Robert Allan, formerly of Robert P. Dennis Adv. Agency, Los Angeles, has been appointed radio director of Howard Ray Adv. Agency, that city. Sheryl Mathes has also joined the agency as director of client's premium department. She was formerly with Milton Weinberg Adv. Co., Los Angeles.


Jack Scott, of Schwimmer & Scott, Chicago, has returned to his desk following a three-week vacation tour of Europe.

Al Whitlock of Benton & Bowles, Hollywood legal department, has been transferred back to the agency's New York offices.

McDougall & Weiss, Chicago agency, and Max A. Geller, New York agency, have started a new firm called Weiss & Geller Inc. Mr. Geller was formerly a partner of the Lawrence C. Gumbiner Agency. The firm's Chicago office has been moved from Michigan Ave., and its New York office is located at 540 Fifth Ave.

Sam Pierce, actor, writer and producer, has been appointed radio director of Raymond R. Morgan Co., Hollywood agency. He is directing New York, The Dreams and Spelling Beeler, sponsored by H. K. Caffrey & Co., on CBS Pacific network, as well as other radio shows.

Logan & Rouze, Los Angeles, announces addition of Jerry Arnold as vice-president. Other additions to the staff include Harry Brinick, as production manager; and Jack Jarocky, former radio director and account executive of KTAV-KVLA, Phoenix-Tucson.

Gordon B. Castle, in radio and other media for 20 years, has joined the staff of Aircresters Inc., Detroit agency.

Alvin A. Samuel, formerly in the classified department of the Jewish Daily Forward and previously with the New York Times, has been appointed director of radio advertising of Sternfeld-Godley, New York.


Paul V. Funk, formerly in the Los Angeles office of Erwin, Wasey & Co., Los Angeles, as supervisor of research activities, has been appointed director of research in the agency's New York office. Mr. Funk joined the agency in 1927 as an account executive of research in the Chicago office.

T. S. Strong, formerly president of his own advertising agency, T. S. Strong & Co., has joined Edington & Ellington, Philadelphia, as vice-president.

R. C. (Bob) Mecke, radio director of Culver Sudler Co., Los Angeles, has resigned to form his own agency under the firm name of Robert-Howard Co., with offices at 912 W. 66th St., that city. His associate is Howard E. Helmick. The firm will specialize in radio accounts.

Campbell-Ewald Co. of New York about April 1 will move to new quarters, occupying two floors of the new 2-story U. S. Rubber Building last unit of the Rockefeller complex development, at 1230 Sixth Ave., New York.

Harry Torn, account executive of Sherman & Kell Co., New York, has been promoted to space buyer.


John Davies, of the radio department of Schwimmer & Scott, Chicago, is the father of a boy born Jan. 19.


West & Associates, Glendale, Calif., agency, has moved to 815 W. Fifth St., Los Angeles.

J. M. Hickerson, New York, on Jan. 27 moved its advertising agency office to 110 East 49th St. New telephone is Murray Hill 3-7226.

Madeline Chase, of Schwimmer & Scott, Chicago, was married to Charles Seiple Jan. 26.

Coach Gets Award

First radio award of the Authors' & Psychologists' League, New York, was presented Jan. 23 to Martin Goetz, former producer of CBS, who is now doing freelance work, for his direction of A Drink of Water. William Daniel Steele, presented last summer during the Columbia Workshop Festival.
BROADCASTING's sixth Yearbook Number is 50 pages bigger than last year, carries more new features (particularly valuable to radio advertisers and advertising agency executives) than ever before.

OUT EARLY IN FEBRUARY

WBAB, Atlantic City, has appointed Headley-Reed Co. as its national advertising representative, effective Feb. 1, date the station expects to begin operations. Owned by the Atlantic City Union, WBAB will be the CBS outlet in Atlantic City, with a network base rate of $100 per evening hour.

PHILIP FUSCO, formerly with WOR and WMCA, New York, and recently with Radio Attractions, has joined the New York sales staff of Furgason & Walker, station representatives.

RADIO ADVERTISING Corp., national representative firm, has appointed representative of WING, Dayton, O.

GERALD H. GUNST, recently named vice-president of the Katz Agency, national representatives, has been appointed manager of the firm's Chicago office. Paul Ray, former Chicago manager, has resigned and has announced no future plans. Mr. Gunst has been a member of the company's New York sales staff for the last 10 years.

KFKA, Greeley, Col., has appointed Howard H. Wilson Co. its exclusive Pacific Coast representative.

SPACE & TIME Service, representative for both publications and radio stations, has been organized with offices at 605 Fifth Ave., New York. Irving Horowitz, with a background in the publication field, is managing director of the new firm, which currently serves a number of publications.

GEORGE W. BRETT and Gerald H. Gunst of the Katz Agency, New York, have been appointed vice-presidents of the station representative firm.

Radio Quiz Panel

A QUIZ panel on radio advertising with questions submitted by junior advertising executives, will be a feature of the second annual fifth district conference of the Junior Pacific Advertising Clubs Assn., to be held in Los Angeles Feb. 24. Leo B. Tyson, vice-president and general manager of KMPF, Beverly Hills, Calif., will lead the discussion, with Mr. Tyson participating.

Mr. Shaw of the CBS Hollywood public relations division, is chairman of the conference, which will be attended by junior advertising executives from all parts of Southern California.

Forjoe's Bureau

NATIONAL FOREIGN Language Broadcasting System has been formed by Forjoe & Co., New York, station representatives, to provide a central point for placing business and as a bureau of information to advertising agencies and national and regional advertisers using foreign language programs in the United States. Headquarters of the system are at 19 West 44th St., New York, telephone Vanderbilts-S-5009. Live programs and transcripts are available to advertisers in Polish, Italian, Jewish, German and other languages at special group-rates.

Sherman and Marquette Acquire Ownership of Benton & Bowles-Chicago

OWNERSHIP of all interest in Benton & Bowles-Chicago has been acquired by Sherman & Marquette, well-known Chicago agency figures. The firm is now known as Sherman & Marquette, with offices in the Palmolive Building.

Mr. Sherman has been president of the Chicago agency for some two years, having resigned as president of Pepsi Co. to take the post. Mr. Marquette has been...

Do you know your BROADCASTING subscription includes the big new Yearbook Number and the 38½” by 26” improved Radio Outline Map of the United States, Possessions and Canada?

OUT EARLY IN FEBRUARY

F. H. Hayhurst

FREDERICK HEDLEY HAYHURST, 69, president of F. H. Hayhurst Co., Toronto and Montreal agency, died in Toronto Jan. 12 after a lengthy illness. Born at Kincardine, Ont., he had lived in Toronto since 1819, when he became associated with the late E. A. Baker, president of the Baker Adv. Agency. He served as vice-president of this company for 17 years and after the death of E. A. Baker in 1929 formed his own agency. He is survived by his widow and two sons, George F. and W. Palmer Hayhurst, who are executives of F. H. Hayhurst Co.
TO BRIGHTEN its news periods, KOIL, Omaha, uses quotes from people in the news—in their own voices. The quotations are taken from recordings of recent speeches by well-known figures, or if the person passes through or visits in the city, the KOIL special events department transcribes a 60 or 90-second statement by him on the spot. The selected remarks are cued into the news period, but are used only when they actually constitute timely, newsworthy statements. In one week KOIL carried short quotes by Admiral Claude Bloch, retiring Navy chief; Alexander Woollcott; Senator Tom Connally and Maj. George Fielding Eliot.

For Veterans
WORKING with the 4th and 5th districts of the American Legion, covering the Twin Cities, KSTP, St. Paul, has launched a "veterans' benefit" as an integral part of its "Sunrise Roundup," program, heard daily except Sunday at 6 a.m. hospital visitation committee chiefs of both districts make appeals for books, games or knitting materials to be distributed to disabled veterans in the U.S. hospital at Fort Snelling and others elsewhere in the State. Part of the donations also go to the old soldiers' homes and other veterans' homes.

Roses, too, are familiar—and always enjoyed

Appropriately named, WSAI's early morning show is called "Cover Pullers." This 6 to 8 A.M. program features the familiar things Cincinnatians like. As music. As easy humor. As time and temperature and weather reports. And news—lots of it.

The unique is not found in this show—except that, like roses, its familiar qualities are appreciated.

Write or wire today for details on this low cost participating program.
Local Group Seeks Salisbury Facility As FCC Closes Record in WSAL Case

WITH revocation of the license of Frank M. Stearns, operator of WSAL, Salisbury, Md., regarded as probable following his admissions of "inaccurate statements" in making his original application in April, 1937, a new Salisbury corporation, Peninsula Broadcasting Co., on Jan. 23 applied for a construction permit for a new station using WSAL's present facilities on 1200 kc., 250 watts unlimited. Members of the record closed in the show cause hearing insofar as the FCC revocation action is concerned, the FCC on Jan. 23 granted a temporary extension of license to Mr. Stearns pending final decision on the revocation order of Oct. 24, 1938.

Officers of the new corporation include: President, John W. Downing (10% of stock), banking commissioner of the State of Maryland and president of the Delmarva Mortgage Co.; Vice-president, William E. Allen (7.14%), nurseryman and banker; secretary, Albert W. Wood (2.89%), secretary of Maryland Broadcasting Commission; treasurer, John T. Holt (4.29%), oil man and bank director.

Record Closed

The record on the hearing of the revocation order, which ran intermittently through a full month, was closed Jan. 18 to enable the FCC to proceed with final disposition of the revocation phase of the case. Although no word has been said regarding further disposition of the various angles uncovered in the case, it is thought certain the revocation matter will be settled first, and then subsequent criminal actions, if any, turned over to the Justice Department for prosecution.

All through the proceeding, which started Dec. 18, there has been much conjecture among Washington radio operators and lawyers regarding possible criminal actions and disbarment proceedings. Conflating testimony has made the case, beyond its license revocation considerations, peculiarly confusing. The court is cloudy, since definite allegations are made on one hand and no evidence is produced on the other, and the original deposits of $10,000 in cash on deposit in a Washington bank at the time of the construction permit hearing April 26, 1937, and withdrawn a few days later [Broadcasting, Jan. 1, 1938].

FCC questioning, handled by Commissioner Brown, who presided at the hearings, and George B. Porter, assistant general counsel, proceeded along a line supplementary to the actual revocation con-

sideration to determine whether actual ownership of the station, both at the time of the original application and subsequently, lay with person or persons other than the licensee, Mr. Stearns.

Among principal figures identified in the proceedings, in addition to Mr. Stearns, are Glenn D. Gillette, comptroller of Washington construction engineer who was shown to have supplied actual construction funds for the station and now holds a $26,000 mortgage on it; James V. Gun, attorney representing WSAL at the time of application and until late in 1939, who is alleged to have rounded up the $10,000 used to back up the application, which he denies; and former Senator Clarence C. Dill, with whom Mr. Gum is associated in legal practice in Washington.

In its later stages the hearing took up Senator Dill's disposition of several large sums of cash in his hands at the time of the WSAL application in April, 1937. Both Mr. Gun and Senator Dill made general denials of any financial participation in securing a license for the Salisbury station.

On the other hand, Messrs. Gillette and Stearns, along with various other casual witnesses, ranging from Mrs. Gillette down through office associates and bank officials, entered testimony purporting to show a link between Attorneys Gun and Dill and the financial background of the station.


Radio's Latest "NATURAL!" Radio's Newest IDEOL!

The ADVENTURES of DEXTER RANDOLPH

One Man Production! 15 Minute Live Dramas! Amazingly Low Price! Available on 110 stations.

STAR RADIO PROGRAMS, Inc. America's Leading Script Service 250 Park Ave. New York City


A 50-Word Announcement ABOUT SOME ADVERTISING OF OUR OWN

TO THOUSANDS of car owners (with auto radios) on Connecticut's well-traveled roads, billboards advertise WDRC's product: preferred programs and latest news.

Strategically located, they also remind both listener and time buyer that "WDRC, Hartford, is Connecticut's station — serving the best part of the state. Write for new rate card.

Here's Your Sports Star

JACK STARR

Outstanding sports announcer, now available. Past year commercial contract 0.0000 watt VTAM, Cleveland. Address Box AS5, Broadcasting.
Ohio Broadcasters Elect Verne Pribble President

VERNON H. PRIBLE, manager of WTAM and the Cleveland division of NBO, was elected president of the Ohio Broadcasters Association at a semi-annual meeting of the organization in Columbus Jan. 26. Felix Hinkle, general manager of WHBC, Canton, was elected vice-president and B. A. Manning, WHK, Columbus, secretary-treasurer.

Mr. Pribble, manager of WTAM since 1934, was active in the formation of the organization in 1938. Purpose of the association is the consideration of mutual radio problems relative to the Ohio area and the maintenance of an attorney at Columbus to advise members of proposed state legislation pertaining to the industry. The organization now includes 22 Ohio radio stations.

Supreme Court Broadens FCC Power

(Continued from page 16)

Court Jan. 27, the Department of Justice and the FCC reiterated previous contentions of the regulatory authority that radio competition is essential and that the FCC is under no duty to protect licensees of existing stations from competition in passing upon applications for a new station.

The Commission's brief, which will be answered by WBKB through its counsel, Louis G. Caldwell and Reed T. Rollo, bore the signatures of Francis Biddle, newly-appointed Solicitor General, and Richard H. Denuth, special attorney, for the Department of Justice. For the FCC, the brief was signed by General Counsel Dempsey, Assistant General Counsel Koplovits, Robert M. Cooper, assistant to the general counsel, Benedict P. Cottone and Harry M. Plotkin. The three last named are new to the FCC, and it marks their first participation in broadcast litigation.

Dubuque Grant

The FCC advised the court in its brief that on Jan. 20, 1936, the Telegraph-Herald, Dubuque daily, filed an application for a new station to operate daytime hours only in that city and at the hearing WBKB intervened on the ground that there is insufficient advertising revenue available in Dubuque to support an additional station.

On July 2, 1937, the Commission granted the application of the Telegraph-Herald, following which WBKB appealed. On Jan. 23, 1939, the Court of Appeals reversed and remanded the Commission's decision on the ground that an issue of "economic injury to an existing station through the establishment of an additional station" is sufficient to furnish proper grounds of contest on appeal, and that the Commission erred in failing to make findings on the issue.

The Commission contended that the Communications Act does not require it to consider competition from a new station and that it does not purport to confer upon the Commission the power to regulate the business of radio station licensees. The purpose of the Act, it held, is to issue allocation in the public interest of the limited number of frequencies available.

But the Act confers on the Commission no jurisdiction over the business ever over the business in connection with which the transmitting equipment is used. The licensee is free to compete with other licensees and, if the public is to be protected from abuses which may result from such economic freedom, the duty is found in the effects of competition. The decision below compels the Commission to prevent free competition and, at the same time, leaves it without statutory power to correct the abuses incident to unregulated monopoly.

The Commission said it has never denied a license to one otherwise qualified on the ground that his competition would injuriously affect an existing licensee.

The Public Interest

Pointing out that the statute makes no distinction between a radio broadcast station and any other type of station, such as newspapers, magazines and automobiles, the FCC said it has no greater power to regulate the activities of a broadcast station than it has to regulate the business of persons operating sea-going vessels, airplanes, or other radio licensed services. The Commission therefore, it contended, is chiefly concerned with having the available frequencies put to the most efficient and adequate use from the standpoint of the public. Because the demand is usually far greater than the supply of allocable frequencies, the Commission must select licensees who are best qualified to serve the public interest.

The Commission is not authorized to regulate the business of selling radio advertising or any other commercial use of radio frequencies, the FCC states. It is authorized to regulate the rates for radio service or to limit the return upon the investment in and operation of commercial stations. It has no authority, insofar as licensees of broadcast station are concerned, which corresponds to its power over the telephone and telegraph common carriers, to prescribe a uniform system of accounting by financial statements a certificate of public convenience and necessity, before the licensee may engage in any business or extend his business or programs, or the approval of the holding by any person of two or more positions of officer or director in more than one licensee corporation. All of these matters are outside the jurisdiction of the Commission, and if the public is to be protected from the abuses which may result from the competition, such economic freedom, that protection must be found in the effects of competition.

The Commission said that if it was required to determine in every case the economic effect of competition on existing stations it would assume a tremendous burden.

Beyond that it said it is difficult to see how it could determine the effect of competition without at the same time determining what the rates for service should be. Nor could the effect of competition be judged without determining the relations between existing radio companies. Obviously, many other equally insoluble issues would be involved, it added.

If a lower court is sustained in the WBKB case, the Commission said, the FCC would be under compulsion not only in issuing new station licenses but also in passing upon applications for renewals, to consider the effect one station will have upon the other existing licensees to operate their stations in the public interest. Lacking statutory authority to allocate customers, regulate rates or require the sharing of profits, the Commission said it would either have to treat all the issue in rendering a renewal to any successful operator whose competition was unduly effective against other existing stations.

"Indeed, the great imperatives of a free system of competition may injuriously affect an existing licensee," the Commission added.

Beyond that the Commission said it would be required to consider competition not only between two or more existing stations but also between a commercial broadcast station and station rendering other types of service, such as religious, educational or experimental stations. The non-commercial station, by attracting part of the audience which would otherwise be that of the commercial station, might "inflict serious financial loss on the commercial station."

Other Types of Media

Arguing its contention of no jurisdiction over the business of broadcast licensees the FCC said that no person engaged in furnishing an advertising medium, whether newspaper or radio station, may question a competitor's right to engage in that business. Any station which furnishes an advertising medium will be in direct competition with other persons furnishing similar types of advertising media such as newspapers, magazines and billboards. The operation of the new station may inflict serious financial loss to the competing medium, it was held, yet it is hardly possible that Congress intended to give them a right to appeal from the Commission's grant.

The Commission said it sought to distinguish between competition involving "financial remuneration" of applicants, stating that it is duty bound to ascertain the latter.

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BROADCASTING • Broadcast Advertising
FACTS of value to the Minneapolis fire department were revealed when fire officials listened to playbacks of WDGY’s recorded versions of the recent catastrophe which claimed 19 lives [BROADCASTING, Jan. 15]. John McNight (left), special events man, here operates a portable recorder in the office of Fire Chief Earl Trager.

Benny at All-Time High, McCarthy Down Slightly

THE Jack Benny-Jell-0 program, rating 41.4, takes the lead among all commercial evening network programs, according to a report Jan. 29 by the Cooperative Analysis of Broadcasting (CAB). The half-hour Chase & Sanborn-Charlie McCarthy program is a close second with a rating of an even 40. In changing from an hour to half-hour, the program lost less than two points.

Among hour shows, the Kraft Music Hall, starring Bing Crosby with Bob Burns, John Scott Trotter’s orchestra and the Music Makers, leads followed closely by Lux Radio Theatre. The current CAB report contains another record-amashing rating, that of Benny Thomas, who has just hit the all-time high of his broadcasting career by obtaining a rating of close to 30%.

UNITED PRESS reports the following new stations subscribing to its news service: KICA, Clovis, N. M.; RKBK, Baker, Ore.; WSOA and WGBF, Evansville, Ind.

RIVERBANK CANNING Co., Riverbank, Cal. (Madonna tomato paste) has appointed H. H. LeQuette, New York, as agency and will probably start a spot campaign in the autumn.

AFM Disc Scale

(recorded four or five numbers on each side of a 16-inch disc, prepared suggested continuity for use by the station announcer, secured licenses for a $10 deposit, and when selections recorded, sent the master record to a pressing plant, and shipped duplication of selections to subscribers. Spaces are left on the records between selections, he said, so that stations can either play all selections on a disc consecutively, or choose numbers from different records. The 15-minute program contains another recorded selection and not a complete 15-minute program."

Reviews Rate Boosts

The letter reviews the history of the cost of musicians employed for transcriptions, pointing out that the present rate of $18 per man for the hour allowed to make a so-called "15-minute" record is 80% above the $10 an hour rate in effect up to Sept. 15, 1938. In November, 1939, a half-hour rate of $24 was established, but union executives revealed that the transcribers that this rate was not intended for library services and proposed instead that musicians should be paid $1 per selection per man, with a 10% per 500% increase [BROADCASTING, Dec. 15].

Such prohibitive rates, Mr. Woods stated, would eliminate transcription companies and possibly cause a number of stations to shut down, resulting in the complete elimination of the present employment of musicians by transcription companies; participation by stations in an investigation of the situation by various agencies of the Federal Government; pressure by large national advertisers, who would be deprived of the facilities of local stations for national spot advertising purposes. Many of these national advertisers have contracts with various affiliates of the AFL. Clearly the net result of the foregoing would be very bad and undesirable business, public and political relations, not only against the AFM but also against the AFL.

Stating that the effect of the 80% increase had been to cause both library services and sponsors of commercial transcriptions to use dramatic and news programs with music whatever, or to use as few musicians as possible where music was essential, Mr. Woods urged that the practical way to increase employment of musicians is to make the rates low enough so that they will be attractive to both library services and commercial sponsors, thereby encouraging rather than discouraging the use of music and the employment of musicians.

"Movie and Radio Guide"

'Effective with the Feb. 23rd issue, Radio Guide, weekly radio magazine published in Chicago, will change its name to Movie and Radio Guide. The new publication, in addition to its usual stories, news and program information radio, will include a 16-page rotogravure movie section, which will consist of a picture spread of the movies of the week, full-page portraits of stars, and news and gossip of new pictures.

Stone’s Permanency

TURNING to radio, the Intermountain Memorial Crafts- men Assn., monument manufacturers, has started sponsoring a 50-minute program of quarter-hour narrations Monday in History on KSL, Salt Lake City. Francis Urry, as “The Observer,” each week tells the story of some great monument in stone, i.e., the Mormon Temple in Salt Lake City, the Pyramids of Egypt, and the Memorial Mountain Memorial in Georgia, against a background of transcribed organ music. The programs are designed to draw the point that stone is the permanent expression of devotion to great ideals and moments in history.

Paramount’s ‘Geronimo’

PARAMOUNT PICTURES, New York, during the week of Feb. 4, will run an announcement campaign on New York stations to promote the opening of its new release, “Geronimo,” using 30 spots on the Mutual Bulletin Call program on WNEW, 10 spots on WOR and WMCA, and six spots on Ed East’s program, WJZ. Baker & Co., New York, is the agency in charge.

NEW subscribers to INS news services include: KGBI, San Francisco; KRKD, Los Angeles; KPHO, Phoenix; WDFD, Flint, Mich.

Lynn Baker’s Agency

LYNN BAKER, recently resigned from the New York office of Lord & Thomas, has formed his own advertising agency, Lynn Baker Co., with offices at 50 E. 42nd Street, New York. Telephone is Vanderbilt 6-6536. The new agency will specialize in packaged goods advertising, with particular attention to merchandise distributed primarily in five and ten cent, drug and food stores. Personnel will be announced shortly. Mr. Baker was previously with J. Walter Thompson Co., as vice-president in charge of the agency’s Pacific Coast offices, followed by two years as manager of the agency’s new business activities in New York.

WSIX

"The Voice of Nashville, Tennessee"

Offers coverage of the rich Nashville area, notable for its fluctuating business volume and steady market.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

RIVERBANK CANNING Co.

Housewife’s Market

Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, the 3rd greatest market of the nation’s greatest states! Wire collect for full details.

WSIX

"The Voice of Nashville, Tennessee"

Offers coverage of the rich Nashville area, notable for its fluctuating business volume and steady market.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE
GOVERNMENT LAUDS DOMINATION STATIONS

A NEW CHAIRMAN of the Canadian Broadcasting Corp., Rene Morin, Montreal, has been appointed by the Government, W. Gladstone Murray, CBC general manager, announced at his appearance before the CAB convention Jan. 24. The appointment had not yet been made public by the Government.

Speaking informally to the broadcasters, Maj. Murray reiterated what the CAB president had stated in his report—that relations between the CAB and CBC are now most friendly and that the CBC board of governors and the Government are satisfied with the cooperation shown by the broadcasters in the war regulations.

Questioned by broadcasters he stated that a new policy had been formulated for the use of evening transcriptions, the formula no longer being based on population but on primary coverage of each individual station. He was informed the CAB would like the CBC to accord private stations full advantages under the terms of the Havana Treaty.

Glen Bannerman, president of the Assn. of Canadian Advertisers, said the advertisers were satisfied with the CBC policy, especially as it related to sponsored newscasts from reliable news services. Accompanying Maj. Murray were Dr. Augustin Frigon, CBS assistant general manager, Montreal, and E. A. Weir, CBC commercial manager, Toronto.

Canadians Defend Sponsorship

(Continued from page 84)

...table to settle questions amicably instead of formally submitting questions in writing as before, and waiting many months for a decision.

All Is Cordial

In summarizing the various meetings of the CAB directors with the CBC board of governors during the past year, he stated "The CBC and the CAB both have a better appreciation of each other's problems and as a result a more amicable relationship exists between us... it should be less difficult in future to negotiate with it and to obtain relief from any of the regulations or practices which seem to be unfair."

On the matter of the pending revisions in frequencies caused by the Havana Treaty, President Sedgwick reported that a joint technical committee is most likely to be formed by the CBC and the CAB to go into the question of frequencies and power increases. "BROADCASTING learned at the convention that some broadcasters were hoping to realize dreams of increases in power in the limits allowed in the Havana Treaty."

"We should press for representation on the technical committee," said Mr. Sedgwick, "and then insist that all Canadian stations be not only permitted, but instructed by the Department of Transport (the licensing authority), to avail themselves of the full power limit permitted by the Havana Treaty, as otherwise the Canadian public may suffer by the servicing of the Canadian stations being materially reduced."

At the first afternoon session of the CAB convention it was read and decided to increase dues to the CBC by 100%. The new dues will bring in $22,000, and will be collected in monthly installments based on the peak half hourly rate of member stations, as against the rate for the past year based on the peak quarter hour rate.

Discussion of Contests

Canadian broadcasters were definitely, but not unanimously, of the opinion that the Ottawa and London contests conducted by radio advertisers on behalf of sponsored programs could not economically be expected of radio stations and that the industry as a whole would not benefit from such contests. Merchandising, or program promotion on a grand scale as staged recently in the Dominion by one large western chain (Mills, Toronto) if demanded by all national advertisers would mean heavy loss in the opinion of most broadcasters. Advertisers as well as advertising agency radio representatives went round the story, as did the broadcasters in a heated session Jan. 23.

No decision was reached by delegates as to how to meet the situation or suggestions by some advertisers for more program promotional work. It was pointed out by one agency radio executive that advertisers would pay the increased rates, while other radio executives of agencies contended that advertisers would not pay increased rates for the promotional work asked of stations by some advertisers. All agreed that stations must do more promotional work, but that it was unfair for advertisers to expect either by demand or suggestion that so much promotional work ought to be done as to cost the station more than it was receiving for its station.

Glen Bannerman, president of the Assn. of Canadian Advertisers and advertising manager of the Hudson Motor Car Co., Toronto, stated that the interest of radio stations was vital to advertisers who were looking for a low-cost medium to merchandise their wares. Others who took part in the discussion were Don Henshaw, radio executive of A. McKim, Ltd., Toronto; Tom Murphy, advertising manager of Lever Bros., Toronto; and chairman of the radio committee of the Association of Canadian Advertisers; Carl Swanson, account executive, J. Walter Thompson Co., New York; James Annand, CFRC, Kingston, Ont., summed up the arguments for the broadcasters emphatically by stating that the broadcasters should not enter any such contests.

Harry Sedgwick, CFRB, Toronto, was elected president of the CAB for the sixth consecutive year. Gordon Love, CFCN, Calgary, Alta., was elected vice-president. Directors elected were H. K. Carson, CFAC, Calgary, Alta.; Henry Gooderham, CKTL, Toronto; J. S. Neller, CFNB, Fredericton, N. B.; A. A. Murphy, CFCQ, Saskatoon, Sask.; Marcel Lefebvre, CHLP, Montreal. T. A. Evans was reelected secretary-treasurer.

The Jan. 23 session was devoted to hearing from J. V. Arryle of the Canadian Broadcasting Corp., a description of the Armstrong frequency modulation system of broadcast transmission, and a discussion by Louis Eugene H. Brown, NBC Theatres, New York, on the outlook for electrical installations.

Special parties at the convention were held with special hospitality by All-Canada Radio Facilities Ltd., Jan. 21; a luncheon by Western Canada Flour Mills, Toronto, to meet advertisers at the convention, Jan. 23; a cocktail party by the Canadian Marconi Co. Jan. 23.

Attending the Convention

Attending the sixth annual convention of the Canadian Association of Broadcasters at the Mount Royal Hotel, Montreal, were:

W. H. Backhouse, CKY, Winnipeg Glen Bannerman, president, Assn. of Canadian Advertisers J. Beardsall, CFCO, Chatham, Ont.
L. W. Bevick, CHRB, St. John, N. B. L. A. Bourgeois, CHAB, Moose Jaw, Sask.
K. S. Black, president, Canadian Broadcasting Corp., Toronto.
T. E. Campenau, CKWL, Windsor, Ont. H. R. Carson, CFAC, Calgary, Alta.
G. C. Chandler & Mrs. Chandler, CJOR, Vancouver, B. C.
M. V. Chesnut, CKOC, Hamilton, Ont.
Jack Cook, CHKL, Kirkland Lake, Ont., etc.
R. M. Darr, CKWX, Vancouver, B. C.
B. Dallin, CFCQ, Saskatoon, Sask.

BROADCASTING • Broadcast Advertising
ALIVE and skeptical is this little piglet that went to a table in Montreal's Au Lutin Qui Bouffe restaurant during the CAB convention. Watching the adolescent pig are (l to r) Gerry Gaetz, CCKX, Regina, Sask.; F. H. Eichickle, CICA, Edmonton; Don Henshaw, radio executive, A. McKim Ltd., Toronto; M. V. Chesnut, CKOC, Hamilton, Ont.


Anti - ASCAP Measure Introduced in Kentucky

AN ANTI-ASCAP bill, introduced in the Kentucky Legislature Jan. 9 by Rep. Carl Scheban of Newport, is identical with the Montana and Washington statutes.

In the ASCAP suit against the Florida anti-monopoly law, it was learned that depositions will be taken in New York in ASCAP's behalf Feb. 5, with some 14 figures in the music field to be deposed. The State of Florida, it is expected, will be represented in these proceedings by Tyrus A. Norwood, Assistant Attorney General, Lucien H. Boges, counsel, and David M. Ball, special copyright counsel of the NAB.

In the Nebraska anti-ASCAP litigation, in which the Federal Court Dec. 27 issued a permanent injunction against application of the statute, there were indications that a motion for a new trial would be filed on behalf of the State by Feb. 3.

The Guiding Light

A RADIO program that afford a close tieup between a radio station and a newspaper was launched Jan. 5. The station, WNEW, New York; the newspaper, was handled through a special feature motion for the Pittsburgh Sun-Telegraph, owner of the station. Titled Suntel, the program is a 5-7 p.m. nighttime series for listeners, who check the answers to questions broadcast on the station on blanks inserted in the newspapers.

Beneath the letters S-U-N-T-E-L, the listener writes in his own telephonic answers to a special number published in the newspaper. He then sends in a special number secured from the newspaper; then, when the program's second President of the United States was James Madison, but if he was Samuel Adams put down the letter G, the listener checks his own chart in Bingo fashion.

Each winner gets $5 from the paper, which during the preceding week has printed not only the chart used in the game but every question, with their correct answers, that will be included in the broadcast. Suntel is also printed in the paper. Listeners may phone in their winning charts, take then to a local newspaper, or mail them in, as the game has been approved by the Post Office Department.

Creator of the program, Harry S. Gordon, said that the numbers are so chosen that only three numbers under the motion light Pittsburgh will be given a chance to win before the distribution is repeated, providing he listens to all broadcasts and makes no mistakes in checking his charts. While this is the first time it has been used for newspaper promotion, Mr. Goodman said that it is currently running on more than 50 stations under various sponsorships.

Klinger Gets Contract on WEVD Night Program

KLINGER ADV. Corp., New York, announced this week that it has signed a contract with WEVD, New York, to act as exclusive sales representative for three hours between 12 midnight and 7 a.m., Tuesdays through Saturdays, during which period, known as the WEVD Jamboree, is presented with Gene King at the microphone. Mr. Klinger has already secured the following sponsors for the period from among its own accounts:

Marshall Personal Loan, 24 quarter-hour programs weekly for 52 weeks; Personal Distherry Corp., 20 quarter-hour programs weekly for 13 weeks; Pure-Pac Corp., 30 announcements weekly for 52 weeks; DeSav nonce, 30 announcements weekly for 13 weeks; Teletraining Schools, 30 quarter-hours weekly, and Scherezade Perfumes, 24 announcements weekly.

The other agencies, Klinger has also signed: Barney's Clothes, 36 announcements for 52 weeks; Procter & Gamble, 35 announcements weekly for 52 weeks; Man-O-War Publishing Co., 35 announcements for 52 weeks; Art Conditioning, Training Corp., 12 quarter-hours weekly for 52 weeks, and Remington Rand Corp., six half-hourly weekly for 15 weeks.

Barney's 1940 List

BARNEY'S CLOTHES, New York, starting its eighth consecutive year of list promotion, has signed a contract for television time contracts with six New York stations for programs consisting of list promotions and musical and serial periods both transcribed and live. Schedules call for an annual of 330 half-hours, 1,182 quarter-hours, 306 five-minute programs, and 14,840 announcements on WEVD, WHN, WINS, NBC program, and WEVD WOT. Emil Mogul of the Emil Mogul Co., New York, places the account, which he has handled since the company first went on the air in 1932.

Dicker for Cars

RIO GRANDE Oil Co., Los Angeles, has signed a sponsorship contract with the network, discontinues its weekly half-hour dramatic program Calling All Cars in 1939, and extends its contract with the network for the present year. Its program is Directed, for Addison, for Fleischmann's Yeast, on the Red: Amas 'n Andy, for Campbell Soup, and Lams & Abner, for Postum, on CBS.

In Chicago, the company has been transcribed feature programs and has been used for its network for years.

American Ice Names Buchanan

AMERICAN Ice Co., Philadelphia, Boston and Washington, has named Burchel R. Buchanan, New York, to handle all advertising in its refrigerator, air conditioning, coal, fuel oil and laundry fields, and also handle advertising for Boston Ice Co., and the Knickerbocker Ice Co. of New York.

No advertising plans have been made as yet.

WOODMEN of the World Life Inurance Society, owners and operators of the Woodmen of the World, have renewed a coast-to-coast NBC program in connection with its 50th anniversary June 6. The society, established in 1883, now operates in 44 states and has 400,000 members.

BARNEY'S CLOTHES, New York, starting its eighth consecutive year of list promotion, has signed a contract for television time contracts with six New York stations for programs consisting of list promotions and musical and serial periods both transcribed and live. Schedules call for an annual of 330 half-hours, 1,182 quarter-hours, 306 five-minute programs, and 14,840 announcements on WEVD, WHN, WINS, NBC program, and WEVD WOT. Emil Mogul of the Emil Mogul Co., New York, places the account, which he has handled since the company first went on the air in 1932.
Camels, Gen. Mills Get N. Y. Baseball

R. J. REYNOLDS TOBACCO Co., Winston-Salem, will sponsor the broadcasts of all home games of the Yankees and Brooklyn Dodgers during the 1940 season on WABC, New York. In 1939, first year the New York baseball clubs permitted their games to be broadcast, WABC was also the outlet, with a trio of advertisers co-sponsored the play-by-play descriptions of the games.

General Mills and Procter & Gamble will continue to sponsor games, and Camels, one of the most important cigarette advertisers in the country, will use to keep the defendants, the office force having been dismissed, were naturally concerned over the final breakdown of negotiations with Blackett-Sample-Hum- berton, but they expressed the feeling that the need for another network had been proved by the response of so many broadcasters to the TBS plan and that "important interests" were planning a reorganization which would probably be announced at the board meeting on Jan. 30.

WOR Sues on Contract

"OR, Newark, on Jan. 15 filed it for $25,874 in New York Fed- eral Court, charging breach of con- tract by Rembrandt Broadcasting and Adver- tising agency com- mission World's interest being limited to production transcriptions. Tentative starting date of Feb. 19. Plans are for an all-day direct station representation neither acquainted with nor contacting this project."

DAVID A. H. KENDRICK, president and general manager of WBS, said the wires were sent at the request of "unnamed clients" who asked him to query sufficient stations to give these clients a choice of outlets in 75 of the country's first 100 markets. During the following week, Kendrick reported replies were received from 174 stations, of which 144 gave quotations for the time as requested; 20 more said that they were preparing such quotations, and 10 advised the transcrip- tion company they did not have such time available. The re- maining stations had not answered within a week.

B-S-H Denial

Stating that the stations queried had been selected as most likely to have been interested and de- sired by the "unnamed clients", which he refused to identify, Mr. Kendrick said that his company was passing this information along to them. He emphasized the limita- tion of World's function in the campaign, if it develops, to the pro- duction of the necessary transcription, stating positively that WBS was taking no part in the placement of time. So far, he said, World's function had been merely to collect the data desired by its clients.

Blackett-Sample-Humberton like- wise declined to admit any connection with the WBS queries, though the details of the wire and the events of the past few months made it extremely probable that their clients were the ones Mr. Ken- drick so carefully refrained from naming.

Among the unfavorable responses received by WBS was one from Gene O'Fallon, owner of KFEL, Denver, which read as follows:

"Answering your Jan. 21 tele- gram, believe you are unwittingly tearing down many traditions, es- tablished policies and trade prac- tices, as well as unknowingly forcing many stations into probable bankruptcy. Also believe that stations cooperating with your plan cannot comply with NAB code of ethics. One point: Bulk sales of time for resale: second; code allows three minutes night, 4½ minutes day, for each 30-minute period. How many minutes are you willing to use half hour with chain breaks belonging to diversified and unrelated advertisers? Your operating expenses increase in next two or three years as they have in past two or three years and you force stations to complete any long period contract based on a special deal of present prices you certainly will have a very tough spot. Wouldn't your plan also allow existing clients and agencies to group their business and partici- pate in a plan similar to what we might not only lose present programs but also all chainbreak revenue? IRNA and sales managers division of NAB are now studying

the effect on the industry of such plans as you propose. Where does your plan put Broadcast Music, Inc., if you use ASCAP tunes? This message dictated in haste, as you request immediate wire reply."

Adams to Florida

On Jan. 19, two days before the WBS wire, John T. Adams, chair- man of the board of Transconti- nental, notified its affiliates that "due to circumstances beyond our control and the attitude of others, we will be unable to commence operations beginning Feb. 1". He left for Florida on the order of physi- cians who found him on the verge of a nervous breakdown as a re- sult of his labors to get the new network started, it was said at TBS headquarters.

Executives remaining on duty, the office force having been dis- missed, were naturally concerned over the final breakdown of negotiations with Blackett-Sample-Hum- berton, but they expressed the feeling that the need for another network had been proved by the response of so many broadcasters to the TBS plan and that "important interests" were planning a reorganization which would probably be announced at the board meeting on Jan. 30.

HECKER PRODUCTS, New York (H-O oatmeal, Force cereal) on Feb. 12 starts a three-week-quarter- hour time described program titled "Superman on WOR WIN MGR WFGC WGBH WTIC WJAR WGY WCAU WBZ-WECA. The program is based on a cartoon strip. Script is by George Ludlam, with Frank Chase directing. Erwin Wasey & Co., New York, is agency.

UTILITIES Engineering Institute, Chicago, has named Klinger Adv. Agency, New York, for all eastern advertising.

WSAY Rochester, N. Y. goes MUTUAL!

Available soon daily — four 15-minute NEWS PERIODS . . . 15-minute SPORTS PERIOD . . . in this, the 3rd greatest market of the nation's greatest state! Wire collect for full details.

A Real Test-Market

WOR & WBZ..THEY'RE BOTH IN THE SAME FAMILY

When you want a true cross section of income groups for a test cam- paign, choose WTAG. Wage earners in 1000 different industries (Worcester is 17th among U. S. industrial areas) right now are drawing 99% of the 1928 payroll.

EDWARD PETRY & COMPANY INCORPORATED

NATIONAL REPRESENTATIVE
**WWNC**

**ASHEVILLE, N. C.**

*Full Time CBS Affiliate 1,000 Watts*

**Big Mid-Winter BUSINESS**

in Western Carolina!

Industries going full tilt. Pay roles up. Burley tobacco market bringing in new cash. There’s money to spend—and money being spent—in Western Carolina! WWNC blankets this area; no other station does. Good time to begin your schedules on WWNC in N-O-W!**

W.E. Promotes Eaves

**PROMOTION OF A. J. Eaves, research products sales manager of Graybar Electric Co., sales organization for Western Electric products, as assistant general telephone sales manager, was announced Jan. 20. Mr. Eaves will be in charge of the telephone department and research products department handling all the WE products, including broadcast transmitter equipment. Reporting to Mr. Eaves will be J. B. Long, former telephone sales engineer, as telephone sales manager; G. L. Donnett, formerly research products sales engineer, as research products sales manager.**

Meacham Wins Award

**LARNED A. MEACHAM of the engineering staff of Bell Telephone Laboratories was chosen to receive the fourth annual award of outstanding electrical engineers, given by Eta Kappa Nu, honorary electrical engineering society. Award, made annually to men under 35 who were graduated from college not more than seven years before, for "meritorious service in the interests of their fellow men," was presented Jan. 22, at a dinner at the Town Hall Club, New York.**

**VETERAN Wireless Operators Assn. will hold its 15th anniversary dinner-cruise at the Hotel Astor, New York, Feb. 21, with the chief engineers of the major networks as guests of honor.**

**Lewis J. Brown**

**LEWIS J. BROWN, 49, president of International-Stacy Co., Columbus, and former vice-president of the E. I. du Pont de Nemours & Co., Battle Creek, Mich., died Jan. 11 in Columbus, O., after an illness of 10 years. He suffered from a heart ailment for three years previous to his death. Mr. Brown was well known in the field of industrial and sales executive of a number of large industrial concerns. He is survived by his wife, two children and five sisters.**

**Equipment**

**WMEX, Boston, has purchased from RCA a type 10-DX, 10,000-watt broadcast transmitter. The station has begun installation of its new equipment, under FCC authority whereby it shifts to 920 kc., in lieu of its present local assignment, 1390.**

**WOY, New York, has ordered a 350-foot Lehigh tower with an umbrella top of 40 feet to be constructed at its new transmitter site at Harrington. The station reports that Harrington Zane Co., New York, will start construction upon completion of text boring, now being made.**

**FRANK J. MALAT, of Youngstown, Ohio, has been graduated Dec. 28. He will graduate March 2, 1858, 160 by the U. S. Patent Office, covering a microphone support, rights to which he has assigned to Astatic Microphone Laboratory Inc., Youngstown.**

**COO, Chicago, has installed RCA master control room equipment at a cost of $25,000, according to Thomas Rowe, WLS chief engineer, and George Cook, WLS treasurer, who have returned from a five-day trip to Camden, N. J., where they purchased the equipment.**

**UNIVERSAL MICROPHONE Co., Inglewood, Calif., is a new synchronous motor and turntable for playback, designed especially for radio stations by technicians of the company. The motor is fast paying.**

**HERMANN FLOREZ, New York consulting engineer and chief engineer of WWFW, Brooklyn, has designed and constructed a new 'carrier analyzer' for locating and determining the center and magnitude of the radiofrequency harmonic components of a carrier wave emitted from a radio transmitter, thereby applying a patent.
FUNDAMENTALS of radio engineering will be filmed by WLW, Cincinnati, and shown before advertisers and agency groups in larger cities. The word story behind the film will be told by Exact Branch, technical advisor and assistant to Janie D. Shouse, vice-president of The Columbia Corp. in charge of broadcasting.

Intricate and mystifying aspects of broadcasting and many of the problems encountered, will be revealed in a manner understandable to the layman. "This will be definitely a purely educational undertaking and positively no effort will be made to sell WLW," Mr. Shouse declared.

"As a matter of fact," he continued, "WLW will not be mentioned at all. Our only purpose is to be of service to the advertising industry, because, as we know from the many inquiries received from time to time that there is a distinct need to provide clients and agency representatives with a better understanding of the technical side of broadcasting."

Production work on the film is nearing completion, and arrangements are being made for the first showing in New York in the near future. Showing in additional cities will be scheduled as soon as requests are received. Agency representatives in Philadelphia and Cleveland have already expressed strong desire to have the presentation in those cities at an early date.

Workings of the Armstrong frequency modulation method, and a resume of classifications of broadcast services used in the United States, especially in view of the ratification by Mexico of the Hague Convention, will be covered at length.

Some of the other important subjects will be:

Day and night reception, with an explanation of the differences that exist; ground and sky wave transmissions; explanation of fading and its effect on reception; advantages of special devices developed and used exclusively by WLW to produce maximum modulation to compensate for power changes, will be revealed but not credited to WLW in the film; a discussion of signal attenuations, explaining why the signals are sometimes heard forcibly, others slowly, when traveling away from the transmitting plant; effect of frequencies on coverage; effect of kinds of soils; need for having a highly efficient optimum antenna structure.

The film will also depict the standards set up by the FCC specifying the amount of signal necessary for satisfactory reception for different areas where listeners might be located, whether next to a boiler factory or in some remote rural district.

AFM Pickets WPEN

AMERICAN Federation of Musicians has been picketing the studios of WPEN, Philadelphia, since Jan. 14, when the station dismissed its staff orchestra following months of negotiations between station and union which had failed to produce any agreement as to the proper status of the station. The union has been on the air for the employment of union musicians [BROADCASTING, Jan. 15]. Picketing has been peaceful, it is reported, with no rioting or trouble of any kind, despite the fact that the engineers and other station employees, members of American Communications Association, a CIO affiliate, have refused to respect the AFM picket line and have continued with their duties at the station. Pending a possible settlement on its differences with the musicians, WPEN is using transcriptions and phonograph records for its musical programs.

Kansas Goes "Wet"

As Million-Dollar Snows Boom Wheat Crop Outlook

Several Stations Cited On Overtime Complaints

DISCLOSURE was made Jan. 28 by the Wage & Hour Administration that WJBC, Bloomington, Ill, which had been cited for purported violation of the statute by allegedly working nine people overtime without extra compensation, had made restitution and that the case had been cleared from the docket on Dec. 9. The infraction apparently dated back to the effective date of the law, in the fall of 1938. Restitution involved amounted to $384.

Simultaneously, NAB announced that three stations are in trouble with the Administration. It was pointed out that the Government agency that investigations invariably are undertaken after complaints from employers. All three cases, according to the NAB, involved failure to pay time-and-a-half for overtime beyond 40 hours a week while inadequate records figured in two cases. The third involved a chief engineer who took his regular turn at the transmitter but was described as an "executive." One of the cases purportedly involved sales payment of employees in "due bills." At the Administration, it was stated that if the salary paid is above the specified minimum, additional payment in the form of due bill would not be disallowed.

For THE entertainment of its guests, the Hotel Lexington, New York, has installed a television set in the Cape Cod room, where it is tuned in on all scheduled telecasts during the afternoon and evening.

NICE XMAS GIFT to Kansas Farmers was this blanket of literal wealth which covered the rich KFH AIREA 8 to 12 inches deep. Prospects of a wheat crop took on a bright and promising glow; and now KFH listeners are still better off with moisture continuing to fall far into January. Moisture here means money to spend for what you have to sell, and you can sell it over KFH.

Why not begin your schedule now on KFH, to reach the most people for the least money. In this primary AIREA 229,421 of the radio homes, with above average incomes, are potential KFH listeners. Get full information about THAT SELLING STATISTIC.

The Only Full-Time CBS Station in Kansas

KSF

WICHITA

CBS-5000 DAY • 1000 NIGHT • Call Any Edward Petry Office

February 1, 1940
HARRY LUBCKE, chief television engineer of the Don Lee Network, has returned to the coast from New York where he filmed Comedy Maury Amsterdam as m.c. for a live talent variety show to be televised over the Don Lee video station W2XAO.

FRANK MCCABE, formerly of World Broadcasting System, and previously a vice-president of United States Adv. Agency, Toledo, has been placed in charge of radio for the Arthur F. Rodrigues Adv. Agency, New York. The agency has been conducting a test radio campaign in New England for one of its new accounts, Barbara Dari cosmetics, New York.

TOM WALLACE, known as "Uncle Walter" on the Uncle Walter's Dog House radio program and executive vice-president of the Russel M. Seeds Co., handling the Brown & Williamsom radio programs, was to leave Jan. 30 for a flying trip to the Pacific Coast in the interest of the tobacco company's radio account.

R. E. SMITH, formerly assistant advertising manager of Axton-Fisher Tobacco Co., Louisville, has been appointed advertising manager of the company.

HOWARD E. MOTT, 27, and Richard O'Hare, 26, law school graduates of last June, have joined the SCI Law Department as junior attorneys. Mr. Mott, a native of Arkansas, was graduated from Georgetown Law School and Mr. O'Hare of Massachusetts, is a graduate of Dartmouth and Harvard.

HUBBELL ROBINSON, head of the talent buying and program building department of Young & Rubicam Inc., New York, is in Hollywood for conference with Joe Stauffer, manager there of the agency's production division.

ENOCH SQUIRES, formerly of WPL, Syracuse, N. Y., has joined the news and production department of KOLN-KALE, Portland, Ore.

RICHARD L. EVANS, director of special events of KSL, Salt Lake City, has been awarded the 1940 Junior Chamber of Commerce "Distinguished Service Award" for 1939. The award was for "outstanding community service in 1939".

DAVID E. SMILEY, publisher of the Tampa Tribune, operating WDAE, has been elected to a third term as chairman of the Tampa Bar Assn., in recognition of his community services.

CLASSIFIED ADVERTISEMENTS

Help Wanted — and Situations Wanted, $0.30 per word. All other classifications, $0.35 per word. Count the initial words for box address. Forms close 28th and 10th of each preceding month.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Please send resume to: Box 591, Broadcasting.

Salesman, experienced, for regional eastern station with primary area of $00,000. Straight 20% commission basis. Box A670, Broadcasting.


Salesman-young go-getter for local selling, outside network station, thriving city 100,000. Experienced radio and sales executive in charge of company's back-up, Commission and drawing according to details. Our man has seen this. Box A655, Broadcasting.

Situations Wanted

Combination man now working desires change to progressive station in North- west. Box A674, Broadcasting.


Announcer-experienced now working high regional debts change West Coast preferred. Box A675, Broadcasting.

Experienced Announcer, five years service. Adopts and sports a specialty. Write c/o Box A664, Broadcasting.


Sportsannouncer wants position with station handling play by play accounts, sports commentary. Box A671, Broadcasting.

Station Executive: Manager, sales director. Knows production, promotion; efficient administrator. Box A678, Broadcasting.


Program or Production Manager: Six years varied radio experience at stations ranging from 100 to 50,000 watts. Presently with large metropolitan station. Box A685, Broadcasting.

Announcer, operator, 2 years experience in Network outlets, really excellent utility man and salesman with long experience. Own car, free to travel. Box A682, Broadcasting.

Announcer: Young, experienced, college graduate, good voice, all sports, writes continuity, references, recordings. Box A661, Broadcasting.

WANTED

Operator—RCA, radio telephone first, second telephone. Five years experience in sales and opening. Desires operator's or engineer's post with any station. Box A666, Broadcasting.

Only $12 a week will bring you a young man with real "Boy Scout" enthusiasm for work; experienced announcer small New York City station; will go anywhere in U. S. Write Box A676, Broadcasting.

Production Man, ten years' experience, pro- duction, engineering, promotion, writing, Employed, but wants to make change. Married. Will accept small sal- ary. Box A658, Broadcasting.

Graduate Engineer: Experienced in allocation work. Field intensity and antenna resistance, directional antenna design and installation, calculation of coverage and interference, etc. Also experienced as transmitter and studio operator. Excellent record. Box A669, Broadcasting.

Owners of Radio Stations—I can bring in five hundred dollars ($500.00) per week selling your announcements to the smaller merchants in your locality. May I discuss my plan? Bank and radio station references. Box A646, Broadcasting.

Employers—We have experienced radio em- ployees in every section of the United States. Let us submit to you a list of qualified applicants whose references have been verified. No cost to you through Na- tional Radio Employment Bureau, Box A668, Broadcasting.


Attention Station Executives. Ably experi- enced Radio Engineer, B.S.E.E., ten years experience, desires to communicate with broadcast station needing Chief or As- sistant Engineer. Desires position ranging from modern fifty, ten and five kilo- watt transmitters, antenna work, studio equipment. Always employed by large concern. Desires to establish position now with broadcast station which can profit from such experience. Replies confidential. Box A669, Broadcasting.

Wanted to Buy

Will buy or lease all or controlling interest in local or national station. Cash waiting. Box A660, Broadcasting.

For Sale—Equipment

Two Universal Portable Cutters, complete with spiraling unit, microscope, pick-up, etc. Practically new. Write Chicago Re- cord Co., La-Galle Wacker Bldg., Chi- cago.

ADVERTISING

Page 84 • February 1, 1940

BROADCASTING • Broadcast Advertising
Network Accounts

All time EST unless otherwise indicated.

New Business
Agency: Hellwig-Miller Co., N. Y.

P. LORILLARD Co., New York (Byrds cigarettes), on April 5 starts drawers.
Agency: Jenks & Mitchell, N. Y.

NATIONAL DAIY CO.
New York (Seckst milk), on March 2 starts radio sales promotion.
Agency: Jenks & Mitchell, N. Y.

GENERAL MILLS, Minneapolis (Fruit), on Jan. 28 replaces Growth Club with the Band on 26 NBC-Red stations, Sun., 9-9:30 p.m.
Agency: Blackett-Sample-Hummer, Chicago.

CAMPBELL SOUP Co., Camden, New Jersey (chicken), on Jan. 22 started Campbell's Short Story on 49 CBS stations.

NOZEMA CHEMICAL Co., Canada, Toronto, started Jan. 10, Quia de Mexico on 2 cities on CKB, Toronto, and CKAC, Montreal, Wednesday, 8-8:30 p.m.
Agency: Rithouched Limited, Montreal.

STAR-PEERS LESS CEE CO., Belvedere, Ill., on Jan. 3 started transcription on Kaiser-Permanent network.
Agency: M. E. McKim Ltd., Montreal.

BANK OF AMERICA National Trust & Savings Assn., San Francisco, on Jan. 28 started for 52 weeks The People's Program, on NBC network.

TOWNSEND PARTY California of Los Angeles (politics), on Jan. 31 started for 3 weeks, political talk, on 10 California Don Lee stations, Wed., 5-6:15 p.m. (PST).

Says Rochester, N. Y.
go back to homepageme MUTUAL!

Available soon daily four 15-minute news periods 15-minute sports period in this, the 3rd greatest market of the nation's greatest news Wire Collect for full details.

Camels on Blue
B. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., is planning a half-hour program devoted to women's fashion and society notes on behalf of Camel cigarettes, to start the end of February on NBC Blue. The weekly program probably will be heard from 12 noon to 12:30 p.m., but details and name of the program have not been definitely settled. Wm. Esty & Co., New York, is agency.

VII KNIGHT, Hollywood producer, has signed to produce the Rudy Vallee program mentioned, which starts March 7 under sponsorship of Seifert Inc., subsidiary of National Dairy Products Co., New York (see earlier story on page 321). Although Vallee's reject is not merchandised on the Pacific Coast the program will be released over KFI, Los Angeles.

CAMPBELL SOUP Co., Camden (soup), on Jan. 22 replaced Brenda Co., on 48 stations, Mon., thru Fri., 11:10-11:30 a.m. (rebroadcast, 2:30-2:45 p.m.), to start in Minneapolis.
Agency: Young & Rubicam, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on Jan. 22 started This Is Ours, which starts April 29 on 20 stations.
Agency: Campbell's, Chicago.

CAMSER EMERGENCY, Chicago (Metal, Wood Products), on Jan. 22 started Keep Fit in America on 48 NBC stations.
Agency: Blackett-Sample-Hummer, Chicago.

GREYHOUND MANAGEMENT Co., Cleveland (bus lines), on Feb. 16 started This Is America, on NBC network.
Agency: Young & Rubicam, N. Y.

BEATRICI CREAMERIES, Chicago (Meadows Products), on Jan. 22 started Keep Fit in America, on NBC network.
Agency: Blackett-Sample-

Says Rochester, N. Y.
go back to homepageme Quality in ELECTRICAL TRANSCRIPTION PROCESSING

Since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.
WNAX, Yankton, S. D., has started a Finnish Relief Fund drive of its own, with the following listened in on contributions to the station, which deposits the receipts in a local bank and then forwards them to the Finnish League in Washington for use in civilian relief. Developed by Ray Clark, WNAX news editor, the drive brought in several hundred dollars during its first days. Staff members started the drive in an alfalfa field, which was matched dollar for dollar by the WNAX management.

TO MEET certain objections which the German-Americans in Wisconsin and Indiana have raised in connection with German radio programs in this country, the Association, of which Thomas Mann, noted German author, is president, has started its own series of weekly programs on WCNW, Brooklyn, to picture and interpret the past and present elements of the cultural life of German civilization.

In RESPONSE to demand from listeners, CBS, on Jan. 28 reissued Ted Cot's Sunday afternoon music quiz program, You Think You Know Music, which left the air Jan. 7. The program has been restored in its original form with Ted Cot quizzing four contestants and Leonard Liebling as arbiter.

To CELEBRATE the fifth year in its present building, KOA, Denver, broad- cast a special 30-minute program of its own, the first in seven years the station has given as complete a description of the vessel as naval authorities allow.

WKST, New Castle, Pa., in mid-January started a series of weekly script shows titled, The Ghost Walks and the Ghosts Are Talking, a January magazine article referring to New Castle as a "ghost town." Produced in cooperation with local civic and business groups and the New Castle News, the series furnishes a reminder of local commercial and industrial development and what "the Ghost of New Castle" character...is.

TUROPE of Boone County Jamboree, well-known feature of WLW, Cincinnati, has been signed for a series of theatre appearances throughout the Midwest this summer. In addition to earlier appearances this season, the troupe is to appear at Seymour, Ind., Feb. 5; Fort Wayne, Feb. 4; Napoleon, O., Feb. 6; Troy, O., Feb. 7; Canton, O., Feb. 7; Athens, Ind., Feb. 12; Zanesville, O., Feb. 13; and Chillicothe, O., Feb. 14, as a $150,000 fire in one of its buildings has put a stop to all remote programs from Riley, Ind., Feb. 15.

PAMPHLET containing a transcript of the recent CBS program titled The Meaning of Goodwill at Christmas has been mailed to the 500 participants at the Conference of Christians and Jews.

Base rate of KGO, Albuquerque, N. M., and WOW, San Juan, P. R., for CBS broadcasts have been reduced to $100 and $125 per night- time hour, according to an announcement by William C. Git- inger, CBS manager in charge of sales. Effective immediately, night rates forium, $10, and quarter-time, $100, $50 and $40; day rates $50, $30 and $20. In addition to KGO and KGW, stations in Puerto Rico, range from $125, $75 and $50 for night time to $65, $35 and $25 for day time.

WWML, formerly WMFO, Decatur, Ala., on Jan. 29 began operation under its present call. To accommodate the unlimited amount of program- ming, also transferring to its new studio, the station moved into a new quarters, located on the street floor of the Mutual Savings Life Bldg., housed in a building extends 210 feet above ground level. The system was designed and installed by General Manager Ted Jeffers under the direction of chief engineer. Studio equipment in- cludes three Gates console and RCA microphones.

SIMULATED newscast of WBAL, Baltimore, will be on display again in Washington on a remote in limited amount of announc- ing, also transferring to its new studio, the station moved into a new quarters, located on the street floor of the Mutual Savings Life Bldg., housed in a building extends 210 feet above ground level. The system was designed and installed by General Manager Ted Jeffers under the direction of chief engineer. Studio equipment in- cludes three Gates console and RCA microphones.

Silent Tribute

UNIQUE cooperation with the President's Birthday Ball movement was registered by WSKB, McComb, Miss., when, on Jan. 20 it signed off an hour earlier than usual to fa- cilitate listening to the special Eddy Cantor program dedicated to the Birthday Ball cause. A closing announce- ment at the end of the shortened broad- cast day called attention to the special program, carried by the national networks. WSKB explained that since it was in an hour, it was possible for President Roosevelt and Jackson that is particu- larly bothered with static, by going to the window, in the same manner as doable local listeners to tune in the Cantor program more clearly.

KAEG, Westaco, Tex., claims a rec- ord for its six-week man-on-street program, which in January completed its 66th week. Until Jan. 16 all the programs were broadcast from Har- log, 20 miles from the studio, and McAllen, 16 miles away, and by Jan. 31 the announcers, engineers and equip- ment, which traveled 14,994 miles, the last 54 programs have been recorded. Rather than fed on lines, recording and editing tapes the interviews at 11 a.m. and broadcast- ing them at 11:30, participants can hear themselves. The station plans to extend the program to cover 20 cities in the Rio Grande Valley.

WACO-WOL, Fort Wayne, have sold to Lincoln Bank & Trust Co. their fifth and final basketball package, the State Catholic High School Tor- nament.

STAFF orchestra of WRC-WMAL, Washington, D. C., with Gene Archer and Lynn Allison, vocalists, enter- tained Jan. 24 at the convention ban- quet of the National Assn. of Auto Dealers meeting in Washington Jan. 23-25. During their appearance, Miss Allison handled the orchestra under direction of Morgan Buer, broadcast direct from the banquet hall on WRC.
Radio and Education

FIVE more States—Virginia, Missouri, Florida, North Carolina and Connecticut—have officially adopted the CBS Broadcasting Guild's Audiovisual School of the Air program as part of their curriculum for classroom use, bringing the total number of States using the program in their schools to 11. Sterling Fisher, CBS director of the Audiovisual School of the Air program before the NEA convention to be held Feb. 23 at the Palmer House, Chicago.

CULMINATING a series of experimental audits of programs built with the idea of making educational radio more interesting and useful, the Department of Government Relations of Columbia University, Denver, on Jan. 15 started a weekly half hour program, on KOA Radio, Denver. The Alfred P. Sloan Foundation is supporting this new broadcasting activity, according to super- visor of the project, Prof. A. D. H. Kaplan, with Roscoe Hulme, assistant director of radio and television broadcasting, as director. Forbes Parikh, is assisting on scripts and production. It is anticipated that the series are highly controversial and the program will be devoted to each separate problem. Equal opportunity will be given both sides of an issue. Each subject will be supplemented by a booklet summarizing material which has been discussed, as well as collating.

ARCH OBOLER, author-producer of the 'Oboler's Playhouse' on NBC-Red, has been named final judge in the under- ground division of the 1939 NBC Broadcast Guild's second annual script-writing contest. Mel Wissman, editor of the New York Mirror, was educational director of WWJ, Detroit, as a member of the judging committee. These devices are given to part-time and graduate students. Awards will be presented during the semester. Last year's competition attracted 250 contestants, and similar number of that period are expected this year. Two previous winners, Robert Dealey of Columbia, and M. S. Adams, are now writing professionally.

PHILCO Distributors, New York Distributors, at 7:30 p.m., on Wednesdays and Thursdays, as well as the second series of three weekly programs, featuring Wythe Williams, author, founder of the exchange and newspaper editor, on WOR, Newark, in the interest of Philco dealers in metropolitan New York and New Jersey. Titled As the Clock Strikes, the program is heard Mondays, Wednesdays and Fridays, 7:15-7:30 p.m., with Williams' current editor of Greenvich Times, Connecticut daily, analyzing and predicting national and world events. Frank Gallop has been borrowed from CBS to handle the commer- cials. This series will promote Philco radio phonographs, refrigerators and air conditioning. Philco Distributors, Metropolitan New York and New Jersey, from the fall of 1937 with Master Detective Stories and is using this new series as a test campaign with probable expansion. McKee & Albright, Philadelphia, is the agency.

Propaganda, Television In College Radio Course


CHICAGO U on Feb. 3 returns to the air with The Human Adventure. The educational series produced in the nation's capital, is heard 11 times a week on Sunday afternoons, 5:30-6:30 p.m. (EST) on a coast-to-coast CBS network. The 30-minuteSerials will be aired for eight weeks as an hour show. Audience participation and University Round Table, on which faculty members discuss current problems.

NORTH CAROLINA U, Chapel Hill, on Jan. 16 inaugurated its new radio studio with the first of a series of reg- ularly scheduled broadcasts. Tuesday night broadcasts on the three-station Tar Heel Network hook up—WBIQ, ABC, Dillsboro, and WSJS, Winston-Salem. The new stu- dio is operated under direction of the fou- rth-year student, Russell M. Grumman, which Russell M. Grumman is direc- tor. Other stations are to be added to the hookup as the program schedule expands. Several national broad- casts have been planned.

MONTANA State U is producing two new educational programs on KGVO. They are: "The College Congress," a weekly half-hour presenting informal student discussions of local and national affairs, and "University Round Table," on which faculty members dis- cuss current problems.

NEW YORK U Classes

**Relay System for Television Ready for Public, RCA Says**

The radio relay method of transmitting television signals is technically ready for application in public service, RCA announced January 10. Tests are now being made on a system between the Empire State Bldg., transmitter in New York and the Columbia Broadcasting Station Head, conducted for nearly a year, have convinced RCA engineers that it is now feasible to transmit television signals linking New York with Boston or other cities simultaneously.

The relay system will give television the equivalent of the wire network, making possible the simultaneous transmission of a program to a number of points, according to RCA. In the experimental system, relay points were located at Hauppauge, 45 miles from the Empire State Bldg., and Rocky Point, 15 miles from Hauppauge and 15 miles from River Head.

Each relay station consists of receiving and transmitting devices mounted on a 100-foot steel tower. Antennas are of parabolic type necessary for the highly directional transmission use. Power required is 10 watts or less. The distance between relay points, while varying from 15 to 90 miles, would probably average about 30 miles.

The stations operate unattended, with equipment set to operate at all times, automatically picking up and retransmitting the control signals in a continuous circuit, without human intervention. The station can be operated at any hour of the day or night.

**A Railroad Televi-sions**

B. & O., nation's oldest railroad, announced January 10 it is now ready to experiment with our own television service. It is proposed to make use of the newest form of advertising, television, in cooperation with NBC. B. & O. go on Jan. 31 presented a telecast of its history, beginning with its founding in 1827. Models of old trains were shown and a stewardess explained new services. A chorus of employees furnished interludes. Program was directed by Warren Wade of NBC.
RECORDING CONSENT

BILL IN NEW YORK

A BILL to prevent the commercial recording of any broadcast without the consent of the performers has been introduced in the New York Senate by Senator Charles D. Perry (D.) of Manhattan, with the backing of the National Association of Performing Arts. A similar measure was passed by the State Senate last March by a 47-to-1 vote, but was still in the hands of the Assembly when the Legislature adjourned. New measure, which is purely penal and gives no new civil rights to the artists, reads as follows:

Unauthorized recording of radio broadcast: Any person who, for the purpose of secondary gain, (a) in writing of the performer or performers broadcasting the same; or (b) offer for sale, sell, lease or license any recording of any broadcast obtained and taken without the consent and permission in writing of the said person or persons broadcasting the same; or (c) have in his possession for the purpose of sale, lease or license any recording of any broadcast obtained and taken without the consent and permission in writing of the said person or persons broadcasting the same; is guilty of larceny and shall be punishable accordingly; and any record of any recording made in violation of this section may be seized on a warrant issued as provided in the code of criminal procedure, and that court or any judge or justice thereof may, on proper cause shown, order the destruction of such records.

FCC Duties Expand

(Continued from page 47)

Dr. Conrad to Receive Medal
For Pioneer Radio Work

DR. FRANK CONRAD, assistant chief engineer of Westinghouse Electric & Mfg. Co., Pittsburgh, will receive the 1940 gold medal of the American Institute of the City of New York in recognition of “his pioneering work in short-wave radio and frequency modulation and for his guiding genius developing the world’s first radio broadcasting system.” Presentation of the medal will be made Feb. 1 at the Hotel Pennsylvania, New York, by Robert T. Pollock, president of the Institute, who will also present the Institute’s annual fellowship to William L. Lawrence, science news reporter of the New York Times.

David Sarnoff, president of RCA, will introduce Dr. Conrad, who will speak on “The Story of Short Waves,” after which a demonstration of the development of short-wave broadcasting will be offered in his honor by C. W. Horn, assistant vice-president and director of research and development of NBC.

Jests Using Spots

JESTS Inc., Brooklyn, a subsidiary of Ex-Lax Mfg. Co., is using daily station-break announcements on four New York stations, WNEW, WHN, WMCA and WQXR, in connection with its campaign of sending free samples of the antacid tablets to the entire list of telephone subscribers in the New York metropolitan area. The company has also been using announcements on stations in six other cities outside of New York since last fall, but no plans for large scale national promotion have been made as yet. Joseph Kats Co., New York, is agency.
**The Other Fellow's VIEWPOINT**

**SORRY!**

EDITOR, **Broadcasting**

It has been brought to our attention that on page 49 of your Jan. 1 issue, a story about John T. Wigglesworth, KKEG-AM, Los Angeles, Daily News and Evening News, is incorrect. We have handled, and are continuing to handle, all Tillamook advertising. This has been the case for 20 years. M. W. MANLY, Vice-President, Botsford, Constantine & Gardner

**HOLLAY STARTS NEWSPAPER TIEUP**

IN A DEAL worked out by Harrison Hollaway, general manager of KKEG-AM, Los Angeles Daily News and Evening News, for the first time in more than two years, on Jan. 15 started using daily radio advertising, in conjunction with Manchester Boddy, publisher of the tabloid newspapers, during which time the daily advertising has been used as a four-hour commentary program on KFI. The daily seven-inch column in both newspapers, distributed around the quarter-hour commentary programs on KFI. Hollaway, with the Daily "Radio Fanfare," by Byrd Smith, publicity director of the Daily News and Evening News, has been recommended.

CBS and the Los Angeles Times for several months have been employing each other's facilities for promotional purposes. Bill Henry, Times columnist, conducts a weekly quarter-hour news commentary on 14 CBS Pacific Coast stations. The program comes from Pasadena and Hollywood, and is being heavily promoted by both the Times and network. The newspaper also uses a series of two-way communique advertisements on CBS and KNX special events and outstanding sustaining shows, and other programs. CBS also gets considerable news space for its special features.

**Baker Sentenced For Mail Fraud**

XENT Operator, Associates Guilty in Federal Court

NORMAN BAKER, one-time operator for Baker and Company, San Francisco, is the agency in charge of Tillamook advertising. This is incorrect. We have handled, and are continuing to handle, all Tillamook advertising. This has been the case for 20 years.

M. W. MANLY, Vice-President, Botsford, Constantine & Gardner

The annual meeting of the Broadcast Advertising Bureau for the broadcast of the show for the 1933 season, was held at the Hotel Fairmont, in San Francisco, Calif. The meeting was attended by representatives of all the broadcast companies in the country, and the discussion was on the promotion of the broadcast of the show for the 1933 season.

**Pot O' Gold** Brings Congress Echoes; Wigglesworth Complains of NAB Code

CARRYING an appropriation of $211,140 for operation of the FCC during the 1941 fiscal year, an increase of $278,166 over 1940 funds, the Independent Offices Appropriations Bill was passed by the House Jan. 18. After consideration by the Senate Appropriations Committee, it was expected the bill would pass the Senate without change, but, according to the FCC, the Senate, in that the Senate Appropriations Committee, in cut or set aside the present radio monopoly, particular and increased license fees for new stations, and some of the more lucrative parts of the law.

The FCC has been in discussions with the Senate Appropriations Committee, insofar as the Appropriations Act is concerned. The House Appropriations Act, was passed Jan. 24, and the Senate Appropriations Committee, in cut or set aside the present radio monopoly, particular and increased license fees for new stations, and some of the more lucrative parts of the law.

The investigation idea was advanced further than Wigglesworth in an extension of the Senate Appropriations Committee, in cut or set aside the present radio monopoly, particular and increased license fees for new stations, and some of the more lucrative parts of the law.

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Mid-Western Farmers Listen Because—
The WLW Microphone Brings Them All Major Farm Events

Records show that the WLW Agricultural Special Events Staff traveled 36,312 man-miles in 1939 (enough mileage to go one and one-half times around the world) in bringing every important event of interest to farmers in WLW-land.

Whether it is an Exposition in Kansas City, New Orleans or New York, or an event on a nearby farm, if it is attuned to the life of rural WLW-land our Agricultural staff is there to bring it to mid-western farmers. That is one reason why listening to WLW is an established farm habit—one reason why WLW is the Number One buy for manufacturers wishing to reach the greatest rural audience in the country.

IN 1939, FARMERS HEARD THESE SPECIAL FARM EVENTS BROADCAST ON WLW.

- International Livestock Exposition, Chicago, Ill.
- American Royal Livestock Exposition, Kansas City, Mo.
- World Poultry Congress, Cleveland, O.
- Farm Programs at World’s Fair, New York.
- Ohio State Grange Annual Meeting, Columbus, O.
- National 4-H Club Congress
- American Farm Bureau Annual Meeting, Chicago
- Ohio State Corn-Husking Contest
- Farm & Home Weeks from State Agricultural Colleges in Ohio, Indiana, West Virginia, and Kentucky
- Ohio, Indiana and Kentucky Farm Bureau Conventions
- Mid-American Farm Chemurgic Conference, Columbus, O.

STUCK IN THE MUD, but the WLW Mobile Unit gets through to pick up another farm event for rural listeners of the Nation’s Station.

WLW THE NATION’S most "Merchandise-Able" STATION

REPRESENTED BY TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION
NEW YORK • • • CHICAGO
OVER 1400 RCA 70 SERIES transcription turntables are now in use. Surely this is impressive evidence of the high regard broadcasters have for the performance of this equipment. Designed to meet every requirement of all types of transcribed programs, RCA equipment gives maximum dollar for dollar service.

RCA 70-C Turntable With Lateral Pickup! Long wear Diamond Point Stylus. Frequency response 30 to over 9,000 cycles. Low distortion. High quality Lateral Reproducer, adjustable filters for properly reproducing all recordings. Accurate timing. Low noise level in reproduction, operates quietly. 33 1/3 and 78 RPM—speed change mechanism in rim where it can be seen at all times and can be changed quickly. Quiet starting synchronous motor with gear speed reducer provides accurate timing. Large flywheel which always revolves at 78 RPM. Large front door provides complete accessibility. Finished rear of cabinet improves appearance.

Vertical Pickup Attachment Type 71-C. Proper frequency response in reproducing present day vertically cut recordings is assured by a new compensator. The tone arm is similar in appearance and construction to the lateral tone arm of the 70-C. Pickup head is of the moving-coil type with a diamond point stylus.

Instantaneous Recorder Attachment Type 72-C. Complete with fittings to adapt it for use on 70-C turntable. RCA "float stabilizer" prevents "flutter." High quality 6,000-cycle cutting head. Three pin drive prevents slippage and eliminates knocks. Spiraling handwheel permits separating selections without breaking continuity of groove. New lowering mechanism prevents damage to stylus. Accurate and convenient adjustments for stylus pressure and angle.

Use RCA Radio Tubes in your station for reliable performance