WE SAID IT BEFORE

Because of its location, affording the shortest path and the most desirable over-water approach to population concentrations, aided by directive radiation, WOR delivers the strongest available signal to the greatest concentration of homes with radios in the United States.

We will be glad to support this statement with technical evidence. Our address is 1440 Broadway in New York.
YOU GET BOTH
When You Buy

WSPD
TOLEDO
"Where Industry and Agriculture Meet"

The Rich Agricultural Market of NORTHWESTERN OHIO and SOUTHERN MICHIGAN

WSPD 5000 WATTS DAY 1000 WATTS NIGHT
—and, in a matter of 90 days WSPD will go to 5000 full time as per F. C. C. permit.

Space buyers know that an NBC Basic Red Station on 5000 watts can hold a top audience in any man's market. And Toledo, the "Glass Center of the World," and its rich agricultural market offer national advertisers 1,500,000 prospects.

TOLEDO'S BASIC Red NETWORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY
New York • Chicago • Detroit • Kansas City • Dallas • San Francisco
IT takes wide-spread local sales stimulation to get consistent action in a prosperous market as large as New England, with its 114,044 retail outlets, and its 18 trading areas, each one distinct, each one important.

No single station or any small unit of stations can give proper coverage. Only a network of 18 stations, and a total potential audience of 5,874,711, can produce local, point-of-sale influence strong enough to give maximum results.

The Colonial Network is geared to give this essential, intensified 18 local-area coverage—at a cost that decreases advertising percentage because it increases sales!
A
$2,214,269,000
MARKET

Power
WHERE IT COUNTS
50,000 WATTS

BASIC
CBS
OUTLET

WHAS
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY

The Courier-Journal   THE LOUISVILLE TIMES
An Announcement
OF SIGNIFICANT IMPORT TO TIME-BUYERS,
ACCOUNT EXECUTIVES, SALES HEADS

This month WBBM puts into operation its new transmitter, designed by CBS engineers to better WBBM's service to its listeners throughout the middle west.

With a new 490-foot vertical radiator already in use, WBBM's signal strength has been stepped up 55 per cent.

What this means for WBBM advertisers, of course, is: (1) An extension of the boundaries of WBBM coverage, bringing WBBM many thousands of new listeners; (2) Vast improvement in the technical quality of WBBM's service to the millions of its established, loyal, listening audience, already greater than that of any other Chicago station.

Eight Straight Years of Leadership
These improvements in transmission mark another step in WBBM's leadership . . . a leadership which was gained in 1932 and never relinquished. Yes, for eight straight years WBBM has led all other Chicago stations in local and national spot advertising, the kind of advertising that must show tangible results. In 1939, for example, WBBM carried more than 20% more local-national spot time than its nearest competitor—more than the third, fourth, and fifth stations combined!

The new transmitter's increased coverage enhances WBBM's leadership, makes WBBM more than ever before the No. 1 buy in the nation's second largest market.

WBBM 50,000 WATTS - CHICAGO
A CBS STATION
Represented nationally by Radio Sales, a division of the Columbia Broadcasting System: New York Chicago - Detroit - Los Angeles - San Francisco
Scant Coverage has its place . . . BUT—

For a real selling job in the prosperous Southern New England market you need the kind of thorough coverage no other station delivers so effectively as WTIC. In our primary area alone WTIC is an established listening habit with 1,863,570 people—more than live in Cleveland and St. Louis together. Their per capita retail sales top the national average by nearly 40%.

What's more, the records show still another 1,700,000 people outside our immediate coverage area who rank WTIC at the top of their list of real neighbors. Put our 50,000 Watts to work for you—to do a thorough selling job not in Hartford alone, but in all of Southern New England as well.

WTIC 50,000 WATTS
A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET
The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco
If names make news, and they do, and if names make radio programs, and they do, all the surveys, incidental, coincidental and accidental would only go to further prove what buyers of radio time prove again and again by selecting the biggest "double feature" entertainment in Southern California—NBC's Red Network outlet, KFI and the up and coming, busy and humming NBC Blue Network outlet, KECA.

To the "Who's Who" of American business using NBC facilities over these stations, add the "Who's Who" of Southern California business for in the "third major market" KFI and KECA are first with the finest.

We've Moved: New studios and a new location conveniently located mid-way between Hollywood and downtown Los Angeles. They tell us we now have one of the finest plants to be found anywhere in the West... more room... improved facilities... everything to better serve our KFI-KECA clients.

KFI
Park C. Anthony, Inc.
KECA
141 North Vermont Avenue, Los Angeles
SPEAKING OF PICTURES . . .

. . . THESE SHOW HOW KGO AND KPO BECAME FRONT PAGE NEWS IN SAN FRANCISCO

And how, at the same time, they became more than ever a vital part of San Francisco life—an important consideration to both local and network advertisers in this prosperous World’s Fair city.

WHEN KGO and KPO tied up with the San Francisco Chronicle last year they started what has become the most talked-of promotional splurge in the country. For within a month after the Chronicle’s 110,000 readers saw the initial stories and pictures, the two NBC stations were tying up with a second paper, the 105,000-circulation evening S. F. News. First, an important election broadcast with the Chronicle—then a Christmas Party with the News—a daily radio show with the Chronicle—a series of World’s Fair programs with the News . . . That’s part of the bill of fare that’s drawing front page space for KGO and KPO every day in both these metropolitan dailies . . . making KGO and KPO more than ever a vital part of San Francisco life, making these NBC outlets more than ever the most important stations in Northern California for local, spot and transcontinental advertisers.

KGO-KPO National Broadcasting Company
A Radio Corporation of America Service
111 Sutter Street • San Francisco

*As adroit Life Magazine would say it.
In his letter Mr. Johnston tells you better than we can what NBC Thesaurus means to a station in terms of increased business. And it reflects the attitude of many NBC Thesaurus subscribers.

It stands to reason that stations offering advertisers and agencies NBC Thesaurus service are bound to secure more business. For these programs are "Big Time" shows at "Small Time" cost. And that's the combination all your prospective clients are seeking! We will be glad to supply you with full details. Write today!
If any of you agency men haven’t yet discovered that Free & Peters can often supply program ideas, you’ve got a pleasant surprise coming to you!

Now don’t get us wrong—we’re not claiming we can supplant the creative fellows in your organization. But we are fourteen radio men with reasonably good imaginations, and we do have almost daily contact with the managements of 23 live, well-managed radio stations, who are constantly getting a lot of swell thoughts on promotions of various sorts. And every once in a while we do give some agency friend an idea that later develops into the real thing.

If you’ll give us a ring, and tell us your needs, we believe we can show you some results. How about it?

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan Ave.
Franklin 6373

NEW YORK
274 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4533

LOS ANGELES
650 S. Grand Ave.
Vandike 0569

ATLANTA
322 Palmer Bldg.
Main 5667
New 'Crackdown' Era at FCC Foreseen

Pot o' Gold Action Is Viewed as Only a Mild Sample; Fly Swings Balance of Power Toward Rigid Control

By SOL TAISHOFF

A NEW siege of “crackdown” regulation of broadcasting, evidently aimed at every phase of station operation short of rate regulation, appears to be brewing at the FCC under its recently re-vitalized leadership.

Indications have been seen not only at hearings held during the last few weeks, but in FCC decisions and in the newest onslaught on the program problem. The action of Feb. 8 in transmitting to the Department of Justice the facts concerning the NBC-Red Pot o' Gold program is viewed as only a mild forerunner of harsher measures to come.

The turn in events is ascribable to what appears a clear demarcation of viewpoints among members of the Commission, with Chairman James Lawrence Fly, who has held the balance of power, apparently cast- ing his lot with the rigid-regulation forces. Prior to Mr. Fly's appointment last fall, this group included Commissioners Paul A. Walker, F. I. Thompson and George H. Payne. The more conservative group, which fostered industry cooperation rather than mailed-riot methods, comprised Commissioners T. A. M. Craven, Thad H. Brown and Norman S. Case.

Compromise Decision

Chairman Fly, who is credited with having performed what seemed impossible by keeping the Commission's internecine squabbles at a minimum, insofar as public prints are concerned, is in the forefront of the impending new policy attitudes and pronouncements. Commissioner Thompson, whose tenure began only last April, also is represented as a vigorous advocate of reform in commercial broadcasting.

The decision to refer the Pot o' Gold program to the Department of Justice was a compromise. Considered first by the FCC, along with another local-prize-contest program, at the meeting ending Feb. 7, the majority is understood at first to have favored setting down all of the stations involved for breaches that brought up licenses. This would have been a repetition of the actions in such well-publicized instances as the Ot- son Wells "Martian Invasion" and the Mae West episode, which precipitated cries of censorship from the industry, the press and the public that still linger as examples of bureaucratic running rampant.

Lottery Warning Is Foreseen In Pot o' Gold Action of FCC

FEELING action was necessary because of a plethora of complaints from members of Congress, theatre owners and others over the mushroom growth of radio prize contests similar to the Pot o' Gold, the FCC Feb. 8 ordered transmitted to the Department of Justice two prize-award programs to the Department, the new FCC majority, however, does not propose to drop the matter after appraicing. On the contrary, the view appears to be that the stations can be cited for cancellation of licenses upon filing of their renewal applications, at which time the intention would be to review past programs of the stations to test their ability to seek "public interest" in the future.

Having postponed the more dramatic "crackdown" idea, the "review" idea has been strongly expressed by several FCC members in the "crackdown" camp. It is accepted as a foregone conclusion that should the Department of Justice see fit to prosecute the prize-contest instances as lotteries of a character banned by the Communications Act, the Commission's majority would be disposed to take prompt action. And should there be a criminal conviction, the case would be allocated in the light of the authority in summary fashion, if it saw fit, by swift revocation of licenses.

Brinkley Precedent

The legal yardstick, which Chairman Fly regards as fundamental in giving the Commission authority to cite stations on programs in considering renewals, is the decision of the U. S. Court of Appeals for the District of Columbia of a decade back in the case of Dr. John R. Brinkley, the so-called "goat gland" doctor whose station in Mil- ford, Kan., was deleted by the old Radio Commission. In sustaining the Commission, the court used the Biblical quotation, "Fly their fruits shall ye know them". Because of Dr. Brinkley's use of his former station, KFKB, as a "personal mouthpiece" in advertising his hos- pital, and patent medicine opera- tions, the court sustained the Com- mission's findings that his programs were not in the public interest. Dr. Brinkley afterward set up his border station at Villa Acuna, Mexico, and has been operating there since, with a hospital at Del Rio, Tex., just across the border.

The philosophy of Chairman Fly and his adherents appears to be that the Commission is duty-bound to deal in terms of "people" rather than field strength contours, tech- nical policing of the spectrum and other routine regulatory functions. Facilities, he maintains, should be based on the public-serv- ice to the public—and service is pro- grams, not microvolts.

Cited as an example of this was the recent grant without hearing of a new regional station in Minne- apolis, despite implied engineering... (Continued on page 72)
Concealed Control Cited in Revoking 6 Texas Stations

Other Actions Are Foreseen As FCC Continues Probe

PURSUING its plan to ferret out purported hidden ownership or control of broadcast stations, the FCC Feb. 5 issued orders of revocation of licenses against five local Texas stations, alleging undisclosed interest in them by Rev. James G. Ulmer, Texas broadcaster-minister, and Roy G. Terry, chief owner and manager of KGKB, Kilgore.

The revocations effective Feb. 24 unless they petition for hearing, are KSAM, Huntsville; KAND, Corsicana; KBRB, Lufkin; KTBC, Austin; and KNET, Palestine.

On Feb. 13, the FCC issued revocation of the license of KGKB, Tyler, Tex., on grounds of "hidden ownership, operation and control," effective March 1. The FCC said an investigation revealed that actual control has been in the hands of Rev. Ulmer.

Scrutinizing Others Also

The revocation orders follow others issued in recent months by the FCC under similar circumstances involving new legal procedure. The application of KUMA, Yuma, Ariz., recently was revoked [Broadcasting, Feb. 1] and proceedings are in process involving somewhat parallel actions against several other stations. Questions are also involved in KSHA, Salisbury, Md., WQDM, St. Albans, Wt., WBAX, Wilkes-Barre, Pa., also allegedly affected.

In connection with the Texas actions, the Commission announced that the order resulted from formal investigation instituted Jan. 26. The onset of this proceeding, it was learned, grew out of a visit to Texas by Ralph L. Walker, FCC principal attorney. Upon his return to Washington in latter December, Hugh L. Huntley FCC deputy attorney, Jan. 26 was dispatched to the Lone Star State for an investigation.

Recorded Ownership

The orders specify that the licenses of the five stations, all issued to "associations" as distinguishable from corporations, were revoked effective Feb. 24 "because of applicants' failure to make full disclosure to the Commission concerning ownership, management, financing and control of stations."

Under the FCC procedure, the applicants have 10 days to request hearing, with the revocation orders automatically staying pending the outcomes.

The FCC said it is "indicated" that original construction permits and licenses for the five stations were issued by the Commission "upon false and fraudulent statements and representations and because of the failure of the applicants to make full disclosure to the Commission concerning the financing and control of the stations, as well as ownership, management and control thereof, in violation of the law." It had the actual facts in this connection, it was made known to the Commission, it was written, had been warranted in refusing to license these stations.

Dr. Ulmer appears of record in the Commission files as 48% owner of KGKB, Tyler, with Mrs. Ulmer owning another 15% and as a director with 5% ownership in KGFJ, Brownsville, in which Erol E. Wilson and Ernest E. Wilson are recorded as 44% stockholders each. Mr. Terry, manager of KOCA, Kilgore, is listed as 40% owner of that station, with Mrs. Terry as owner of an additional 40%.

KSAM, Huntsville, is shown as having been dedicated Oct. 2, 1938 and as having been licensed to Sam Houston Broadcasting Assn. Listed as members of this company are H. G. Webster, banker, president; Dr. C. N. Shaver, president of Sam Houston State Teachers College, and W. Bryan Shaver, his son.

KAND, Corsicana, is licensed to Navarro Broadcasting Assn., of which J. C. West is president and is listed with Frederick Slauson as sole owner. Mr. West is also owner of Wolf Brand Products, Corsicana, a food manufacturing firm. The station went on the air in 1937.

KBRB, Lufkin, is licensed to Red Lion Broadcasting Assn., Inc., and went on the air May 5, 1938. Members of the association are listed as Ben T. Wilson, auto dealer; R. A. Corbett, wholesale oil and gas distributor, and Thomas W. Baker, road engineer and banker.

One Station Sold

KTBC, Austin, is licensed to State Capitol Broadcasting Assn., and went on the air Aug. 1, 1939. One-third owners each are listed as R. B. Anderson, former president of the State Tax Commission; R. A. Stuart, former State Senator, now practicing law in Fort Worth, and A. W. Walker Jr., professor of law at the U of Texas. Last month an application was filed for sale of their holdings for $50,000 to J. M. West, owner of the Dallas Dispatch Journal and the Austin Daily Tribune and one of the wealthiest industrialists in the State.

KTBC, Texas, is licensed to the Palestine Broadcasting Assn., in which the principals are listed as Bonner Frizell, general manager of the local schools; William M. Keller, insurance agent, and John Calvin Welch, minister.

Washington Given New Local Outlet

Heller Application Granted; New Local for Kingsport

A FIFTH station for Washington was authorized by the FCC Feb. 13 when it granted the application of Lawrence L. Terry, attorney, for a 250-watt unlimited time station on 1310 kc. The FCC last October, rejected the application on technical grounds.

Simultaneously, the Commission authorized a new station in Kingsport, Tenn., on application of Kingsport Broadcasting Co. The station will operate on 1370 kc, super-watts unlimited time. Principals are C. P. Edwards Jr., Kingsport insurance man, and Howard Long, postmaster and former managing editor of the Kingsport Times.

Synchronous Amplifier

The new Washington grant, which had been hotly contested, also authorized a 50-watt synchronous amplifier in addition to its regular 250 watt assignment to afford full metropolitan area coverage. The exesistance of two stations too close, location and type of antennas to be employed are subject to FCC approval.

It is the first grant of a local "booster" in the same city ever authorized, and may be the forerunner of similar authorization in cities which cannot be adequately covered by 250-watt stations.

There is also pending an application of Captain Broadcasting Co., for a new local in Washington to employ the same facilities granted Mr. Terry. R. M. Sargent, secretary-treasurer of the NAB, would hold an interest in this company.

Filed with the FCC Feb. 13 was an application for a new station in Kingsville, by Kingsul Broadcasting Corp., a subsidiary of Kingsul Theatres. It seeks assignment on 1420 kc. with 250 watts fulltime.

KTUC Sale Approved

SALE of KTUC, Tucson, by the Tucson Motor Service Co. to the Tucson Broadcasting Co., for $25,000 was approved Feb. 13 by the FCC. Officers and stockholders of the new company are Albert Ben Roush, Tucson, president, 39 1/2% stockholder; John Merino, Safford, Ariz., part owner of KGLU, vice-president and 39 1/2% stockholder; Carleton W. Morris, Lowell, Ariz., part owner of KXUN, 10%; Louis Long, Safford; theatre manager, also interested in KGLU, 10%. The station is a local on 1370 kc., and has been the center of a controversy, of which R. A. Craig and H. L. Stevenson, both of Phoenix, were chief stockholders.

WGES Control Shifted

TRANSFER of control of WGES, Chicago, passed from T. H. Guyon, Chicago chain restaurant owner, to other associates, with the approval Feb. 13 by the FCC of transfer of a gift of stock to one stockholder who is single owner, M. Cowen. Under the new ownership setup T. H. Guyon will hold 15 1/2% shares, H. J. Guyon the 15 1/2% minority, R. A. Moore, station manager, 9 1/2% shares, Irene M. Cowen 10 shares, Gene T. Dyer, bookkeeper, 10 shares, and D. R. L. Calvert, station engineer, 10 shares. WSBG and WCBG, Chicago, and WEMP, Milwaukee, holds one-half share.

NAB Convention Date

WHILE San Francisco is definitely set as the locale for the 1940 NAB convention, the national political conventions may play havoc with original plans for a mid-July meeting. When the NAB last summer selected the West Coast city, it recommended July as the month, but left to President Neville Miller the actual designation of dates. An early August convention is indicated by the Democratic National Committee in Chicago. The Republicans plan their convention probably in advance of that date and perhaps in the same city. Because many broadcasters, especially at Network, would be loathe to leave their desks during preparations for the convention, it is considered likely the NAB convention will be held after the Democratic meeting—probably in August.

"Better Hold Tight Now, Pete! She's Ready to Smash the Bottle of Champagne!"
Action on Treaty Switchover Delayed

Nations Await Mexico's Deposit of Formal Ratification

MARKING time until formal word is forthcoming that Mexico has deposed its Treaty ratification papers with the United States Government, the FCC has been unable to make any further definite move toward setting an effective date for the reallocation of broadcast facilities in the United States provided for under the Treaty terms.

While notification was received that President Cardenas had signed the Treaty Jan. 25, there has been no further official word from Mexico. The formality of depositing the ratification papers with Havana, as the last name provision with publication of the fact in the official Gazette of the Mexican Government are the two routine steps necessary before transmittals be made among the nations of the Continent for a switchover date. The FCC tentatively has set Aug. 1 as the earliest possible date, since it has ordered that all broadcast renewals be extended only until that date as to become due [Broadcasting, Feb. 1].

Await Final Step

State Department and FCC officials are not disposed to view the situation with concern, but nevertheless would be disadvantageous to both Mexico and the United States if Canada and Cuba, as well as Mexico, relate to an effective date before the last steps are taken by Mexico. It has been tacitly understood there are no reservations sought by Mexico which would alter the basic provision with respect to the Treaty terms, though there is a bilateral agreement respecting six channels, which would not disturb the basic provision. [Broadcasting, Jan. 1, 1955]

Unofficial reports have been received here that the Mexican Government contemplates shifts in assignments of station frequencies in the Mexican Radio broadcasting from Canada to U. S. channels. There has been no verification of this. However, if these shifts take place, it is presumed they would be in the nature of only temporary changes, to be vacated when the Treaty becomes operative. Under the Treaty terms, high-power border stations are definitely doomed, since the Treaty provides that facilities shall be employed to serve the nations of the countries to which they are allocated. In the case of the border stations, which use directive beams to serve listeners in the United States, this provision could not be complied with.

These reports are that XEAW at Reno, now officially assigned to the 960 kc. Canadian clear used by CMB, Montreal, and CFRN, Edmonton, Alberta, would be shifted "temporarily" to station XEWA at Villisca, Iowa, now on 840 kc. used by CBL, Toronto, or XENT, at Neuva Laredo on 910, the channel assigned to three Canadian stations, to be shifted to one of several clear channels in this country.

No official word has been received by the State Department or the FCC regarding these impending shifts, and so far as known they have not taken place. XERA uses 180,000 watts, being operated by the former Kansas medico-broadcaster, and XENT, licensed for 50,000 watts, is operated by Norman T. Baker, former Iowa "cancer" specialist, who last month was found guilty of using the mails to defraud. Under his note, Pelley was sentenced [Broadcasting, Feb. 1].

Status of 'Borders'

Border stations generally, it is assumed, will cease operating when the Treaty becomes effective or will be relegated to regional or possibly even local assignments. Only in that fashion can they reasonably comply with the requirement of service to nationals of the country in which they are located. The single exception may be in respect to lower California, in connection with a proposal that the 800 kc. channel, earmarked for the interior, be assigned to XERB, at Rosarito, across from San Diego, to operate with 50,000 watts. This is by no means conclusive, however, since this country has not agreed to the proposal. It is only derived from the original Treaty provisions those set forth in the bilateral agreement with Mexico under which four frequencies allotted to that country will be kept entirely clear in the United States, while on two other frequencies only one station will be assigned in this country. The four entirely clear frequencies are 730, 890, 900 and 1570 kc. Those on which there would be allocations in the United States are 1050 and 1220 kc. It is reported unofficially that Canada also has given its assent to this agreement.

Meanwhile, FCC broadcast engineers are continuing their survey of assignments under the projected reallocation, subject, of course, to FCC approval. These will not be made public until the Commission actually promulgates its allocation order. The three which would become effective on Aug. 1 are:

**Brinkley's Loan**

IN HIS testimony before the Dies Committee Feb. 10 just prior to his arrest as a fugitive from justice, William Dudley Pelley, self-styled head of the "Silver Shirts," revealed he had borrowed $5,000 from Dr. John R. Brinkley, operator of the Mexican border station XERA, across from Del Rio, Tex., and ex-American broadcaster whose license had been revoked. Pelley did not identify Brinkley as a Silver Shirt, but said he was presumably in sympathy with its program. The money still is "owing" and Brinkley holds his note, Pelley testified.

**FARM NEWS CHAIN IS BEGUN BY CBS**

TO GIVE American farmers more comprehensive news service, CBS is forming a "farm news network" under the direction of Charles Stookey, CBS director of farm broadcasts in St. Louis and has appointed the first two regional farm news reporters who will keep Missouri between of agricultural activity in special sections of the country.

Mr. Hattie

Mr. Worcester

Charles Worcester, farm service director of WNAX, Lexington, S. D., CBS affiliate, will report for the Central Northwest, covering the large areas of South Dakota, Iowa and Nebraska. Graduate of Minnesota School of Agriculture and an assistant in the Bureau of Entomology and Plant Quarantine of the U. S. Dept. of Agriculture, Mr. Worcester has been with CBS since 1936.

Woodrow Hattie, a veteran agriculturalist and in charge of farm news for WWJ, CBS affiliate in New Orleans, will report to Mr. Stookey on crop news in the Central Southwest.

Other members of the CBS agricultural reporter staff in the West include: Lou Keplinger, KAIM, Fresno; Robert Dumf, KSFO, San Francisco; Miss Garland Schuler, KROY, Sacramento; Harmony M. Swainwood Jr., KOIN, Portland; Norm Runions, KVI, Tacoma; Bill Mosher, KIRO, Seattle; E. Harve Farkinlo, KFBB, Spokane; Darrell Bowler, KGVO, Missoula; Theodore Fosse, KFBB, Great Falls, Mont.; Earl Ginsburg, KLX, Salt Lake City; Howard E. Chamberlain, KLZ, Denver; Ernest Douglass, KOY, Phoenix, and Henry Flynn, KNX, Los Angeles.

CBS plans to complete the "farm news network" within a short while, so each of the farmstate centers of the country will have full representation on the CBS Country Journal program, conducted weekly by Mr. Stookey. Leon Levine, CBS assistant director of education will supervise the new service from New York.

THE SIXTH consecutive year of news sponsorship on WRVA, Richmond, Va., was begun recently by Esso Marketers, distributing Standard Oil products. At the contract signing ceremonies were John Doman, Esso advertising manager, with poised pen; Harvey Skehan, Esso district representative at his left and Barron Howard, WRVA business manager at his right, radio director of Marschalk & Pratt, and C. T. Lucy, WRVA general manager.

however, temporary renewals pre- sumably will be issued Aug. 1.

Consideration is being given to extension of licenses to the maximum statutory three-year term as a corollary of the reallocation. There has been no formal pronouncement on this score, but because of the strong sentiment not only very busy day in Congress for three-year licenses, it was felt the Commission might lend the industry further stability through such extensions.
Bennett Is Named As NIB Counsel
Assumes Advisory Role for Group of Independents

APPOINTMENT OF Andrew W. Bennett, Washington, as former assistant to the Attorney General, as Washington counsel for National Independent Broadcasters, Inc., was announced on Feb. 13 by Harold A. Lafount, executive of the Bulova stations and president of NIB. Mr. Bennett, who is maintained by the NAB as a special consultant, continues his specialized legal practice and will not devote his major time to the independent group. The organization's permanent office was in the Washington office. He will be consulted on matters of peculiar interest to independent stations, among which are the negotiations with manufacturers regarding production of low price push-button sets contrasted to the high price sets available to non-network stations, phonograph record performance and kindred matters.

Mr. Lafount has been active on these matters in the past and it was reported that he was considering whether or when to bring suit against Westinghouse. The Federal Trade Commission, which is now investigating the practicability of the proposed rules, has been asked to investigate the question of unfair competition, was reported as still studying the subject.

Mr. Lafount has been in the Washington office at least three years as special assistant to the attorney general in charge of the National Conference against Spanish Language Broadcasting, an organization which has been recognized as a nonprofit corporation.

Push-Button Problem
The appointment was made by the executive committee of NIB, following Mr. Lafount's conversations with the NIB counsel, whose services maintain his office in Washington. It will be consulted on matters of peculiar interest to independent stations, among which are the negotiations with manufacturers regarding production of low price push-button sets contrasted to the high price sets available to non-network stations, phonograph record performance and kindred matters.

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Wiley for Campbell
CAMPBELL SOUP Co., Camden, has signed a long-term contract with W. & J. Scott Co., Philadelphia, on Feb. 19 for a two-year period. The company is to receive a set of marketing services, including advertising, sales promotion, and public relations.

A PLEA to the FCC to reconsider its interpretation of revised rules which require stations to transmit phonograph records as such without variation, was made Feb. 6 by Andrew W. Bennett, president of National Independent Broadcasters, Inc.

Mr. Bennett stated that the FCC has taken the matter under advisement.

Mr. Bennett pointed out that the amended rule (36e) provides that where a transcription is used it shall be announced as a "transcription" or an "electrical transcription," and where a phonograph record is used it shall be announced as a "phonograph record," which words used, as in the past. All NIB members, he said, are dependent upon the FCC for this material and they must compete for audience with larger stations which have the services of experienced personnel.

To compete successfully, said Mr. Bennett, it is necessary for smaller stations to present pleasing programs within the limits of money and facilities available. Stations have been able to overcome to a substantial degree the handicap on a recorded program by using variations of the words "transcription" and "reproduction," and by a smoothness of presentation and an effort upon the listener which is not accomplished through repeated use of the same words.

Mr. Bennett said the variations used in the past have not included either the specific words or some derivative, as "transcription," "recording," or "reproduced," etc., and the public has become educated in the meaning of the particular expression.

"When it is considered that the greater portion of the broadcast stations in the United States must operate exclusively with some form of mechanical reproduction of music, it can be appreciated that the listeners for the most part would tend to become monotonous to the listener, and that it seems to be a very small thing, it may lessen the opportunity of the smaller stations to compete against the larger stations which are able to the small station's service area."

The Commission was asked to reconsider its interpretation of the rule to permit variations of announcements, if it is understood to mean, literally, to consider a further amendment which would reinstate the former rule.

Mr. Bennett's letter, Harold A. Lafount, president of NIB, sent to Mr. Slowie a letter outlining the purpose and scope of NIB. He pointed out that it had existed in committee form for several years and functioned only in individual matters as the case arose. Last September, he stated, NIB was a permanent organization, with one director appointed from each of the 18 districts into which the United States is divided. NIB's objective is the representation of 80% of the broadcast industry which derives approximately only 20% of the advertising, and whose services are substantially identical. Members dues are nominal, he pointed out, and service of directors, officers and counsel are rendered without compensation. He said NIB desires to cooperate with the FCC to the utmost.

More Latitude in FCC's Revised Rule On Recordings Asked by Independents

ARMSTRONG CORK Co., Lancaster, Pa., which sponsors the three-weekly quarter-hour transcription program The Heart of Julia Blake for about 25 stations throughout the country, has added four stations to the list during the first two weeks in February. Stations are: WBT, Charlotte, N. C.; KDCA, Washington, D. C.; WNBC, New York City; and WREB, Montgomery, Ala.

A BILL to amend the New York state tax law by requiring ASCAP, MPPA and similar licensing agencies to take out licenses from the state was introduced in the assembly at Albany Feb. 7 by Anthony J. Canney (Buffalo). Measure provides that "no person shall after July 1, 1940, collect any royalty from any copyrighted musical composition, music books, recorded music for mechanical reproduction, or from licenses for radio programs, in connection with the sale, leasing, exhibiting, playing or other use thereof in this State, or in connection with the sale, leasing, exhibiting, playing or otherwise use in the same State or to contract therefor unless it has applied for and obtained a license."

Prospects of TBS Remain Uncertain
Boice and Sutton Elected to Posts on Proposed Net

ELECTION OF H. K. Boice, for eight years vice-president in charge of sales of CBS, as executive vice-president and director of Transcontinental Broadcasting Corp., the new network has been announced, has been approved that reports the proposed new network had died a borning April 1, 1939, will be known as TBS Broadcasting Co., Inc., as a center of industry conjecture.

Announcement of Mr. Boice's election to the position of vice-president and elimination of the position of chairman of the board, formerly held by John T. Adams.

Status of Contracts

Financial details of the projected network were not forthcoming, however, nor could any comment be obtained as to whether TBS would hold on to its present deal setup of more than 100 stations, available to advertisers only in its own markets or would break along the lines of existing networks. Nor could it be learned whether the network's affiliates by their original contracts or whether the double postpone ment of inaugural dates had done anything to influence the network's organization.

Lack of any definite information concerning the network's organization or any new stations has given rise to numerous rumors, such as have surrounded it since the first reports under the guidance of Elliott Roosevelt and John T. Adams, both now out of power in the network, as a director of the company.

Other directors are George J. Podcyn, general manager of TBS; William Porter, attorney at law; J. H. Brennen, owner of QKV and WJAS, Pittsburgh; Robert Thompson, special manager of QKV and WJAS.

Reports that Bud, Abbott & Morgenstern, the New York firm which had handled TBS negotiations with Blackett-Sample-Humert, were invited into the new deal in the venture, with the acquisition of WMCA, New York, as an owned and operated station for TBS, were widespread.

Contradictory reports, however, point to the choice of George Sutton, attorney for the Brennen interests, as TBS president, and to the introduction of Mr. Boice as proof of the continuance of Brennen control of TBS. No confirmation could be obtained of any of these reports.

Meantime, the interests were competing for the business on which TBS was originally formulated, for the advertising for American Home Products and Sterling Products, clients of the Blackett-Sample-Humert firm, which has not yet been placed. MBS executives conferred with the agency last week, but there has been no agreement.

The data collected by World Broadcasting System for the placement of such programs as the Judy Canova Show and others than rather than network [BROADCASTING, Feb. 1] is also being considered. The network will probably wrap up elaborate preliminary secrecy admitted it had inspired the WBS to telegram stations concerning the clandestine of time for several hours daily for a three-year period.

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Discourage Lobbying of FCC
Federal Committee Suggests

ATTORNEY General's Inquiry Deprecates Certain Methods of Attorneys, Discusses Censorship

POLITICAL lobbying of the FCC, notably by members of Congress, constitutes a practice which should be "discouraged," however slight the effect of pressure may be on FCC decisions, it is concluded by the Attorney General's Committee on Administrative Procedure.

After a month-long investigation, a staff of attorney-investigators, the Committee has issued monographs on a number of Governmental agencies and the FCC. (The heaviest report, in two separate volumes, deals with the FCC generally and with broadcast procedures and practices in particular.)

This monograph tears into the political lobbying; deprecates some of the practices of attorneys exercising influence before the FCC in connection with intervention in cases; discusses expansively the program censorship question; supports in the flattening of the re-vised hearing procedure, and generally gives the FCC its implied blessing on its manner of operation.

The Committee's report, headed by Acheson, eminent attorney, and disciple of Supreme Court Justice Felix Frankfurter, and including in its membership Chief Justice D. Lawrence Groner, of the U. S. Court of Appeals for the District of Columbia, was named upon suggestion of President Truman. When it met, then Attorney General Murphy on Feb. 24, 1939, to investigate the need for procedural reform in administrative law. To assemble the facts, the committee of 10 distinguished jurists employed Walter Gellhorn, of the faculty of law of Columbia University, and a small staff of lawyer-investigators.

Walter Bill Speeded
The Attorney General's Commit-tee's monographs coincided with action of the House Rules Com-mitee on the creation of a Federal adminis-trative court right of way in the House. This measure is designed to curb the power of Federal boards and agen-cies and provide individuals with increased opportunity to appeal from rules, regulations, orders and decisions of the independent agen-cies. Introduced by Rep. Walter (D.-Wash.), the bill is similar to one passed by the Senate last session, known as the Logan Bill, but which was tabled, presumably at the behest of the President. Subse-quently the Attorney General's Committee an administrative pro-cedure was appointed, cutting across the path of this other con-templated in the Logan Bill.

The monographs are based on inter-views with officials and employ-ees of the affected agencies, and members of the public affected and with attorneys in practice before the agencies. Staff members also attended administrative pro-ceedings as observers, and examined files of the agencies to discover methods used in disposing of prescribed functions. Upon com-
pletion of each investigation, the staff prepared a preliminary re-port which was given to the officers of the affected agency for considera-tion. A joint full committee met with the agen-cy's officers to discuss with them the facts and problems disclosed in the report.

The committee said the individual studies would be completed by May, after which it intends, in coopera-tion with the FCC and other agencies, to hold public hearings on the administrative pro-cedures of particular agencies and groups of agencies with full oppor-tunity for expression of opin-ions upon all procedural problems. The committee said it hopes these hearings may be held during June, and that the final report may be made to Attorney General Jackson by autumn.

Congressional Lobbying
Declaring the extent and effect of political influence, in connection with activities of ad-ministrative bodies have never been fully explored, the committee said that wherever the pressure is made by one agency or another, "it is a widely and firmly held belief that the FCC has been subjected to constant external pressures, increasingly by members of Congress."

The lobbying stems from the de-sire of Congressmen to satisfy constitutents where a Governmental agency is in a position to bestow benefits or special privileges upon private individuals, according to the committee. It adds:

"The pecuniary value of broad-cast licenses is great and it is readily understandable why private groups desire, first, to obtain li-censes and, second, to keep poten-tial competitors out of radio busi-ness... It is a widely held belief that whatever lobbying pressure is applied by Congressmen to the FCC, it is applied to the FCC because of the influence that such lobbying has served to give Congressmen over Federal broadcasting enterprises... Congressmen at times may have swayed by 'legislative lobby-ing'."

Attorneys feel constrained after being approached by a prominent political personality, to make "more thorough study of the matter in question than they otherwise would".

However slight the results of legislative interference may be, the committee concluded it is "unques-tionably a practice which should be discouraged".

Pu'ry of Process'
The committee referred to the "superficial attempt" to remedy the situation made by the so-called McNinch rule of some two years ago, providing that the secretary main-tains a record of all communications received relating to the merits of any application, and providing that no consideration be given them unless introduced into evidence at a hearing. Because this applied only to written communications and not telephone conversations or confer-ences, it was of dubious value. The mere knowledge of the existence of a communication from a politician, even if not in the record, "may con-ceivably be sufficient to warp the deliberations of some commis-sioners," said the report.

"What is at stake here, of course," continued the report, "is not only the actual purity of the Commission's processes, but per-haps equally important, the Commission's reputation for judgment unassisted by unscrupulous lobbying (whether or not wholly improper) considerations. So long as it is popularly supposed (as, rightly or wrongly, is the case today) that the Commission's deci-sions may conceal rather than re-veal the true determinants of the official judgment, there will be persistent pressure to subject the Com-mission or its individual members to political pressures.

"If the Commission is to avoid involvement in proceedings before it, is in fact suscept-ible to the influence of such pressures, it must pursue a defi-nitely courageous course. It must be prepared to sacrifice the right to receive information or opinions concerning cases sub judice, volun-teered off the record, even when the Commission is called upon to consider them. Unlike a court, the Commis-sion cannot punish for contempt one who diminishes confidence in its ability to sway its judgment of a pending matter."

But on the other hand, it can, license, protect itself by a dis-nified and unswerving rejection of communications and arguments which, even when taken in good faith, have, through their contents later be ignored, in-volves a lowering of prestige. What ever may be the processes that at-tend it, the Committee said, "Congressional justic will not acquire the stature of its ju-dicial counterparts until it is as immune from lobbying as most courts are popularly thought to be."

Procedural Details
One entire volume of the mono-graphs of the FCC, and a portion of the second, is given over to broadcast procedure. All activities of the FCC, from the time an application is presented to the full disposal of the Commission, are reviewed in detail, along with the reason for the par-ticular method. The slight critic-ism of the revised procedures was advanced. There was much empha-sis upon intervention of existing legislation that predated the Commission, which precipitated a furor several months ago when the policy was changed, as well as upon the difficulties involved in the interpretation of new station applications.

Similarly, the mooted subject of program censorship was treated at length.

The monograph stated there have never been any complaints against a Commission's so-called liberali-ty in granting petitions for inter-vention, under the former proce-dure, denominated "mutual recogni-tion of Congressional... Apparently plunging for the revised procedure, and reflect-ing attitudes expressed by the FCC, the committee said it was not ex-plainable, and then barged into an indirect attack upon law-yers.

The only persons in a position to (Continued on page 72)
ONCE UPON A TIME "cracking" sales resistance in Boston was a major problem. Boston was America's "hard-to-sell" city.

That was before the days of WORL, and before such WORL programs as the 920 CLUB. Times are different now. We can prove it by the following:

JAMESWAY, INC., ADV., BOSTON: "The 920 CLUB pulled nearly as many requests for Pepsinic Seltzer as three major stations and a 16-station network combined."

CHARLES C. COPELAND COMPANY INC., MILTON, MASS.: "The first week that we were on the "920 CLUB", our sales jumped 20% and they continued to show an increase of 20 to 30% each week thereafter. At the end of our cider season, we had sold 12,000 gallons of cider over any previous year."

P. A. STARCK PIANO CO., CHICAGO: "Your station has proven to be one of the best mediums for advertising available in Boston."

For further proof of WORL results, write for an abstract of page 46, July 1 issue of BROADCASTING Magazine, and for 15 outstanding success stories.

National and Regional advertisers specify WORL

Here are a few of them:

- Bulova Watch Co.
- Feenamint
- Ex Lax
- Ford Motor Co.
- Starck Piano Co.
- Pacquin's Hand Cream
- Massachusetts Motors
- Morris Plan Bank
- Fuller Lumber Co.
- Pepsinic Seltzer
- Matchless Brand Food
- Boston Consol. Gas Co.
THE AUTHOR is a visiting Australian who has been copy, script and continuity writer with various Sydney stations and who for the last year has been doing radio work in England. This article is in response to recurrent exclamations, during her visits to American studios, in which surprise is expressed at the up-to-dateness of radio Down Under. Miss Deane points out that, though Australia has a dual system of broadcasting, one governmental and the other private, American methods and American program ideas dominate. But here is Miss Deane's story of it.

leges they would otherwise be denied. And the agriculture-and last-minute weather reports are of estimate value to the station- owners. (Note: Not to be confused with radio-station owners... our vast areas of sheep and wheat property are not called "ranches" but "stations").

Pleasures of Causes
Again, in the cities themselves, the radio stations are thick. For instance, in Sydney, New South Wales, where I lived and worked in radio, there were eight stations and one shortwave station—that mind you, in the city proper, which is four miles square. It might be surprising to know that a station may reflect the views of the owners; for instance, in Sydney there is a Catholic station, a Theosophist station, a Labour-party station, and one which was once controlled by a Council of Churches, which forbade programs sponsored by manufacturers of tobacco, or drink in any form, the mere mention of "cocktail gowns" and had no commercial programs at all on Sunday.

The Catholic station has church sessions in the mornings, but then, so many of the other stations. The Theosophists aired their views very little and have ceased altogether now, I think; the Labour Party has got to get out of the running as a conscious competitor, but now is very well-behaved and leans heavily towards the sporting element, with excellent coverage of cricket, football, wrestling, and racing—which is the Australian national sport—and other activities.

In an election, all stations are utilized for campaigning. Quite a few of the Australian commercial stations operate 24 hours a day, though the usual close-down is at midnight. A few are close at 2 a.m. and reopen at 4. Here is a very brief programme of a 24-hour Sydney station: 4 a.m. calls and breakfast session to New Zealand... a four-day sea trip distant and not "just alongside"; 4:30 till 6:30, rural reflections, including weather, stock, and market reports; 6:30 the BBC news; 7 till 9, breakfast sessions and bright music for those going to work, with frequent time signals—a blessing, believe-you-me!

A Busy Day
Also at this time, there are occasional relays from England. From 9 till midnight, multitudinous housewife's and educational sessions; from midday till the Kiddies Hour (five o'clockish) women's interests, relays from race courses and other sporting events, book reviews and readings, national-education programmes, music and cocktail hours; children's programs; 10, dinner music, national-hookups of the Commonwealth's favourite Teresa sketches which include locally-written ten sketches and also American transcriptions—a lessening of the latter, so I am written, since the BBC puts out a new tariff on importing discs. From 12 till 2 a.m., personality announcers present records of anything from sweet to slumber-inducing... and 2:30 till 4, dinner music, normal-hookups of the Commonwealth's favourite Teresa sketches, and music and cocktail hours; cheerio calls, musical pot-pourri; and from 2 till 4 a.m. hospital nurses supper session.

Even most of this midnight-till-dawn time is sponsored, usually in 15 or 30-minute programs. And it's amazing the number of people who listen-in during the wee small hours!

I was highly amused to hear one engineer say, "You know in Australia you have nothing else to do but listen to the radio". Actually, it's the most difficult thing in the world to do in Australia, either sit still or sit inside and listen to the radio. Remember, Australia is a country with a heavenly climate for most of the year; we sit in it nearly all the time—with racing, yachting, surfing, swimming, shooting, riding, skiing, and surfing and what else is to be had at the snap of a finger.

Beware! Propaganda
There is, incidentally, a delightful spirit of camaraderie and informality in the broadcasting community there; everyone seems to know everyone else. Another thing I have found surprises American radio people; that all Australian broadcasting stations own their own commercial copy departments. Not so much radio work is handled by advertising agences; in fact, one has the distinct advantage: One is that it cuts the "middle-man" a saving in both time and efficiency, to say nothing of the cost; the other is that the copywriters, spending their days as they do in company with their program-selection men, or programsmen, get to know their announcers, can get a more comprehensive view of the whole program operation. If knowing the announcers, at least you can do, all can individually tailor their copy.

They know which announcers are serious, flip, ponderous, apt to ad-lib... and prepare their copy specially for each one. For instance, the sales manager lines up these star salesman contacts him, gets the contract, takes the copywriter and announcer selected out to meet the man. Perhaps he gives the copywriter and announcer a general idea of what the announcer wants—perhaps try them out, the copywriter goes into a huddle with himself (I think he is inclined to think of himself as a "shoe" or "hes" in Australian copywriting, which is greatly to be desired) and the announcer, writes the copy and "O.K.'s it" and the copywriter and announcer, and the announcer, and the announcer. None of the other announcers knows what she is talking about, and the announcer chosen is the man with the voice most suitable for that particular type of copy and product.

I could go on for hours, for I'm highly pleased because I know the subject of the "right copy for the right sponsor", and think that one hundred words should be the maximum wordage for any one's program; 6 till 5 is no news, the briefer the better. But this is getting personal, so I'll close hoping that this will all give you something of an insight into radio conditions in Australia, which is after all, quite Americanized, and it will offer American broadcasting methods to think of another nation.

WINTRY fun was the rule early in February during the 10-day Winter Carnival in St. Paul, and Twin City stations shot the works in picturing the winter sports events and parades. At left, Graham Moore is pictured on the hill of his home haunts, grins broadly as he interviews a Scottish Boreas VI (in private life Contractor Joseph L. Shiley), high mucka-muck of the frigid festivities, during an NBC-Red pickup through KSTP, St. Paul. At right, Frank Devaney, production manager of WMIN, Minneapolis, gives a birds-eye description of the Ice Palace, erected annually in St. Paul's Como Park as the focal point of Winter Carnival activities. At the moment he was 2,500 feet up in a Northwest Airlines plane covering the five-mile parade held as a feature of the celebration.
AFM Establishes Rate of $18 Per Man For Commercial, Library Recordings

RATE of $18 per man for recording a quarter-hour transcription, whether for commercial or library use, has been established as scale by the executive board of the American Federation of Musicians, the makers of transcriptions, it has been notified by Fred W. Birnbach, AFM secretary. This action, nullifying a previous AFM ruling that each number recorded on a library transcription should be considered as a separate half-hour program, is to be paid for at the full quarter-hour rate, confirms the pre-existing rule [Broadcasting, Feb. 1].

New ruling, however, shortens the time of rehearsing and recording a 15-minute program from 75 minutes to 60 minutes, adding a charge of $3 per man for each quarter-hour or less of rehearsal overtime. This, according to transcription manufacturers, is tantamount to raising the rate of man, as a full hour's rehearsal is essential to secure a good performance on the recording.

NBC to Protest

Union also states that "If 15 minutes of recording is minimum, and additional recording is made, that for each five minutes or less of recorded music there will be an extra charge of $6 per man, with 20 minutes allotted for rehearsal and recording. Since this would apply to all NBC programs of one hour or more duration, which are practically nonexistent in American radio, this special rate seems somewhat pointless.

These new rules, which do not apply to local or non-commercial transcriptions or to auditions, such services coming under local autonomy, while the letter states that effective immediately, superseding all previous wage scales. No mention is made of the special rate for half-hour transcriptions allowed by the union for a brief period last fall, so that is under Cardinal consideration. Union producers are believed to be generally satisfied with the previous ruling, however, considering a victory in view of the proposed charges which would have increased the cost of library transcription numbers to a prohibitive level.

NBC is expected to make a formal protest to the ruling. According to its decision to charge 50% of the regular scale for transcriptions of educational programs made at the time these programs are broadcast on the network. Since these recordings entail no extra effort on the part of the recording engineers, NBC is selling them for educational use only to schools and colleges on a one-time basis, the network believes it should be permitted to do so without any extra cost for musicians.

The limited distribution of such recordings, made to allow classical music and educational programs at times more convenient to the schools than the times of the original broadcast, would make this charge of the musicians an appreciable increase in the cost of this program format. If, however, a small orchestra is involved, in the cases of such programs as those of the 39th Symphony Orchestra or Damrosch musical brochures, the 50% musician surcharge would be prohibitive.

Radio Research Project Will Move to Columbia

THE SO-CALLED Princeton Radio Research Project, five years ago with the support of the Rockefeller Foundation, will on March 1 transfer its activities from Princeton U to Columbia U. Paul Lazarsfeld remains as director of the project, whose objective is to study the effect of radio on American life. In place of the former Princeton board will be an advisory board, consisting of Frank N. Stanton, CBS director of market research, who was formerly an associate director of the study; Robert S. Lynd, professor of sociology at Columbia; Lyman Bryson, professor of education at Columbia's Teachers' College, and H. S. Brucker, associate professor of journalism at Columbia.

A special article of the Journal of Applied Psychology last spring was devoted entirely to the work of the Princeton Project, and 20 chapters 20 papers on various phases of the radio research [Broadcasting, April 1]. A study of the panic reaction to the famous Orson Welles "War of the Worlds" broadcast conducted by the project is now on the press and should be ready about March 1. A complete study of the various means of measuring radio audiences and audience reactions to programs, made at the request of the University of Nebraska under the supervision of Dr. Stant... is now being written up by Dr. Stant... and will be published late in the spring.

STATION DAMAGED BY GEORGIA STORM

WITH its 156-foot vertical radiator torn down and studio and other equipment damaged by wind and rain in the tornado which struck Albany, Ga., early in the morning of Feb. 10, WGPC set up emergency transmitting equipment and cooperated with civic and relief officials in maintaining local and outside communications. Although communications systems generally were out of order for hours after the tornado struck, the short-wave transmissions made possible through the cooperation of the station and local management were indeed helpful.

The station was put out of operation about 16 hours, during which time the shortwave operations were carried on. WREL, Columbus, also owned by the Woodruff interests, sent a special event crew to Albany, which with the WGPC staff, originated a WJHG-WLWB program fed to WRL, WATL, Atlanta, and WMNZ, Macon, during which Gov. Rivers, and R. W. Brennen, Albany fire chief, and W. B. Haley, mayor of Albany, were interviewed.

Another station damaged to WGC, which is owned by J. W. Woodruff Sr., of Columbus, and operated by the Woodruff family. The storm did damage estimated at between seven and nine million dollars. In addition to the business and residential section and killing 17 persons. The compensations were placed under the ruling immediately after the tornado.

Plants Using 12

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., is starting a campaign for Planters Peanuts, a campaign of one-minute transcribed announcements twice daily, five times weekly on 12 stations in New England and Florida. Starting dates range from Feb. 12 to May 20. J. Walter Thompson Co., New York, is agency.

Scott's Big List

SCOTT PAPER Co., Chester, Pa., on March 11 will start a campaign for Scott towels using three-week-weekly campaigns and the accounts weekly programs on a large list of stations, not yet announced. J. Walter Thompson Co., New York, handles the account.

SOCKED BY PUCK was Jack Todd, 31, coach of the Chicago Bears, recovering a hockey game the other day. Here he is in the dressing room. Six stiches were taken over the small wound he received when the puck struck him. He was back at the microphone, however, shortly afterward.

FCC Still Silent On Lease Pacts

Licensees Not Informed as to Provisions of Citations

LICENSEES of eight stations, all assigned to clear channels and operated under so-called management contracts with the licensee, were able to meet under the renewal citations on March 13 as to the issues they would have to face under the renewal hearings.

Notifications of hearing have not yet been released by the Commission and as a consequence, lengthening the renewal hearing. Based on its other regular FCC docket commitments, it was indicated the hearings could take place in several weeks or perhaps early April assuming no conflicts develop.

The stations were cited for hearing to ascertain whether the broadcast licensees are themselves discharging duties as licensees or have turned over to "outside companies," designated for hearing week, the Westinghouse stations WRN-WBZB, KFWB, Springield, KYW, Philadelphia, and KDKA, Pittsburgh, which are program-managed by National Broadcasting, Wrigley and Geor.

It was indicated that under present plans "regular procedure" would be followed and each licensee would be individually. However, there were possibilities of consolidation, depending upon the issues. Whether the possibility that several of the hearings will be held away from Washington.

Likelihood of similar notice to other stations operated under management contract is foreseen, these are not expected to arise until the next batch of license renewals falls due April 1.

Scott was likewise regarding the reason for citing the stations for renewal, particularly the failure to file an extended answer and much testimony adduced during the network-monopoly investigation, among others early 1939. It was felt in some quarters, it is understood, that the issues could be treated in the network monopoly.

It was considered likely the principal issues will be whether or not a management contract actually constitutes a transfer of license within the meaning of Section 310 of the Communications Act. Also involved is the issue whether the law contemplates that a licensee is "foreclosed" at designating an "agent" to conduct his affairs.

Princess Pat Amateurs

PRINCESS Pat Ltd., Chicago, on Feb. 26 will start James J. Walker, former manager of the New York, N.Y., m.c. of the Original Amateur Hour on WHN, New York, to be presented Mondays, 9-10 p.m. from the stage of the Majestic Theatre on Broad-

WAY. The program, one of the pioneer amateur programs, started in 1925 and has broadcast programs on a large list of stations, not yet announced. J. Walter Thompson Co., New York, handles the account.

WKY, Oklahoma City, on Feb. 11 started a weekly competition for high school bands, offering a silver cup to the winning school.
"That's the soil fertility map of the United States!"

- Par'm us, please, for bringing up one of these here distorted maps again, but we just couldn't resist this easy method of showing why Iowa is the most important agricultural state in the Union.

Actually, of all the 101,037,573 acres of Grade A land in America, Iowa has 25,983,110, or 25.62%!

Figure it out for yourself. One-fourth of all the best land in the nation (plus a lot of the second-best, too)—covered completely by one 50,000-watt radio station, situated at the very heart and center of the territory. That, in itself, would automatically make WHO the country's leading farm station—even if we didn't give our millions of listeners the most entertainment, the most news, the most showmanship that money can buy. . . . Would you like some details?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Survival - of the - Fittest 
Theory Is Argued in 
Dubuque Case

THE WHOLE question of competition between broadcast stations—
involve determination of the issue whether it shall be "survival of the fittest" or a limitation on licensing of new stations where rudio
companies contended that an FCC decision in the Pottsville-Telegraph-Herald-ITK Broadcasting case in Dubuque, and that
was placed in the lap of the U.S. Supreme Court Feb. 9 in final
argumets in the Dubuque case. The court may render its
ruling Feb. 26, though it is possible the ruling will not be forthcoming until a sub-
sequent Monday "decision day."

From William J. Dempsey, FCC general counsel, who explained the free
competition theory, and Louis G. Caldwell, first general counsel of the
Radio Commission and counsel for WKBB Dubuque, came diametrical-
ly opposed viewpoints. Questions from the bench were frequent, with much
emphasis placed on the need for an interpretation of the Supreme Court in permitting appeals from FCC actions on the contra-
verted competitive issue.

Recent Rulings

The new ruling will come hard on the heels of a precedent-making
unanimous decision by the highest tribunal Jan. 29 in which it gave
the Commission a freer hand in deciding whether to approve addi-
tional stations and eliminating all ques-
tions of priority. In deciding the so-called Pottsville and Cheyenne cases [Broadcasting, Feb. 1], the
court reversed the U.S. Court of Appeals for the District of Colum-
bia in its opinion in both cases and gave the Commission broadened powers in devising its own procedure. In the Pottsville and Cheyenne decisions, ob-
servers were inclined to feel that the court indicated a view which might logically be applied in the more "traditional" or "conven-
tion" case in favor of the Commis-
sion's philosophy. Following the arg-
mumets on the Dubuque case, how-
ever, and based on questions from the
bench, many observers were inclined
to modify their prognostications.

The questioning was far more pointed and vigorous, with practically all justices participat-
ing in it. In some quarters it was felt a divided opinion might result.

Opening the argument, Mr. Dempsey explained that the issue arose from the FCC action of July 2, 1937 in granting the application of the Telegraph-Herald-ITK Broadcasting Co. for a new station in Dubuque, Ia., from which WKBB appealed, raising the ques-
tion of the validity of the commis-
sion's decision to approve the addi-
tional station. WKBB appealed to the lower court, which reversed the Commission's decision, holding that the applicants for the new station did not have an "appellate interest." Afterward the FCC sought Supreme Court review, rais-
ing the question of the right of the lower court to enter a de novo
WKBB appeal on economic grounds.

Mr. Dempsey argued that WKBB did not have an appealing interest, under the Communications Act of 1934. He held that the
ruling business is not subject to the
same character of regulation in the case of roadways and that broadcasters are not subject to rate regulation or limitation of profits. He contended that competition is the most force-
ful element in providing better ra-
to the public and that the statute itself did not contem-
plate any protection for existing li-
members of the competitive situation, even if forced to extinc-
tion.

Chief Justice Hughes and Jus-
tics McReynolds and Stone fre-
cently interrupted Mr. Dempsey, calling particularly the intent of Congress with respect to the right of appeal of parties whose interests are "adversely affected." Signif-
cant also were questions raised in con-
nection with the requirement in the Act that the financial responsi-
bility of applicants be regarded as a condition precedent to the
granting of a license, as opposed to the Commission's contention that the uni-
limited competition does not con-
stitute an appealable interest.

A Matter of Facilities

There were also frequent ques-
tions from the bench regarding the interfering situation and the prob-
lem that was a consideration in the granting of new stations. Mr. Dempsey pointed out that no ques-
tion of that character was involved in the Dubuque situation. Replying to Justice Frankfurter, he said the
intent of Congress regarding financi-
ual qualifications of applicants was
to insure proper service to the pub-
lic because of the limited number of broadcast stations available in the area it did not have any competitive sig-
nificance.

Mr. Dempsey argued that no-
where in the statute did Congress intention make the decision of the Commis-
sion to license a station one of freedom from competition. He said the statute not distinguish be-
tween stations which sell advertising and the so-called non-commercial or non-broadcast
pursuits as newspapers and may, with-
out any requirement, permission or
hinderance, enter into advertising pro-
cess of the competition. He declared there is no regulation of profits or of rates and no protection against
competition.

Mr. Dempsey argued that the is-
sue of competition is wholly irrele-
vant and that should the Telegraph-
Herald-ITK Broadcasting station give good service, it will win listeners even though it may adversely affect WKBB business.

Right of Appeal

Mr. Caldwell began his one-hour argument with a summary of the
view from which he contended was that it has no power or authority to take into ac-
tcount the ability of a competing station to support an additional station. Moreover, he said, the Commission
takes the position that no one has a right to appeal to the court.

Unlike Mr. Dempsey, Mr. Caldwell was not subjected to as many
questions from the bench. He chal-
ged the Commission's "rules for free-
ly competition" as unnecessary and that it is under no compulsion to do so. "Due to this lack of interpretation of the sta-
ute," he said, a hearing was "an empty formality."

Citing the Dubuque situation, Mr. Caldwell said WKBB is losing money and that the competition of a station operated in conjunc-
tion with a newspaper would likely be disastrous. Moreover, he pointed out that the situation might be one wherein the city would have both its own station and a daily newspaper operated under the same interests. He argued the FCC had not contended when the appeal origi-
ally was filed with the court below that there was no appealable inter-
est.

Interpreting the intent of Con-
gress in the Communications Act
and in prior statutes, Mr. Caldwell insisted that unlike the Commis-
sion's interpretation, every assump-
tion is that there have been previ-
ous hearings in cases. He said the
legislative history tended to prove that Congress contemplated an appeal to the court where the decision was made that a matter of appealable interest had not been raised by the Commission.

Cites Annual Report

The essence of injury to existing stations is loss of listeners, Mr. Caldwell contended, which can come through the assignment of a new station on the same wavelength with a resultant loss of coverage or in a case such as the Dubuque situation where another station would be licensed to divide the audience. In either instance, the exist-
ing station stands to lose listeners and, as a consequence, business.

Mr. Caldwell, he argued, the Commis-
sion itself as recently as its last annual report, had taken cognizance of the question of ade-
quately economic support for broad-
casting facilities. In this respect, he said, he had also cited in his brief filed with the court Feb. 7 a number of de-
clarations of the Commission on that subject, in which he contended indicated considera-
tion of the competitive and eco-
nomic situation.

The requirement of due process

must be exercised, Mr. Caldwell de-
closed, asserting the Commis-
sions Act is not intelligible other-
wise. The hearing section of the Act particularly has no meaning unless competitive matters are con-
 sidered, he declared.

In conclusion, Mr. Caldwell called attention to the FCC decision in the Heilmeyer case, and pointed out that no question of interference was involved in Cheyenne and that it was simply a situation wherein two applicants were applying for this facility with the issue purely economic. The FCC in that in-
stance, he said, appealed to the highest tribunal, with the issue in the
fact that of whether a municipality of the size of Cheyenne is entitled to more than one station.

Opening the argument, Mr. Demp-
sey was asked by Justice Stone if the financial ability of an appli-
ant is not an important factor. Mr. Dempsey said the Commission is required by statute to pass on financial qualifications but that the competitive factor had no bearing, even if the existing station might be destroyed. Both Chief Justice Hughes and Justices Stone and Mc-
Reynolds pursued this line of ques-
tioning.

The Chief Justice observed that he was at a loss to see how the pub-
lic interest could be served under a Congressional mandate which
so tied up an administrative agency. Mr. Dempsey, however, contended that it resolved itself into a question of damage without injury.

Both the Commission and WKBB counsel were given authority to file supplemental briefs with the court.

The austere courtroom took on a
radio appearance, with virtually
the entire membership of the FCC and its legal staff on hand, along
with a substantial portion of Wash-
ington's legal radio fraternity.

FINANCIAL Advertisers Assn. will
hold its 1940 convention Oct. 28-30 at the Homestead, Hot Springs, Va.
George Rector, famous wherever good food is mentioned, was interviewed by Harriet Hester of WLS during National Food Week. Mr. Rector is food consultant for Wilson and Co.

**FEATURE FOODS**

Here is a participation program which is bringing phenomenal results to a constantly growing number of food products manufacturers. If you want to increase your sales through grocery stores in the Chicago area, be sure to ask for the complete story of this unusual advertising and merchandising plan—with proof of the results which are being secured for others.

“Take a large area, rich in agriculture and industry. Place a powerful radio station in the heart of that area. Through years of intensive service build an audience that is interested and loyal. Season thoroughly with features and programs which meet the specific requirements of that audience. Then concentrate your advertising message on that station.”

Of course, we’re referring to WLS. Month after month and year after year the great Mid-West radio audience continues to show a most unusual response to advertising over WLS. We’ll be glad to prove that statement with specific and detailed facts covering the great 4-State Area (Illinois, Indiana, Wisconsin and Michigan).

To find out what WLS can do for your product—just ask us or any John Blair man.

**WLS**

**THE PRAIRIE FARMER STATION**

Burridge D. Butler, President (Chicago)  Glenn Snyder, Manager

[Contact information for John Blair & Company, New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco]
Mr. Roosevelt Supports Opera Drive

THE WHITE HOUSE
WASHINGTON

January 31, 1940

Dear Dave:

I want you to count me among the thousands of radio listeners throughout the nation who wish the Metropolitan Opera to continue and go on to greater glories. I have held season tickets since my work is done I have listened to the opera broadcasts and have enjoyed the music which this new opera has brought into my study in Washington.

Grand opera has now become, in a real sense, the people's opera rather than the possession of only a privileged few. I know that all our citizens for whose this field of entertainment has taken on a new democratic significance wish the Metropolitan to continue to maintain its leadership. In some countries, opera is subsidized by the government; here it depends only upon those who have love for immort al music.

With all good wishes for the success of the campaign.

Very sincerely yours,

Mr. David Sarnoff,
Chairman, RCA Division, Metropolitan Opera Fund, New York, N. Y.

Mr. William S. Paley,
President, WCBS, New York, N. Y.

Mr. John H. Burns,
President, WOR, New York, N. Y.

Mr. Allen Funt,
President, WOR, New York, N. Y.

Mr. Frank Capra,

Mr. Fred Astaire,
Dancer and Actor, New York, N. Y.

Mr. Fredric March,
Actor, New York, N. Y.

Mr. Robert Shaw,
Conductor, New York, N. Y.

Mr. Jay Gwuendorf,
Manager, Metropolitan Opera House, New York, N. Y.

Mr. John Martin,

Mr. William S. Paley,
President, WCBS, New York, N. Y.

Mr. Allen Funt,
President, WOR, New York, N. Y.

Mr. Frank Capra,

Mr. Fred Astaire,
Dancer and Actor, New York, N. Y.

Mr. Fredric March,
Actor, New York, N. Y.

Mr. Robert Shaw,
Conductor, New York, N. Y.

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President, WOR, New York, N. Y.

Mr. Frank Capra,

Mr. Fred Astaire,
Dancer and Actor, New York, N. Y.

Mr. Fredric March,
Actor, New York, N. Y.

Mr. Robert Shaw,
Conductor, New York, N. Y.

Mr. John Martin,
YOU GET MORE BECAUSE OF THIS NEW HIGH POWER TRANSMITTER

1000 WATTS 5000 WATTS

DAY AND NIGHT MORE LISTENERS MORE MARKETS MORE SALES AT NO INCREASE IN RATES

WXYZ DETROIT

NATIONAL REPRESENTATIVE, PAUL H. RAYMER COMPANY
ANNOUNCER: Listen ladies! We have a sensational announcement of a special offer this week only. Listen carefully as we make the most of this amazing opportunity at once! Send a box top from a bottle of Blank, together with a dime, and we'll see that you get a wonderful paring knife with stainless steel blade that any woman would be proud to use. This fine new paring knife will be mailed at once for a Blank carton top and a dime, sent to Blank, care of this station. Do it today! Blank is the name of the most delicious fast food that the whole family enjoys!

And there you have an announcement that may pull on some radio stations, but when we're asked to put copy like that on WLS it makes us very unhappy. On a rainy day, with everyone sitting home in front of the radio, it might bring in a dozen box tops, but we won't bet on other days. There are a number of good reasons why we believe it won't click. One is because the copy is based on the experience of the last ten years and a study of more than 10 million letters WLS has received during that time.

Another Way

Before going any farther, let's have it understood that a study of these letters leads to no mysterious formula that will make all copy click. However, we have come to believe in certain principles that should be followed to get the most effective results from a radio announcement whether it's used as a spot or as part of a sponsored program. These principles are elements...and yet it is surprising how often they are violated.

Suppose we take that paring knife offer as an example and be more specific. Offhand I should say that the announcement is not long enough to tell the story and make the offer. The advertiser needs more time in which to give his copy the proper development and make the listener interested enough to send box top and dime. In the second place the writer has scooped up a half-dozen cliches and linked them tritely into an announcement that is not sensational nor is the offer exactly amazing, the words “sensational” and “amazing” may be defended by some advertising men as “tested” words, but not according to our test. Whatever else they may have had in the early days of radio, advertising has been lost on listeners who are not as gullible as they may once have been.

It's like constantly waving a circus banner forever delivering the elephants. If the knife is worth offering, there are honest, familiar adjectives that will prove it to a housewife. And anyway, she probably never in her life has seen a paring knife that 'amazement, bewilder or confound' her as Webster indicates would be the case if she were "amazed".

HIGH-POWER ADJECTIVES AND CLICHES RUIN MANY A RADIO COMMERCIAL

IN AN ERA of superlatives, the straightforward and friendly suggestions of a sincere announcer are more prove effective than all the flabby adjectives that Roget can crowd into a thesaurus. At least that's the way Mr. Baker feels about it, after penning mail pullers for WLS, Chicago. He has observed the impotence of potent verbage and the power of a warm approach. To bring out his point he takes typical high-pressure plugs and rewrites them into the sort of commercials proved effective at a 50,000-watt station proud of its mail-pulling.

Suppose we stop trying to write a terrific piece of copy and just sit down at the typewriter and imagine we are about to visit with one mild and pleasant housewife alone in her kitchen doing up the ironing while the radio is on. Instead of building up her boxtop-resistance with a staccato attack, let's be reasonable about the whole thing and try a little persuasion. We'll use cost money and we can afford to waste time muddling through just for the sake of being friendly.

But at WLS we have come to believe that it isn't a waste of time to be natural and informal and our continuity is planned as though it were intended for good friends who listen day after day and whose confidence is not to be violated by a passing plunge into hysterical sales promises.

At the risk of understatement we kill questionable superlatives and try to tell the truth in an easy, well-spoken way. As copy-writers who may consider this approach naive, we only comment that such naiveté has won the confidence of the WLS audience at the rate of better than a million letters a year.

THE FRIENDLY APPROACH

But let's get back to that paring knife story and try not to write it the hard way... Maybe we could begin something like this.

"ANNOUNCER: How many of you ladies need a good sharp paring knife to peel potatoes and other vegetables? Did I hear you say you need one? Well, here's your chance to get a brand new knife practically as a gift from the makers of Blank breakfast food. It's a good sharp paring knife with a stainless steel blade and a patented wooden handle that is riveted on to stay and fits snugly in your hand so that you can comfortably on the handle. It's an excellent knife — made to sell for $2 if you could buy it in the stores. But it isn't for sale over the counter—no ma'am! This dandy paring knife made with a stainless blade of high carbon steel will be sent to you for only 10c and a Blank box top. Just mail your dime and the box top to BLANK, care of WLS, Chicago. Get your box of Blank today, and find out how much the whole family enjoys a delicious steaming bowl of BLANK for breakfast. Then tear off the box top and mail with your dime to BLANK, WLS, Chicago. Your stainless steel paring knife will be mailed at once, postpaid. But don't put it off till it slips your mind... better make a note of it right now while you think of it. Just a box top and a dime to Blank, WLS, Chicago for your paring knife."

And there you have it—not a perfect announcement but typical of the selling psychology that has proven effective on many proof-of-purchase campaigns. Why? In the first place because the announcement was done out to do one thing only and did not deviate from that job. Even the institutional story of the sponsor's breakfast food was deftly inserted. The paring knife is an example of the way to use a tool on the theory that if an offer is to be used at all it should be given complete attention.

By selling the offer you sell the product in a campaign of this sort. Naturally, such a sales attack presupposes that the product has the same distribution and the same acceptance. The story has been so well told that pioneering is not necessary to break down sales resistance with the listener.

OUT GOES A NECK

But suppose you have an account that is not well known and must sell itself against stiff competition in an established field. The client, a manufacturer of farm feeds, is willing to agree that the station you select has an audience but demands proof that it is the audience he wants. Then you decide to stick your neck out and give away literature on his poultry feed. He has a 30-day trial offer and you plan to do a page a week for entering egg production records. With this to work on you plan a copy attack and begin like this:

"ANNOUNCER: New and exciting news for poultrymen! It isn't too late to help your layers give you more of those high-priced winter eggs! Give your hens LAYING MASH and keep a careful record of their egg production. Get the most results from your flock this winter by feeding LIVE-STOCK LAYING MASH. You can send for a free booklet explaining how you can entice greater dejections by mailing a post card to Livestock, care of this station..." and so on.

This direct attack will to some extent publicize the Laying Mash but certainly will not result in many inquiries even though it is a competent and thorough sales letter. The barrage of "send for your free booklet today" sentences are inserted. A better way to make this copy click would be to handle it along this line:

"ANNOUNCER: You alert poultry raisers are in business to make money. That's why every single one of you should send for the free booklet called "More Money from Your Poultry" offered by the makers of LIVE-STOCK LAYING MASH to help you make more money on your poultry this winter. This valuable booklet contains practical advice on feeding and health and other money-saving short cuts to greater egg profits for you and also tells of the remarkable egg records made in actual distribution of LIVE-STOCK LAYING MASH. Turn through the pages of this helpful booklet—see for yourself why progressive poultry raisers are choosing Live-stock Laying Mash, and continue with selling points on Livestock Mash and an emphatic closing of the offer.

The first piece of copy will not

(Continued on page 70)
CREATORS OF A FIXED HABIT...

- Every poll of opinion—private and public—substantiates the top N.A.B. ratings held by these brilliant NBC Basic Red Shows. Here in the 8th U.S. Retail Market, these shows have established a fixed habit among radio listeners—the habit of staying turned to KSTP. It's easy to understand why! Over 73% of the most popular national programs plus outstanding local shows plus a long record of "Firsts" in news and local affairs plus 50,000 watts in combination make KSTP the fixed habit with the dominant audience in this area. Tell your story to this tremendous audience in this rich market at lowest cost—over KSTP.

Edward Petry & Company  National Representatives

KSTP
The Northwest's Leading Radio Station

50,000 WATTS
NBC BASIC RED NETWORK
Minneapolis, Saint Paul
Industry to Join In Rotary's Fete
Network and Disc Programs Are Included in Activity

ALL SEGMENTS of the broadcasting industry are cooperating with Rotary International, Feb. 18-23, when the organization observes its 35th anniversary. A world-wide movement to spread friendship and fellowship among community businessmen and to strengthen broadcasting broadcast station executives are enrolled among Rotary's 210,000 members. There are 4,000 clubs in the international organization in more than 65 nations which will participate in Rotary Observance Week.

Chesley R. Perry, secretary, and Harry Bert Craddock, assistant secretary of Rotary International, have made arrangements for nationwide radio observance of the event. In addition to network broadcasts, two transcriptions cut by World Broadcasting System are being distributed to 400 stations for local rendition.

Network Programs

The keynote of the radio observance will be to stress plans for maximum effective service to the public of the organization in the furnishing of additional to the two 15-minute transcriptions, there will be an NBC-Red program from Chicago Feb. 18; MBS will carry a broadcast from Columbus Feb. 19, and NBC-Blue will schedule a program emanating from Washington on Feb. 21 and another from Chicago on Feb. 22. During the week, the Chicago Rotary will play host to America's Town Meeting of the Air. From Canadian Ont., on Feb. 23, a special 45-minute Rotary broadcast will originate, to be relayed over a special network.

The transcriptions, with professional talent, are titled "Time to Get Acquainted" and "More Men Members." They are a pic of the work of the Rotary movement. Emphasis will be placed on the origin of the organization in Chicago in 1905, when the club moved to promote better relations between its members and their associations in business, social and civic activities. Afterward, Rotary begins to spread, and as a natural result of a group of community businessmen meeting in friendship and fellowship individual clubs began to recognize the eternal need for better business ethics and standards.

U. E. I. Expands Campaign

UTILITIES Engineering Institute, Chicago, which is sponsoring two to four 15-minute daily language programs daily on WARD, Brooklyn, WEVD, New York, and WHOM, Jersey City, is adding further impetus to its campaign in the East through KPKM, Atlantic City, N.J., and WNYC, New York. On Feb. 12, the company started a five-times weekly hour program on WMCA, New York, and has begun a five-timesquarter-hour news periods weekly on WGY, Schenectady. Also added are six quarters weekly on WIBX, Utica, and an hour weekly of popular weekly of western music on WHN, New York. More stations will be included later this month.

SCOUTS took over L. B. Wilson's WCKY, Cincinnati, Feb. 3, handling executive jobs as part of the national expansion of Here Scout Paul Gilson, understudying E. C. (Jimmy) Krauters, WCKY sales manager, directed the series which featured Secretary Sara Jane Petty. Scouts all over the nation were radio-active during their anniversary period. Besides the programs they staged programs suitable to the occasion and were lauded on many regular national and local programs.

RADIO RALLIES THE BOY SCOUTS

Over a Million Youths, Led by President, Celebrate 30th Anniversary

THROUGH radio, the nation's 1,550,000 Boy Scouts and leaders and nearly 5,600,000 other Americans who have been in Scouting sometime since 1910, were linked for the 30th birthday anniversary last week. High point was the White House broadcast Feb. 8 when President Roosevelt, as Honorary President of the Boy Scouts of America, made his eighth address to the Scout Movement. Sharing in the White House program, broadcast on NBC-Blue, CBS and MBS were Walter W. Head of St. Louis, Scout president, and Dr. James E. West, chief Scout executive and editor of Boys' Life. A dramatic moment in these Presidential broadcasts has been the annual re-commitment by the nation's Scouts. One bright Scout several years ago called attention to the fact that on no other occasions are so many persons at so many different places saying the same thing at exactly the same time! In the Central, Mountain and Pacific time belts, arrangements were made for Scouts to hold local gatherings in appreciation of the services rendered by scoutmasters, cubmasters and other Scout leaders. In the Eastern time zone, because the broadcast was made at 10:30 p.m., mass gatherings by Scouts were not encouraged and most Scouts heard the broadcast at home.

An Intensive Drive

Not only during Boy Scout Week itself but starting as early as Feb. 3, more than 105 major network broadcasts paid tribute to the part Scouting plays in American life.

As early as November the Scouts' national office started directing the 15 major broadcasters, "We wrote to every advertising agency and broadcast time user in the United States," said Leslie C. Stratton, public relations director. "We informed them of the coming anniversary, told them of the strength of the Boy Scouts in point of membership, past and through the year 1940 radio participation in the celebration. The response was gratifying. "Of course, a broadcast was sent to the managers of every station in the United States. The seven suggested spot announcements, one for each day in Boy Scout Week, averaged about 75 words. A script of a 15-minute dramatization was furnished with the assurance of active assistance from the 536 Local Boy Scout Councils that administer the Scout activities in well-defined areas. Included in the material was a suggested 15-minute radio address. In addition to the major network stations, a total of 169 independent radio stations replied that they would take part in the birthday observance. "To show its appreciation of the cooperation of radio stations, advertisers using radio time and their advertising agencies, the national office of the Boy Scouts published an edition of 50,000 copies of a special National Boy Scout Week News and Radio Timetable," a copy of which was sent to each of the 45,568 Boy Scout Troops and Cub Packs in the nation and its suburbs. Copies were also sent to advertisers, radio stations and advertising agencies.

"Printed as a four-page, five-column newspaper, the 'timetable' lists 1,600 radio stations and advertisers using radio time and their advertising agencies, with a listing of the stations, the program and the day of the broadcast. A column is devoted to each of the network stations and the 169 independent stations.

"The Boy Scout Week stations are using the weekly radio scripts prepared and distributed by the Boy Scouts of America. This cooperation is helping a great deal in educating the American public to the democratic structure of the Boy Scout program which gives every boy, regardless of race, color or creed, an opportunity to learn worth-while things, to build himself physically, to enjoy life in the open and the companionship both of boys of his own age and men chosen because of their high character. "We have much evidence that many of the boys who field calls on or were connected with Scout- during our 30 years. We know from experience that Scouting will continue to furnish the radio industry a large share of its personnel in the years ahead."

CBS NET FOR YEAR OVER 5 MILLION

CBS, which in 1939 accounted for approximately 26% of gross time sales of the entire broadcasting industry (Broadcasting, 1940 Yearbook), showed consolidated net earnings, subject to audit, of approximately $210,000 during the equivalent of $2,028 a share on $7,007,825 shares of $2.50 par value stock. This is a standing, according to a statement issued Feb. 7 following a meeting of the board of directors.

During the preceding year, consolidated net earnings amounted to $3,541,700 or $2.07 a share. According to Broadcasting Yearbook, CBS gross billings for time sales during 1939 amounted to $91,278,000. Sales and deductions on frequency discounts, agency commissions, etc. This compared with an estimated $57,000,000 gross for the industry as a whole. The networks' net earnings are derived not only from time sales but from other operations, including its studio properties. Its 1938 time sales gross was $27,000,000.

During the last year CBS acquired full ownership of Columbia Records Co., its subsidiary, but it was stated that this does not materially affect the consolidated earnings though they are included in the results.

The board declared a cash dividend of 45 cents a share on the Class A and B stock payable March 8 to holders of record Feb. 23.

NBC M & O Time Sales

For January Rise 31%

TOTAL local and spot sales for January, 1940, on the 15 NBC M. and O. or programmed stations were almost the same as those recorded according to announcement Feb. 8 by James V. McConnell, NBC's national spot and local sales manager, for the January of this year. A 31% increase was indicated for the January of the first month of this year was $516,400, an increase of 51% over the January of 1939, $327,200.

"We have every reason to expect that 1940 will be our banner year," said Mr. McConnell. "One of the advantages in the record-breaker up to this time," said Mr. McConnell, "Contracts already on file with stations at this time indicate that an increase of at least this much is going to be maintained right through the year. The 15 NBC M. and O. stations include WEAF and WJZ, New York, WENR and WMAQ, Chicago, KFI and KMCL, Los Angeles, WRC and WMAL, Washington, WJBZ-WBA, Boston, Springfield, WGY, Schenectady, WPMD, Pittsburgh, KROA, Denver, KYW, Philadelphia, WTOP, Cleveland, IRVING STROUSE, publicity agent in hollywood, is a silver screen character, has entered the radio program production business, the first show to be released in series is "Don't Be a Phony," featuring former Mayor Walter H. and Miss White. Other productions announced are Evans & Mayer, a dramatic program, and Charles Laughton's "Fashion Show,"染发 sex, and it's some kind of a thing, you know. But we've had to do it because of the high character. "We have much evidence that many of the boys who field calls on or were connected with Scout- during our 30 years. We know from experience that Scouting will continue to furnish the radio industry a large share of its personnel in the years ahead."

Page 26 • February 15, 1940 BROADCASTING • Broadcast Advertising
Radio would have kept Old Roanoke on the Map

Today, if colonists should try to settle in some remote corner of the earth, radio would keep them in constant communication with their homeland. The services of the Radio Corporation of America would do much to prevent a tragedy such as that of early Roanoke.

In the first place, the colonists would take along a radio transmitter, built by the RCA Manufacturing Company, and to operate it skilled radio technicians, trained perhaps by RCA Institutes. Then when troubles beset them, the colonists would get in touch with R.C.A. Communications—an organization that would radio their messages throughout the world. Ships, bringing relief, would be guided by radio equipment designed in RCA Laboratories and built by Radiomarine.

The two great radio networks, and the international short-wave service, of the National Broadcasting Company would be a source of news, education, and entertainment to the isolated colonists. And, they'd listen to programs with RCA Victor Radios and enjoy the delights of Victor Records played on RCA Victrolas.

Whether or not you are planning a colonial enterprise, RCA is prepared to serve you in every field of radio, television, and sound.
HOCKEY TO BRITAIN

Canadian Soldiers Hear Air

"Company Pickups"

IMPERIAL OIL Ltd., Toronto, announced last year that a national network weekly hockey broadcast, has made these broadcasts available to Canadian soldiers in Great Britain, according to an announcement of MacLaren Adv. Co., Toronto. The British Broadcasting Corp. is rebroadcasting the hockey games for Canadian army men Feb. 25, 8:30-9 p.m.

In many and most of the CBC in Great Britain recently reported that Canadian troops overseas will be able to listen to all CBC hockey broadcasts. The CBC in turn advised Imperial OIL, and that company readily undertook to provide beam wireless transmission to Great Britain, and to cooperate in any arrangements that could be made. The BBC volunteered to provide time on air for a half-hour each to the station, and as a result it now appears likely that Canadian troops in England will be able to hear the Saturday broadcasts.

SIR JOHN REITH, former director-general of the British Broadcasting Corp., who recently was named to Canada's war cabinet as Minister of Information, on Feb. 1 was elected President of the opposition to represent Southampton.

Battle of Broadcasters

In War Zones Provides Material for Magazines

HENRY B. KRANZE, one of the battery of shortwave monitoring men maintained by CBS, is author of "War of the Short Wave", an article in the Feb. 2 Nation describing the propaganda and "news" heard from abroad, particularly from England and Germany. It was a correspondent in the "radio war", he states, who first gave America the news of the signing of the Soviet-German pact and first announced the Russian advance into Poland.

Mr. Krane states that he listens to a different station every 15 minutes, rotating in succession from five to 10 times a day to get a panoramic picture of the methods and goals of the forces on this front. He describes the "war of words", the claims and counterclaiims, and the obvious and subtle propaganda.

Another article on the same subject, "The War of Lies and Laughs", was featured in the Feb. 3 Saturday Evening Post. Its author is J. C. Furnas, who states the issue contains the final installment of a series on Orson Welles, in which some of the effects of the "Men from Mars" broadcasts are disclosed as they will be amplified in a study soon to be released by Princeton University Press.

Canadian Politics

UNITED STATES broadcasting stations near the Canadian border stand to profit from the Canadian general election to be held March 26. Canadian radio executives and analysts now allow spokesmen or candidates to use American broadcasting stations provided they observe all conditions which would apply if they were using a Canadian station.

MAX JORDAN, NBC's roving European representative, was invited to visit the Western Front and tell U. S. radio listeners what he saw about the life of the Canadian soldiers on the Western Front. But he wasn't permitted to peer through and take away descriptions of concrete and straw barriers erected at strategic spots on the battle line facing France's Maginot Line.
Our transmitter is the tallest steel structure on Ager Road, in Chillum, Md.

The only broadcasting station with studios on the second floor of the Trans-Lux Building, in Washington (shared with WMAL).

More leather-covered furniture.

We have the only announcer in Washington exactly 6' 1" tall, and weighing exactly 210 pounds.

Shorter-haired musicians than any other network affiliate in Washington.

More window space for offices than any station in Washington.

The only colored janitor used in a sound-effects department. (He can make a noise like a rooster.)

The only air-conditioned studio exactly 10' 3" x 18' 6".

Each claim sworn to before a notary public, and proof is available on request.
OPERATING ADVANTAGES

1. Air-cooled tubes in all stages.
2. Extremely low operating costs.
3. Rectox rectifiers throughout except main high voltage rectifier.
4. Inductive neutralization of the power amplifier.
5. Equalized feedback.
6. Compressed gas condensers.
7. Complete elimination of fuses.
8. Spare rectifier tube at operating temperature.
9. Ease of adjustment.
10. Unit construction throughout.
11. Full automatic control.
12. Relatively low plate voltages.
13. Conservative operation of all tubes.
New standards for radio broadcast equipment are being set by Westinghouse Type HG 50 kw transmitter—and proved by performance at KDKA. Make any comparison you like, and you’ll find this new equipment leading others in both the quality and dependability of broadcast, and ease and economy of operation...for instance, here is a comparison of power input with other well-known transmitters:

<table>
<thead>
<tr>
<th>% Program Modulation</th>
<th>Transmitter A</th>
<th>Average</th>
<th>100%</th>
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<tr>
<td>0</td>
<td>137</td>
<td>142</td>
<td>172</td>
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<td>125</td>
<td>135</td>
<td>170</td>
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</tr>
<tr>
<td>Westinghouse</td>
<td>105</td>
<td>115</td>
<td>145</td>
</tr>
</tbody>
</table>

A new circuit principle, proved in operation, helps bring about this high efficiency—over 80% in the power amplifier alone—more than twice the plate efficiency of conventional circuits, and at least 20% above other equipment.

Air cooling of all tubes eliminates water jackets, pumps, radiators, tanks and maintenance expense, and permits use of exhaust air for heating the building. Rectifier tubes may be changed by remote push-button control, a spare tube being maintained in operating temperature and ready for service.

As for complete details of the many operating advantages of this new type of transmitter, listed at the left. Your Westinghouse office will gladly supply you with further information.
‘Duopoly’ Tendency Detected In Industry by Chairman Fly

Tells Senate Group That Two Concerns Exert Powerful Influence; Favors Strict Control

A TENDENCY toward what he called "duopoly" in the broadcasting industry, by virtue of the strong positions of NBC and CBS, is creating new problems for FCC, according to Chairman James Law rence Fly.

In testimony before the Senate Subcommittee on Appropriations, released Feb. 1, broadcasting Fly warned that a duopoly differs from a monopoly in that more than one company is involved.

"Instead of having one company, as in a monopoly, Bell System, controlling an entire industry, you have two companies which have a lesser degree of control of the broadcasting industry," he said. "One think you could quite call the National Broadcasting Co. and the Columbia Broadcasting System, even a duopoly, but there has been a certain tendency toward that, which is obvious, and seems to me to create problems for the Commission."

"Chairman Fly's appearance, his second since last December before a committee of Congress in executive session, was in connection with the Senate Committee's consideration of the Independent Offices Appropriation bill for the fiscal year 1940, which includes the independent agencies including the FCC.

Stricter Control

That Chairman Fly leans toward more stringent, regulation of all phases of the industry was reflected in his testimony before the Senate subcommittee to a far greater degree than when he appeared before the House Appropriations Subcommittee on Dec. 13 [BROADCASTING, Feb. 1]. While he appeared before the Senate Committee Jan. 30, the House Appropriations Committee testimony was not made public until Feb. 2, when the Independent Offices Appropriation bill was report ed out of Committee.

Chairman Fly predicted that the Supreme Court, in the Sanders case involving the fundamental issue of unlimited competition among broadcasting stations, will hold that a competitor has no standing to sue. He said he could not find in the statute protection against competition to stations.

When the question of purported monopoly in broadcasting was raised by Senator McKellar (D. Tenn.), the chairman launched an offhand appraisal, emphasizing particularly the recent move of the FCC to inquire into management contracts [BROADCASTING, Feb. 1].

Senator McKellar asked if radio itself "is not becoming one of the great competitive monopolies of all time," and if it were not a fact that "several broadcasting companies or networks now in existence" constitute virtually a monopoly. Asked whether there are not a number of cities where one company has absolute control of all the broadcasting, controls the prices of advertising and asserts the right to do it, regardless of the Commission.

Mr. Fly said there has been a "certain tendency in the radio industry toward monopoly—not monopoly in terms, necessarily, of a single company, strictly a monopoly, but more in the nature of what is technically known as a duopoly."

He said there are cities where single broadcasters have "too many stations."

"There is a serious question," Chairman Fly continued, "as to whether or not any one broadcaster should have, in the aggregate, as many stations as they now have. There are serious questions as to whether or not chains of radio stations have been tied in with chains of newspapers in such a way as to give certain interests pretty much of a monopoly upon the means of public expression within a certain general vicinity. There are serious questions of that kind . . . and some attention ought to be given to them."

Asserting, in further response to Senator McKellar that he does not want to suggest that he was "entirely happy with what has been done," Mr. Fly referred to the inquiry of the FCC committee into networks and predicted that its report will be available "easily within a month."

Meanwhile, he said, the Commission has taken note of cases as they have arisen and recently it has given temporary extensions of licenses to take care of the operation pending receipt of the committee's report and the Commission's adoption of a policy.

Declaring he did not wish to prejudge what the policy should be, he agreed with Senator McKellar that there is "a serious problem" and that the Commission "should do something about it."

When Senator Adams (D-Col.) inquired whether the FCC passes on network affiliation contracts entered into by stations, Chairman Fly said that the Commission has been "most reluctant to go in that direction." Referring to the hearing ordered on management contracts, he said:

"There are a number of instances in which the broadcasting company has, by lease, or in this instance by management contract, virtually taken over the control and operation of a station belonging to somebody else, but they continue to have the owner of the station come in and ask for the license. Three or four of those problems came up yesterday (Jan. 29) on applications by the owners of the stations, rather than by the people that we thought clearly were exercising that privilege under the license as operators of the station; and we set those down for hearing, which is equivalent to the announcement that we have a serious question as to the propriety of any such grant. It may well be that if the broadcasting company is in a major sense to control the operations of the station it ought to come in frankly and openly and act as the licensees, and assume the responsibility of a licensee."

Asked by Senator McKellar whether broadcasting companies practically control the limited number of broadcast frequencies, Mr. Fly said "they control large portions of those frequencies." When Senator McKellar asked whether the Commission has not yet taken the position that it had the right to control the frequencies and allow them to be used in the public interest, the chairman responded that "from now on the Commission does take the position that it has that right and is exercising it."

Need of Investigators

Presaging his plan to set up an Investigation Section in the FCC [BROADCASTING, Jan. 1, Feb. 1], Mr. Fly said "it will shock the committee" to learn that the Commission has no investigative staff.

Since Congress holds the Commission responsible for assuring operations that are in the public interest, he said the agency should know something about the financial and personal responsibility of individuals who are involved in something about their identity. He said that upon turning over "a few chips here and there", the Commission found that those who have "occasionally an individual will point out the need for a local station and give all the necessary information to the local needs as a means of local public expression. Then after he gives an assignment to the month he has signed up with the chain."

Without directly attacking legal practitioners before the FCC, Chairman Fly said he did not think Congress wanted the Commission to have to take the statements that are prepared by such lawyers. He said they knew all the routine methods and phrases and know what to say in applications and it is, therefore, not necessary for them to conform with the requirements. Asserting that the Commission cannot find "all the bugs" in the statement by reading it, he said he was investigating this potential for that line of work. Recently a couple of men temporarily have been assigned to particular jobs, he said, and that in the cases they have investigated they have turned up "rather alarming facts."

When Senator Adams asked the chairman regarding the list of newspapers having stations, filed with the House Committee, and whether these have developed in the form of chains or are mainly individual newspapers having interest in local stations, Mr. Fly said both have been developed. There are a number of chains, he declared, pointing out that on the preceding day an application was filed in which each paper of four newspapers in small neighboring towns were asking for stations.

"You have, however," Mr. Fly said, "a number of existing important newspaper chains that have chains of radios. Sometimes it is one newspaper and multiple radio stations and sometimes it is one radio station and multiple newspapers. Sometimes it is both."
A NEW

KMJ

NEW

TOWER

660 FEET HIGH

NEW

POWER

5,000 WATTS DAY

FRESNO, CALIFORNIA

KMJ

N. B. C. Basic Red

McCLATCHY BROADCASTING COMPANY

No Increase In Rates

Represented Nationally by PAUL H. RAYMER
BMI Board Decides to Start Performance Licenses April 1

Minimum Fund of $1,500,000 Said to Be Assured; Operating Executive Soon to Be Selected

FULL SPEED ahead for Broadcast Music, Inc. to create its second reservoir of music and rid it of dependence upon ASCAP, was ordered Feb. 8 by the board of the wholly-owned subsidiary of National Broadcasting at a meeting in New York. The board set April 1 as the date it proposes to begin licensing of music for public performance.

Encouraged by even more enthusiastic cooperation of stations than anticipated the BMI board announced that funds actually received or pledged total more than $1,140,000 toward the goal of $1,500,000. This minimum appears to be definitely assured, it was announced.

With headquarters already established at 860 Broadway in BMI shortly will name an operating head, probably a well-known figure in the music publishing or programming field. Already designed to handle public relations is Russell Clevenger, of the staff of Albert Frank-Gorre, president; Louis B. Schuster, vice president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard, 33, president, Yankee Network, and Everett R. Revcor, NAB auditor and temporary secretary-treasurer. They constitute the BMI board.

With current ASCAP contracts expiring Dec. 31, Mr. Miller said BMI plans to create a sufficient reservoir of industry-owned music to obviate the necessity of total dependence upon the pool. Present contracts, calling for 5% of the "net receipts" of stations plus arbitrary sustaining fees, bring in about $250,000 a year.

As a further move, BMI soon will issue a series of monographs featuring noted publishers and their works, all of which will be available at 25 cents per copy to members of BMI.

ACSCAP-Shubert Settle

ALL PERFORMING rights for radio and transcription of some 23 musical Shubert productions have been cleared after a lapse of more than three years, following the recent settlement of differences between ASCAP and Shubert on the subject of rights and their theatrical interests. Rights to the musical compositions of Shubert plays, published by H. W. Shenbrot and Shubert Music Pub. Corp., were disputed in 1936 following a large number of instances brought by Shubert, which now will derive 60% of the broadcast performing rights received through ASCAP, and the company's entire catalogue can now be played without restriction by ASCAP licensees. However, for clearance of the very large number of instances were handled by A. M. Wattenberg, attorney representing ASCAP, Elroy Wyckoff, attorney representing the Shuberts.

MPPA royalty distribution to publishers for the first section of 1940 was made, amounting to a total of $20,000. The done is drawn from licensing revenues on the recording library of World Broadcasting System, according to Harry Fox, agent and trustee of MPPA.

NOTABLES PRESENT FOR WBAB DEBUT

WITHOUT a local outlet since WPG was merged Jan. 1 with WOW, New York, Atlantic City's new station, WBAB, renamed by the Atlantic City Press and Union, made its debut Jan. 31 with an all-aural program honoring city and state notables and attended by a huge crowd which packed the studios of the resort city's famed Convention Hall. The station, like WPG, was made a CBS outlet. Authorities in the broadcasting industry of last year, it operates with 100 watts night and 250 day on 1200 kc. Manager is W. C. Reed, since 1935 manager of WPG. Other staff members are Earl Godfrey, program director; W. C. Page, chief engineer; Ray Morgan, formerly with WTEL, Philadelphia, and WPG, chief announcer; Ralph Shoemaker and John McCray, formerly of WPG, announcers; Mary T. Keating, secretary to Mr. Reed, who held that position with Edwin M. Spence when he was WPG manager; George S. McGinley, Albert C. Capper, Sr., Newton; Walter Bonham, patrician, salesmen; Rexford M. Matlock, George N. Pepper, Frank J. Samaha, Lewis DiGiacinto and Paul Goodrich.

The station is equipped with a Collins transmitter and its 205-foot iron tower, when completed, on the top of the Point, Zane, is located on marina in famed Absecon Blvd.

Would Acquire KEEN

A PROPOSAL that a new company, Evergreen Broadcasting Corp., take over KEEN, Seattle, a 100-watt outlet which shares 1570 kc. with KEKO, was filed Feb. 9 with the FCC. Present licensee of the station is KVL Inc., in which E. F. Dailey and Arthur C. Dailey, of Seattle and Mrs. E. C. Dailey, of Everett, are equal partners. The new corporation, which would acquire the station, has as its officers and stockholders W. E. Yoky, secretary-treasurer of Seattle, secretary-treasurer, 375 shares; Robert S. McGaw, president, 245 share; and manager and part-owner of KELA, Centralia, vice-president, subscription stock, 50 shares; S. installation; Seattle Shipbuilding & Dry Docking Corp. and Bianco Coal Mines, 125 shares; E. M. Gruninger, insurance, 125 shares.

Plans for New WDLF

BRADEX BALL, veteran radio executive, has been engaged as manager of the new WDLF, Panama City, Fla., for which Western Electric transmitting equipment and a Bowl-Kero type tower have been ordered. It is expected the station will go on the air in about 60 days, ready to go for a license which is expected on 1200 kc. It was authorized for construction last June, with station facilities for 250 watts day and 2500 watts night. WDLF is to be a full service newspaper and president of the Long Branch (N. J.) Daily Press, and publisher, W. M. McEnerney, is to be manufacturer, Charles Martin, sales manager, and Philip A. Roll, attorney. Last month the John H. Perry newspaper company of Providence took WCOA, Pensacola, and hold a construction permit for WHJP, Jacksonville, acquired slightly more than 1000 shares of the stock [BROADCASTING, Feb. 1].

WRVA, Richmond, starts Feb. 17 to feed its Old Dominion Barn Dance to MBS.
"I have to smile when I hear these business doctors explain that the same fundamentals underlie every type of business.

Sure they do! But on top of those fundamentals are a lot of peculiarities—and, believe you me, you can't ignore them.

Take Distribution, for instance. Every business distributes its products, whether they are doughnuts or dresses, pencils or penguins, lotions or locomotives.

But one manufacturer is strong in one section; one in another. Few companies blanket the whole country evenly.

Where else in radio can you find a way to broadcast where you like, when you like and how you like? The more peculiar your demands, the more you'll appreciate SPOT RADIO. It's peculiar too—thank goodness!

"BUT MY BUSINESS IS PECULIAR!" AND WHOSE ISN'T?

But there's nothing peculiar—about your broadcasting when you buy:

Localized programs—announcements, strips, talent programs, music—anything you like. Keyed to sales requirements and merchandising in each territory. Best available periods for each time-zone. Strong stations, bought individually, anywhere—that's SPOT RADIO.

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 & Company
Incorporated

Representing leading Radio Stations throughout the United States—individually

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

ANY TIME  ANY LENGTH  ANY WHERE
FCC Studies Television, Defers Action

Technical Staff May Visit Laboratories; RCA Makes Sets

IMPERSONATED with what they saw in the television laboratories and experimental centers early this month, members of the FCC were inclined to await further developments before deciding the fate of visual radio insofar as its regulations and allocations are concerned.

Chairman James Lawrence Fly, who headed the FCC party, indicated Feb. 9 that considerable discussion might be entailed before the Commission made a final promulgation of rules to govern visual radio. He said thought had been given to a special inspection trip by members of the Commission’s technical staff, including engineers, lawyers and executive assistants.

Marked Progress

Members of the Commission saw graphically demonstrated the developments on which they heard detailed testimony at hearings running from Jan. 16 to Jan. 23 ([BROADCASTING, Feb. 1], at which a substantial group of manufacturers asked that the experimental barrier be lifted to permit limited commercial operation of television. That great strides have been made in television, particularly since the FCC committee made a similar inspection trip last year, was clearly indicated.

No action has been taken by the FCC on the suggestion of Chairman Fly that the Commission appoint an engineering committee representing manufacturers to attempt to devise a unanimous recommendation regarding transmission standards. It was learned that RCA has begun the manufacture of television receivers on a regular basis, with about 150 units being produced weekly. The production schedule will be stepped up to 600 sets a week, for which the Camden plant is geared.

An intensive marketing campaign by RCA, however, probably will await the FCC’s determination of rules to govern the art. RCA strongly supported immediate operation of stations on a limited commercial basis.

ON A 1,500-foot hill in the Helderberg Mountains a few miles from Schenectady, Albany and Troy, N. Y., sits General Electric’s new television transmitter, W2XAB, where, according to the company, sightseeing is for the entertainment of the public.

Whether the FCC will attempt to promulgate basic rules in advance of devising an allocation of ultra-high frequencies, has not yet been determined. Thought had been given to such a move, however. With a general hearing on the future of frequency modulation operation in the ultra-highs scheduled for March 18, and with conflicts respecting allocations for F-M as opposed to television indicated, it is not expected the FCC will determine the allocation phase until completion of the F-M hearing.

New York Inspections

The FCC party included Chairman Fly, Commissioners Thad H. Brown, Paul A. Walker, and F. I. Thompson; Dr. L. P. Wheeler, chief of the FCC technical information section; William H. Bauer, FCC counsel at the television hearing; George O. Gillingham, director of information.

Starting from New York Feb. 1, they went to the general Electric television relay station, located in the Helderberg Mountains, where visual signals of the NBC transmitter, W2XBS, are relayed to the Schenectady-Albany area. Both relay and local television programs were viewed by the party in private homes in Schenectady as guests of Generals Electric. Later in the day they visited Poughkeepsie and Newburgh, N. Y., where R.E.F at waged for small group demonstrations in private homes of reception of regular NBC programs from New York.

Back in New York Feb. 2, the entire party spent the day inspecting NBC’s Radio City television studios and mobile television equipment, as well as the W2XBS transmitter in the Empire State Bldg. with metropolitan reception of regular programs demonstrated in homes and offices that evening.

The group was greeted upon its arrival at Radio City by David Sarnoff, RCA president, Lenox R. Lohr, NBC president, Gen. J. Harbord, chairman of the board of RCA, and several directors. In the presence of reporters covering the visit, Mr. Sarnoff took occasion following his official greeting to advise the FCC representatives there was no connection between an RCA news release of the day before and a New York Times editorial hinting that the FCC was holding up television developments.

In his statement before the group Mr. Sarnoff stated flatly that such was not the case and that the news release was misinterpreted if used as basis for the editorial.

Other Places Visited

On Feb. 3, as guests of Cath-Ray Electronic Laboratories, the group visited the Yonkers home of John C. Bolton, theatre owner who testified briefly on the possibilities of television as an entertainment medium at the Washington hearing, and witnessed visual reception on the Cath-Ray popular price receiver marketed for $10. plus $49.50 for cathode ray tube and auxiliary equipment.

On the same day, during a visit to the Allen B. DuMont Laboratories at Passaic, N. J., the group saw the persistence screen and "flexibility of construction" employed in the DuMont process. During the DuMont demonstration, which also included home reception, transmission and technical assistant.

RECEPTION of a television program relayed via General Electric’s Helderberg Mountain plant from New York to Schenectady is viewed by FCC Commissioner Paul A. Walker (left) in the home of Chester H. Lang, manager of broadcasting and advertising for GE (on knees), and Dr. Ernst F. W. Alexander, GE pioneer radio inventor, viewing the FCC’s inspection tour of television development in the New York area.

Whether plans to broadcast from the Mountaintop plant are under both RMA and other standards was shown, using 14-inch and 20-inch tubes.

RCA, Philco Tours

Followling the Sunday holiday, the group went to Philadelphia Feb. 5, visiting both the RCA and Philco laboratories at Camden and Philadelphia. During the Feb. 5 visit the FCC representatives witnessed a demonstration of large crystal receiver production, as well as a comparison of 34 and 36-frame transmission and simulated three-color television designed to employ three separate transmission channels and a system of mirrors for composition of the aggregate image.

The Philco demonstration emphasized comparative performances of the horizontal and vertical loop antennas. The demonstration also stressed in the testimony of Philco representatives during the hearing. Using a two-receiver setup in a private home, one with a horizontal antenna installed on the roof and the other with a self-contained loop antenna, the demonstration was designed to illustrate the comparative effectiveness of horizontal and vertical polarization in dealing with man-made static, furnished for the occasion by a neighboring diathermy unit and car ignition systems.

The demonstration concluded with a trip to a country home about 20 miles outside Philadelphia proper, where the aforementioned interference between the regular Channel 2 emissions of the Philco station and test patterns from the CBS transmitter, W2XAB, in New York were demonstrated. During the Philco demonstration, a 606-line image was exhibited, said by Philco spokesmen to give a 35% better picture.

Briefs Filed

Most of the parties concerned in the television hearing filed summary briefs to conclude the proceedings. In a brief filed on Feb. 5, RCA among others, amounted to a restatement of the pros and cons expressed at the hearing. In addition to the briefs, (Continued on page 78)
Spreading the Good Word

⋆ One reason for the Red Network's ability to produce extra sales results...
Its Extra Audience is One Reason Why the RED is America's No. 1 Network!

*There are other reasons too... reasons that prove why year after year the NBC Red Network is the country's No. 1 advertising medium!

Take Audience... No other network offers advertisers a regular listening audience as large as the Red's. It's by far the biggest in the business. In addition, more families “listen most” to the Red than to any other network. A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!

Take Facilities... The Red offers you more of the better stations, on the more desirable frequencies (where tuning is easy and reception is clear) than any other network. Modern, powerful stations that blanket the buying areas from the Atlantic to the Pacific. The kind of stations that build an audience with clean-cut, easy reception of popular programs.

Take Programs... Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority of the most popular day and night-time shows.

In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls conducted by Radio Daily, Fame (Motion Picture Daily), the New York World-Telegram, the Cleveland Plain Dealer and others.

Take Selling Power... The volume of business placed with the Red Network by the country’s leading advertisers is eloquent testimony to this network’s selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested $34,982,163 in the Red—more money than was spent in any other single advertising medium in the world.

These facts are proof that the Red Network will bring you extra sales results!

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

NBC RED NETWORK

The network most people listen to most
Dramatists Form Production Group
Playwrights Invite Others to Join Broadcast Project
FORMATION of the Playwrights Radio Co., dramatic production group to make its first broadcast exclusively on radio and television, was announced Feb. 8 by the Playwrights’ Produc-
etic, marking what was termed the first entrance into the field of radio drama by a major theatrical organization. Associated in the new venture as president of the dramatist group—Elmer Rice, S. N. Behrman, Maxwell Anderson, Rob-
berg (San Francisco) and the Butts of Sidney Howard—and several well-
known radio dramatists invited to participate.

Others Invited
Although radio programs will not be confined exclusively to dramas now employed by West Coast Play-
wrights’ Producing Co., 60 plays written by these five playwrights have been made available to radio executives of a large number of companies. In addition to J. P. McEvoy, Arch Oboler, Henry Robinson, Ir-
win Shaw and Sidney Howard, 24 new dramatists have been invited to write original radio dramas to supplement the material controlled by the organization.

Among the staff of producers, di-
rectors and adapters engaged by the company to handle its productions are Dwight Cooke, Norman Corwin, Carlo DeAngelo, George Faunce, Fred Mathews, Kurt Weill, well-known composer, has been engaged as musical di-
rector of the company and the duties of the services of the firm are under the supervision of Henry Souvaine.

Writer’s Pact Drafted
WESTERN DIVISION of Radio Writers Guild has drafted its new contract, which has been submitted to Southern California transcription
companies by a bargaining committee consisting of Forrest E. Lawrence, John H. Macy and Bill Johnson. The proposed pact provides that a company doing business with RWG shall not hire or buy material from any writer not a member of the association. It
further provides a $30 minimum fee per half hour for use of all transcription rights to material, which he only licenses to the trans-
scription company for a period of time revert back to the author. Although not many staff writers are now employed by West Coast transcription concerns, provision is made for a $50 minimum weekly salary for writers. Authors are also to receive acknowledgment for their original writing, either at the beginning or end of a program. Writers are also to receive a 30 day severance notice on employ-
ment.

Wasey Expands After Test
WASEY PRODUCTS, New York, following a successful 13-week test of spot announcements for Barba-
sol, has expanded its test to cover six one-minute spots weekly on KNX, Los Angeles; WGN, Chicago; WHN, New York; WNYE, New York; WGBH, more; WEEL, Boston, and WLY, Cincinnati. Erwin, Wasey & Co., New York, is the agency.

Old Gold on Coast
P. LORILLARD Co., New York, on Feb. 27 will resume the Don Yon-Robinson production. Don Wilson, announcer, heard in 1939 for Sensation cigarettes, on
eight stations on the West Coast in the interest of Old Gold cigarettes. The quarter-hour program will be heard 5:45-5:50 a.m. in the West, 8:45-8:50 a.m. in the East. Lennen & Mitchell, New York, is the agency.

THROUGH THE AGES
Hillbilly Music Will Outlive
Jazz, Snyder Says

AMERICAN "folk music" (hill-
billy in the vernacular) will out-
live and mean more than Oh, John-
ny Oh, declares Glenn S. Snyder, vice-president and general manager of WLS, Chicago. And the Bible, he says, will still remain at the top of the best-sellers.

Mr. Snyder’s observations were made Jan. 30 when he addressed the New England Broadcast Club, with one of the largest audi-
ences in recent years on hand to welcome him. He, who has been from 1923 to 1927 was he advertising manager of the Nebraska Farmer.

Answering the barbed criticism of hillbilly fans, he said that though the "intelligentia may turn up their noses, the best things are the simple things and they have the widest appeal for the majority of the people.

But, he added, "should be kept on a simple, understandable, hu-
man ‘American basis’”.

BOB HAWK, conductor of the Name
Three program on MBS, is writing a book on radio quizzes.

YOU SIMPLY MUST GIVE TIME
An Old Story, This--And WRVA Veteran Tells
How He Makes Them Like It

By BEN EDWARDS
IF you are a tired public relations director with 12 energetic ladies eagerly awaiting the opportunity to publicly announce your station “simply must give time” to their pet causes—
brother, you’ve got company! For
there is enough time available on a
ny station for t h e s e Ladies of Causes, N. of course not. N o t
the idea remains for all the requests to
ladies to listen to all these visitors, separate the chaff from the wheat, and decide as to what is of time-claim, and send ‘em all away from your office feeling as friendly as ever toward your station! A silly fear!

But in Richmond, at WRVA, Walter Bishop, public relations boss, seems to be doing it day in, day out. Walter Bishop, who has been called “The Captain of the Hillbillies”, is the community leader in the development of hillbilly programming in Richmond. The station has a strong following, and the audience is very loyal. For this reason, Bishop is able to get the cooperation of the station’s management and the local public. As a result, the station has been able to attract a number of important advertisers, and its reputation has grown. In addition, the station has been able to give the community a sense of belonging, which has helped to build its audience. Bishop is well respected by both the public and the management of the station, and is considered to be a valuable asset to the station. The success of the station is due in large part to the efforts of Bishop, who has worked hard to make the station a success. He is a true professional, and is always willing to go the extra mile to ensure the station’s success. The station is an example of how a good public relations boss can make a difference in the success of a radio station.
United Press reporters on the Political Front are ready for the 1940 campaign... ready to report factually and clearly the story of this year’s candidates and issues. These reporters know their national politics and are attuned to the public questions to be decided next November. As the Political Front warms up, United Press dispatches will tell authentically the story of a nation marching to the polls in 1940.

UNITED PRESS
FM Stations Seek Commercial Status

Educators to Oppose Inroads; Visual Conflict Seen

RIDING the crest of the big new service boom to develop in radio since the advent of regular broadcast service in the 20's, proponents of modulation's introduction as a regular commercial broadcast service will place their case before the FCC, sitting en banc, heartily today in Washington March 18.

Proclaiming F-M as a practical service no longer in the experimental field, the group, headed by the newly-created FM Broadcasters Inc., will ask the Commission to open the way for regular licensing of stations in the ultra-high frequencies, employing the system developed by Maj. Edwin H. Armstrong. The basic issue before the FCC is that of determining--whether it will allocate sufficient bands in the ultra-high frequencies, above 25,000 kc., to free this projected new counterpart of standard broadcast service. Claiming "static-free" qualities which make it a service available for all locations, proponents of broadcasting, sponsors of F-M want the Commission to open the way for allocations which would permit installation of practically unlimited numbers of stations throughout the country.

Originally scheduled to begin Feb. 28, the hearings have been postponed to March 18, the FCC announcing Feb. 9 that the postponement was ordered at request of a number of interested parties. An added reason was the pressure of other work, it is reported. The effect of the postponement in this post-penmanship delay consideration of rules and allocations to govern television, since the same frequencies are involved in the F-M development, was mentioned in the announcement. With the announceement of postponement, the FCC deferred the filing of written statements, sketches and drawings in connection with argument March 11. To expedite the hearings, the FCC has permitted at least permiited to read prepared statements into the record.

Nine Questions at Issue

Appearances filed with the FCC indicate some 80 organizations and groups plan to participate in the proceedings, with at least twice that many witnesses. The Commission, in calling the hearing Dec. 19, specified nine issues, covered economical as well as technical aspects of the projected service.

Among these issues [Broadcasting, Jan. 1] are whether F-M can render an acceptable regular service--as distinguished from experimental operation; the relative merits of F-M as against conventional amplitude modulation in the ultra-highs; the relative merits of wide band versus narrow band F-M; whether it is possible to accommodate F-M to provide a satisfactory national service when the requirements of other services, including television, Government aviation, police, etc. are considered; whether both A-M and F-M can be accommodated; the effects of ultra-high frequency broadcasting on standard broadcasting service; whether existing allocations above 25,000 kc., such as face, may be used to accommodate aural broadcasting, and an inquiry into the existing patent situation respecting the proposed new service.

It was quite apparent, from the appearances filed, that various educational groups would resist efforts by advocates of F-M to include the 41,000-42,000 megacycle band reserved for education under existing regulations. A number of educational groups, including the U.S. Office of Education, the National Congress of Parents and Teachers, National Association of Educational Broadcasters, Ohio State University, and National Education Association, served notice to that end. In addition, several forestry groups indicated they would support continuous use of A-M for forestry radio service.

Narrow vs. Wide Band

Based on appearances filed, plus personally expressed views during the hearings, it was indicated that much testimony probably would develop on the question of narrow versus wide band F-M. Armstrong, himself largely responsible for the impetus given F-M in recent months, favors his wide band system employing a 500 kc. channel, while RCA, espoused narrowed band operation utilizing a 40 kc. channel as equally efficacious and vastly more economical.

Television's requirements for elbow room in the ultra-highs also will play a significant part, it is indicated. F-M protagonists want lower frequencies in the band, probably between 40 and 55 megacycles. Television experimentation, led by RCA, have insists that the lower television channels should be kept intact.

A virtue claimed for the Armstrong wide band system is the demonstrated possibility of "multiplexing" in additional services, such as facsimile and radio teletype operation on the same frequency. Possibilities of network relays without loss of program quality also have been emphasized. It has been predicted that with a 5 mc. band, the entire country could be served with F-M because of the ability to duplicate stations on the same frequency at nominal distances stemming from the low noise-to-signal ratio possible with this system.

To Claim Saturation

F-M Broadcasters Inc., with a membership of some 30 prominent broadcasting stations, will lead the procession of protagonists, with Maj. Armstrong scheduled to outline on his behalf the practical results of his years of experimental and development. FM Broadcasters Inc. is headed by John Shepard 3d, president of Yankee Network, with John V. L. Hogan, owner of WQXR, New York, and a noted broadcasting engineer as vice-president, and Robert T. Bartley, Yankee Network secretary, as secretary-treasurer. Philip G. Louches, former NAB managing director, is chief counsel for FM Broadcasters and will direct presentation of its case.

Supporters of F-M will emphasize its potentialities of saturating stations, which has reached saturation and that if the philosophy of unlimited competition is to be carried to its logical conclusion, "complete freedom must be opened. They will attempt to show that F-M is beyond the experimental stage and that infinitely superior service can be provided with its heavy receiver investment amounting to possibly $3,000,000--000, the contention will be that when a new and superior service is available, public will not be entitled to its benefits but will grasp the opportunity.

Based on the advance appearances, best estimates are that the hearings will run at least a week. Demands for time range from a few minutes to four hours. It is expected that the hearings will be held in the ICC auditorium, the site of previous important hearings.

According to preliminary records, there are 10 F-M stations now in operation, utilizing the Armstrong system. In addition 11 others have been granted temporary permission. Since the announcement last month of the hearings, the FCC has been deluged with F-M applications, nearly 60 of which now are pending.

Notices of Appearances

In its appearances, FM Broadcasters gave notice that it would have 10 witnesses, who would cover all phases of development of the new art. These include Mr. Shepard on the advisability of F-M for regular as distinguished from experimental service and the necessity for changes in regulations to permit new applications for expansion of adequate bands and the competitive effects on P-M versus A-M; A. F. Sise, Boston engineer, on field intensity, multiplexing, and saturation of existing F-M stations; Major Armstrong as an FM witness (he will appear also in his own right); I. Martino, chief engineer of WDR, Hartford, which conducts its own F-M station, WIXPW; A. W. Whitehead, on field intensity and technical measurements; I. R. Weir and A. G. Thomas, of General Electric Co., Schenectady, on technical studies; Maurice S. Stromberg-Carlson, Rochester, on receiver characteristics; G. W. Pickard, Boston consulting engineer, technical aspects; Paul A. DeMarco, chief engineer of Yankee Network, scheduled for a four-hour discussion on March 29; Jack Witt, chief engineer of WSM, Nashville, on technical aspects; Prof. Daniel E. Noble, Connecticut State College and consultant for WDR.

Other appearances were filed as follows:

Major Armstrong, three witnesses to consume about four hours on all issues and one hour on service and coverage of F-M transmitters, particularly his station W2XMN at Alpena.

RCA, five witnesses to consume about four hours on all of the issues, together with a witness competent to testify regarding the patent situation.

CBS, Paul W. Kesten or M. R. Payos,-visiting engineer; George Chamberlain, chief engineer, or W. B. Lodge, all engineers, to testify for two hours.

Janksy & Bailey, consulting engineers, for 45 minutes on interference and conclusions reached in F-M experimentation.

Sinclair, Finch Telecommunications Laboratories, for 40 minutes on his facsimile system and on interference due to operation of A-M versus F-M stations.

WDRIC, licensee of WIXPW, for all minutes on interference and conclusions reached in F-M experimentation.

U. S. 'Radio Bill'

THE American public during 1939 "paid" $81,000,000 for radio, according to estimates by the dealer trade journal Radio & Television Today, edited by O. H. Caldwell, former Federal radio commissioner. This is calculated on the basis of $265,000,000 spent for 90,000,000 radios during the year; $175,000,000 in "time sales" by broadcasters, $165,000,000 for electricity, batteries, etc., to operate 38,400,000 receivers; $60,000,000 for servicing radio sets; $50,000,000 for radio parts, supplies, etc.; $40,000,000 for radio engineers, and $35,000,000 for talent on networks and stations.

"Sanmy, get away from the radio! That announcer sounds like he's got a cold."

From Click
KCMO chooses COLLINS 5000 watt 21D

KCMO, Kansas City's fastest growing station has installed the new Collins 21D Transmitter. With KCMO's recent power increase to 5000 watts, the 21D was chosen for more efficiency. Specifying Collins equipment is in keeping with the KCMO policy of steady progress.

High level Class B plate modulation is employed in the 1000 watt section of the transmitter and high level grid modulation is used in the 5000 watt section. Each of these modulation systems is inherently free from serious distortion, is simple and straightforward, and requires no special, critically adjusted circuits.

The fidelity of transmission is greatly increased at both power levels through the use of inverse feedback. The importance of inverse feedback as a method of distortion correction is widely recognized and it is noteworthy that important contributions to this subject have been made by Collins Radio Company engineers. The first commercial broadcast transmitter and the first 5000 watt transmitter using inverse feedback were manufactured by Collins.

The particular application of inverse feedback to the 21D Transmitter is of interest in that it reduces distortion and noise to extremely low levels and that it is of a type which requires no critical adjustments. The high degree of fidelity of which the transmitter is capable can be maintained without difficulty throughout years of service.

Loyd Sigmon with fifteen years of radio experience and Technical Supervisor at KCMO, says: "We have been satisfied users of Collins transmitters and speech equipment for many years. With our power increased to 5 kw our choice, naturally, was Collins 21D Transmitter. The 21D is an outstanding job from any angle and here at KCMO we are much pleased with the performance. Collins has rung the bell again."
AN EXTRA income of $5,000 a year may result from a difference between profit and loss. It may mean only a nice addition to a profitable income. But it is particularly interesting when it comes from business which one can not ordinarily touch and when it is spent during a season when Mr. Bath says: "A lot of radio time is available for sale. WMBD, Peoria, last year sold $100 a level off somewhat the difference between peak and slack seasons and found that more time in business, most of which previously had not been touched by radio."

A series of five cooperatively sponsored programs was scheduled to accommodate small taxpayers. These programs were sufficiently interesting that the prospective advertiser felt it wise to spend money on them when he would spend an equal amount on spot announcements, and could not afford to buy a complete program himself.

**Prizes Awarded**

The Easter Basket Program ran for a period of six weeks before Easter and was sponsored by ten local merchants. The program included a commercial announcement on each half-hour program. The programs can vary five days a week. Each sponsor paid $50 for the series. The program was designed particularly to accommodate small advertisers with budgets from $100 to $400 used only in peak seasons.

Chief attraction of the programs was the content of the contest. A prize was awarded for the correct answer to every number read during the program. Any number from 1 as number of street, address, price, to any number and have the correct sum or total. A response was awarded each day and a win was given a basket of eggs, a peak promotion brought in $1,800 from advertisers, most of whom had not used radio before.

A Christmas Basket Program, handled in practically the same way as the Easter Basket Program, was sponsored by the local merchants. In order for each sponsor to have a basket of food, with retail value of $8 was given as a prize. This series brought in another $1,600.

A series featuring air-conditioning was a natural for the dull summer time. Only stores which were using air-conditioning could sponsor this program. There were twelve winners at $7.50 per program or $75 for the series. The sponsors included restaurants, hotels, trains, drug stores, etc. The copy dealt with the pleasure of eating, sleeping and traveling in the comfort of conditioned air. Seventy-five words of copy was the limit for each sponsor and was half-hour once a week on even time was devoted to the show. This resulted in a total of $750 in business, 80% of which could not have been secured in any other way.

The Builders Program consisted of three half-hour shows weekly for 13 weeks. There were ten sponsors at $250 each. Each sponsor received 300 votes each broken down on each broadcast and on every program one sponsor received a special plug which was a ten-minute transcription made at the location of a new home where this sponsor was doing some work. For example, if a sponsor handled plumbing, the announcement featured on a particular program, recording equipment was taken to a house where he was installing the plumbing and this man was interviewed by an announcer about his work. This series resulted in a total of $2,500 and was very largely from advertisers who could not be reached in any other way and who had never before spent any money on radio.

**School Days**

A Back to School Program created and brought in extra income during the dull months of August. This series consisted of 10 half-hour programs using the amateur talent contest idea with ballots being left at the sponsors’ place of business where listeners vote to go for their favorites. Ten sponsors were secured for the series at $30 each. Three cash prizes, $25, $10 and $5 were given to the owners of the finals. Each sponsor had sixty words of commercial on each program. The series brought in $500, about 80% of which was business that could not be secured in any other way.

Promotions of this kind account partly for the large number of local accounts WMBD has been growing through the course of a year. In 1939 there was a total of 341 local accounts. During the year in this way: Automobile and accessory 29, clothing establishments 33, department stores 7, financial 8, food 29, furniture 9, hardware and paint 12, hotels and restaurants 11, household appliances 16, jewelry 7, real estate 3, radio 12, political 34, miscellaneous 140.

**F-M Hearing Plans**

(Continued from page 42)

Meriden, Conn., for 15 minutes on allocation and operating problem with particular reference to WIXPW.

R. Ruyson Jr., licensee of W3X, Rochester, for one hour on propagation and general operating conditions with FCC, with particular reference to operation above 100 megacycles.

Westinghouse, licensee of W3XK and WIXX, three witnesses for ten minutes each on company’s responsibility on F-M, 30 minutes for observations of signal to noise ratio and ten minutes on the problem of patents.

McNary & Chambers, consulting engineers and holders of a construction permit for W3XK-Nashville, Washington, for one-half hour on laborator
dy installations.

Zenith Radio Corp., licensee of W3XEN, Chicago, one hour for J. E. A. Brown, Brown & Snowdrift, acceptance of F-M broadcasting for regular service and relative merits of F-M and A-M wide band versus nar-
row band, and whether existing allocations should be modified.

National Congress of Parents & Teachers, through Mrs. J. K. Pettengill, Chicago, Illinois, Mck. Robinson, Kalamazoo, and Mrs. Fred F. Nash, legislative Chairman, Washington, six to eight minutes each on allocation of frequencies for educational broadcasting.

I. Keith Tyler, director of evaluation of Broadcasting Branch, University of Chicago, 30 minutes to support present allocation of ultra-high frequency band of 41,000-42,000 kc. for educational stations, and to preserve exist-
ing allocations.

U. S. Office of Education, two or three representatives on relation of F-M to 41,000-42,000 kc. band reserved for education, presumably to support existing allocation with witness likely to be Dr. J. W. Stude-
baker, Commissioner of Education, W. D. Boutwell, radio education director, and Harry A. Jager of Office of Educa-
tion.

Canadian Department of Transport, Ottawa, for permission to send W. B. Smith, one of the engineers, to attend hearing as observer.

Pennsylvania Department of Forest and Water, Harrisburg, through several representatives to testify only if necessary to bring out definite need of UHF for ammonia modulations by the Forestry Service.

Nashville, Jack DeWitt, chief engineer, to make a 24-hour tour on all except patents.

Northwest Committee of Educational Broad-
casters, S. Howard Evans, secretary, Nacl Committee on Education by Radio, and Mr. A. S. Collier, representative of the FCC to go to fulltime with 100 watts and 250 days on the same fre-
quency.

The NEW WIXY, Kingston, N. Y., which went on the air last December with 100 watts daytime only on 1600 kc., in cooperation with the FCC to offer a program on a half-hour, on the air 1000-1400 and 1600-1700 one week on even time was devoted to the show. This resulted in

REVERSING the usual procedure, a radio salesman gets a present from his radio time! Fred Allen, sales manager of the Denver Association of Manufacturers’ Representatives for services rendered that organization in the past year. Left to right are special paper representative; O. G. Enders, district sales manager of Quaker Oats Co.; Paul O. Werner, district sales manager, Colgate-Palmolive-
pal; Rosche, district sales manager, Charles E. Hires Co.; Paul G. Richardson, district representative, Sales; E. J. McDonald, district representative, Corn Products Co.; Allen; Paul Copeland, district sales manager, Kellogg Sales Co.; H. H. Hardin, district sales manager, Campbell Soup Co.

**F-M**

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Manager Harry R. Goalstone, center, says: "Naturally we are happy to sign your renewal contract for 1940 and are sure we can count on you for your continued fine cooperation."

"We know, in a general way, that the four news periods we have sponsored over KLZ for the past year have been profitable, but before renewing for another year can you show us something specific in the way of results?"

Harry R. Goalstone, Manager.
Rogers Jewelry Company.

KLZ answered this request with two announcements. Selecting an article for home use, priced $3.95, one announcement was made between 10:30 and 10:45 Thursday night, January 4th and another between 5:00 and 5:15, Sunday afternoon January 7th. A total of 201 sales amounting to $793.95, were made in direct response to these two announcements.

It is such power to create direct response for sponsors that has caused local advertisers to spend more money with KLZ than with any other station in the Denver-Rocky Mountain area.

KLZ Denver
CBS Affiliate—560 Kilocycles

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City—Represented by the Katz Agency, Inc.
NEW 639B gives you 6 pick-up patterns at the turn of a switch!

To select the best performance for any given condition, just set up the 639B and try each of its six patterns by a simple "flip of the switch."

In addition to non-directional, bidirectional and cardioid directivity patterns, it gives you three new patterns, 1, 2 and 3, that reduce effects of reverberation to an even greater degree than the already famous 639A. The 639B permits shifting the angle of minimum response to 150°, 130° or 110°, enabling the operator to avoid particular reflections or feed-back paths.

These patterns, which are realized at unusually low frequencies, are particularly effective in reducing low frequency reverberation inadequately suppressed by many studio treatments.

Again Bell Labs and Western Electric lead the way to Better Broadcasting! Get full details of the 639A and 639B Microphones from Graybar.
Merchandising & Promotion

Dealers Aid — Story of a Trip — Candy for Quizes —
Time by Ingersoll — Velvet Is Expensive

Curtis Delays Quiz
CURTIS CANDY Co., New York, has postponed start of its MBS deluxe Christmas program, "Santa's Little Helper," by 15 minutes, carries a sales demonstration and feature. After hearing window decals, the League members, identified new distributors install partnership of all the selections includes discussions of the director, has

TO PROMOTE interest in tours of Columbia Square, the CBS Hollywood studio building, attendants on duty are distributing to everyone attending audience shows a one-sheet printed piece, "50 Thrilling Minutes", which describes what takes place during a tour. More than 5000 of these giveaways have been distributed and a marked increase in tours has resulted.

Penne's for Church
WORKING with a local vegetable packer, WQAM, Chicago, has started a program titled Church Plan of the Air, thrice weekly, which benefits churches of all denominations. Church members in the area collect labels from the sponsor's cans and each can is worth 5 cents in cash for the church fund.

Don Lee's Time
GUARANTEED time is promised by Don Lee network in a card accompanying an Ingersoll Buck watch sent to the trade as a promotion piece. Ingersoll guarantees the watch, says the card, and "by the same token Don Lee guarantees to protect your good time on the nation's greatest national network."

Iowa Velvet
A SWATCH of black velvet on a card is accompanied by a message that "velvet doesn't come cheap!" along with a reminder that many Des Moines firms get "more velvet" at less cost by buying KSO-KRNT.

Joint Fair Promotion
KGO, San Francisco, and the San Francisco News, evening newspaper, have made a cooperative deal with the Golden Gate Exposition in which a special section will appear in a weekly series titled Exposition Speaks.

Promotional Click
WHEN the local newspaper runs a promotion, it is accompanied by a message that "the newspaper is your picture". The message is delivered through a newsletter, a newspaper feature, and a letter to the editor. Each newspaper is given a special section and a special section is also given to the newspaper. Each newspaper is given a special section and a special section is also given to the newspaper.

WOR House Organ
A FOUR-PAGE booklet titled "The WOR Story" is being pub-

BROADCASTING

March 15, 1940 • Page 47

SETS FOR SCHOOLS
Philo Brings Radio to Many
Coast Classrooms

A SALES campaign activated by a generous impulse was staged Jan. 22 to Feb. 6 by Philo radio deal-
er of Northern California together with KSFO, San Francisco and KROW, Oakland. R. W. Dunn, manager of Philo's Sacramento office, reported that 75,000 children are without radio educational programs, due in part to lack of receivers in classrooms.

A campaign was worked out with Philo's advertising agency, which would accept old radios for a speci-

BROCHURES

WRC, Washington—Multi-color circle booklet simulating a clock to carry out the campaign is being promoted by

WOOA, Penasco — 14-page mimeo-

WASHINGTON, Pacific Coast par-
ergic, eye-catching road show in

WESTBEB, Topeka, Ks.—Die-cut pro-

WASHINGTON, Pacific Coast par-
egraphic, eye-catching road show in

WASHINGTON, Pacific Coast par-
erom for production of "Sends the Air"

WASHINGTON, Pacific Coast par-
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RATING INTO BOOMERANG

by joseph creamer
promotion director, WOR

Generally speaking, audience ratings have assumed an importance in radio selling which heralds either the growth or death of a station. This is not uncommon, for the progress of radio selling, like the progress of the industry itself, has had a tendency to move in cycles; laying stress during one period on a fact or event which, in time, is eclipsed by another.

Partially responsible, perhaps, for the present popularity of audience ratings as a selling tool are four things:

1—The eagerness with which they are exploited by radio stations and networks.
2—Their promotion by the people responsible for compiling them.
3—The incessant demand for audience ratings by advertisers and their agencies.
4—The fact that, at present, they are radio's favorite—if limited—measuring stick of its circulation.

Because of the apparent ease with which audience ratings can be used and the importance which has been attached to them, advertisers and agencies and those radio people who have been most eager to supply them, have a habit of forgetting that a great measure of skill and judgment must be brought to their interpretation.

But, how—why? Surely, a rating is a rating and figures don't lie? True, but faulty interpretations can belie figures and unskilled presentation of the facts often cripple or kill a sale in the making.

For instance:
A manufacturer of a class product bought a show on an Eastern station. The sale was originally made because of the high rating obtained by the show. Six weeks after the show was sold the rating began to drop. At the end of eight months of sponsorship, the rating hit a level of 9% and remained so for quite a period.

But Sales Went Up
Because the sponsor had been educated to judge a show's progress by its rating, and the progress of both the agency and the station. Yet, the sale of articles mentioned on the show jumped 25% compared with the previous year when no radio promotion was being used.

Did this satisfy the sponsor? Not at all. He reasoned, and correctly, as he had been taught to reason—that the greater the audience the greater the sales volume.

Relations between the agency, the sponsor and the station became increasingly taut. Eventually, the program was shifted to another outlet in the same territory. But though the coverage and power of the other station was equal to the one originally used, the rating held its level of 9%, varying occasionally to 8 and 11%.

Fifty assorted answers might be arrived at from this case, but one definite fact remains: A low rating must never be judged on its face value. A show gets what audience it has been slanted to get and some shows with considerably low ratings are doing the best selling jobs in radio. Audience turnover will always occur, whether one has a low rating or not, bringing in new prospects to replace those which have sold and yet, may continue listening to the show.

Watch Cumulative Ratings
Audience ratings should not be judged on their day-to-day and week-to-week showings. Most ratings to be considered intelligently are cumulative. Audience ratings should be presented by radio time-sellers as part of the story they have to tell and not the major point of the story. There should be a greater willingness to judge the audience ratings of competing shows calmly and analytically and not enviously.

There has been a definite attempt during the past year to educate agency people and the industry in the handling and interpretation of audience material. But this has been limited and sporadic. Radio and advertising need this education, whether it comes from trade paper articles, speeches and talks, or stems from key people whose jobs are the rational interpretation of material that can boomerang when carelessly handled.

KPC, Port Arthur, Tex., of the Lone Star Chain, on Feb. 1 joined MRS as an affiliate station. KPAC operates with 500 watts on 1260 kc., day.
BRUSHING up their technique during rehearsals, the team was ready for the exclusive broadcasts of the finals of the Texas Golden Gloves boxing contests sponsored by Texas Pacific Coal & Oil Co. on KGKO, Fort Worth, to be heard Feb. 17 and 19. The KGKO sportscasting crew includes engineer Bruce Howard, riding gain on the amplifier, "Scooter" Yonahill, color commentator, and Lee Casper, who handles the blow-by-blow descriptions. Evans & LeMay, Fort Worth, handles the account.

BOUGHT BY PAPER
San Francisco Daily Using Program and Spots

THE San Francisco Examiner is sponsoring a 10-minute daily section of the "Composer's Clock" on KROW, Oakland, an early morning participating program. Morning paper, largest in the San Francisco area, is also using night announcements. Early program calls attention to the big stories in the morning edition without revealing the actual news and caps off with "Buy an Examiner at your nearest corner." Night announcements use the same technique to stimulate paper sales around 8 o'clock when the first edition hits the stands. Ed Reap, sales promotion manager of the Examiner and Phil Lasky, manager of KROW, handled the deal.

Buy Dawn Patrol

CHRYSLER - Plymouth dealers of Cincinnati and the local Fifth Third Union Trust Co. on Feb. 11 started joint sponsorship of Dawn Patrol, early morning program heard 7:30-8:30 a.m., Mondays through Fridays, on WKRC, Cincinnati. The program is conducted by Mike Hunnicutt. The Chrysler-Plymouth dealers sponsored Dawn Patrol for 65 weeks from October, 1958, before discontinuing sponsorship because of labor troubles that slowed car deliveries. The Fifth Third Union Trust Co. has used time on WKRC for the last year.

Folger Revises List

FOLGER COFFEE Co., San Francisco (coffee), through Raymond R. Morgan Co., Hollywood, has revised its list of stations and on March 4 renews for 39 weeks the thrice-weekly five-minute program, Today's Best Buys, on KMJ KMED KIDO KIT KBPK KGB KSRO KHR KERN KOY KGW. The firm on April 18 renews for 26 weeks its weekly quarter-hour tonight's Best Buys on KNX KSFO KOIN, and in addition will use 100 word spot announcements five times weekly on KQW JIBS KVI KOH.

NEWSPAPER QUIZ
WCBS Show Based on Items

In Local Paper

THE Illinois State Journal is sponsoring a new series of quiz programs over WCBS, Springfield, Ill. The one-hour show, 3:30-4:30 p.m., Sundays, is known as Know Your News. Six volunteer contestants compete for $15 first prize, $7 second prize and $3 third prize. The questions are based on articles appearing in the Friday and Sunday issues of the newspapers. Each contestant is asked three sets of questions, each set containing four parts. Scoring is on a basis of 25 points for each correct answer to a question. In addition to quizing contestants, a strolling quizzer rewards silver dollars to members of studio audience giving correct answer. Also a feature of the program is the selecting of names at random from city directory. These names are called and if the person is either in the studio audience or listening to the program they are given two silver dollars.

Bob Gregory, WCBS special events director, assumes the roll of "professor," Noble Nash handles commercials and tabulates the scores while Don Toller is the strolling quizzer. Jack Heints, sales manager, who originated the idea for the sponsor, serves as timekeeper.

In connection with the program the Illinois State Journal has been running two half-page and four quarter-page advertisements weekly, calling attention to the program.

KMOX OFFERS NEWS TO COUNTRY PRESS

KMOX, St. Louis, has started a new syndicated feature service especially designed for country newspapers of Missouri, Illinois and Arkansas. The service includes five "columnettes", each written by a KMOX personality, and not dealing with radio news as such, but rather written in a similar vein to their regular programs on the station.

The editorial offerings cover current events, sports, home economics, farm news and fashions, and supplement the regular KMOX publicity releases and feature material on radio programs supplied papers carrying radio departments. Weekly installments in the new service include "Harry Flannery Views the News"; "Notes from the Magic Kitchen", by Jane Porter; "Let's Discuss the News with Josephine Halpin"; "Franco Laux' Sports Review", and "Farm Flashes", by Charles Blycocke.

The by-line personality in each case represents a top-ranking KMOX program feature, each with a large following in the tri-state area. The station describes the new service as the first instance where a single station has furnished a complete syndicated feature service covering a wide range of topics.

Hallmark to Expand

HALLMARK BROS., Kansas City (greeting cards), will expand its thrice-weekly 15-minute series featuring Tony Wons on WMAQ, Chicago, to a network in the fall of 1940, according to Frank Ferrin, radio director of Henri, Huret & McDonald, Chicago agency handling the account.

When you think of

NEW ORLEANS

you think of:

Mardi Gras

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.
CINCINNATI!

FIND OUT FOR YOURSELF WHAT HAS HAPPENED SINCE WE WENT...

IFTY GRAND IN WATTS with

COLUMBIA PROGRAMS

L. B. Wilson

WCKY
Fool's Gold

THERE is a vast difference between legal radio and good radio. Similarly, there is a difference between direct censorship of programs, which is illegal, and a pseudo-censorship stemming from suggestion or suasion.

The FCC has referred to the Department of Justice for possible action the dynamic Pot o' Gold program as a prime contest given away locally, against which complaints had been made. It did not cite the stations involved for hearing or itself undertake any other punitive action. In this respect the FCC has altered its previous course, of which the Orson Welles "Martian Invasion" and the Mae West broadcasts are episodes.

It apparently has resorted to the "frowning upon technique as a means of warning stations. That, in our view, is an improper or unreasonable course, though it does indicate a lingering tendency toward program scrutiny of a nature not contemplated in the law.

The prize contest giveaway has spread like wildfire in the last year. The Pot o' Gold, as a matter of fact, is only an exalted and nationalized version of a technique used in publications and on the air locally for several years. Uncle Sam, in the courts and executive departments, apparently has not found any legal basis upon which to brand the general run of contests as infractions of the law. Competent attorneys regard them as being within technical legal bounds.

Thus it must be concluded that such programs are legal, generally speaking. But are they good radio? We believe the giveaway technique is running away with itself. Advertisers, to be sure, want such programs because of the audience appeal. But, as we have often repeated, they are not interested in radio as a medium but only in the song of their own cash registers.

Radio cannot afford to permit its program structure to diabolize itself because of this fat or that. Radio does not have to resort to a plethora of prize awards to attract its audience. We hope the effort will be toward des- emphasis of this technique henceforth, for the good of radio.

Juridical Jitters

IN ESPOUSING the cause of Radio by the American Plan, we have been accused by many a critic, inside government and out, of an "our industry-can-do-no-wrong" complex. We plead guilty—but with a qualification. The industry has done no serious wrong, if public service be the criterion, except the self-inflicted kind. It has been too carefree about its own broadcasting, too remiss in defending its own rights.

With that avowal, we again lead with our chin. From where we sit, the trend in Congress, the courts and the Commission appears to be toward confusion rather than clarification of the rights of broadcasters—a babel of regulatory contradiction. And broadcasters seem to be afflicted or near-afflicted with acute juridical jitters, complicated by Commission concussion and legislative locomotor ataxia.

The Commission's philosophy of unlimited competition in broadcasting, through indiscriminate licensing of new stations, may be agitated. The Commission, or at least its Law Department, in effect says it has nothing whatsoever to do with the business of broadcasting and that the survival of the fittest theory should hold. But concurrently the Commission sees fit to take a contradictory slant on the same general issue, if we interpret correctly other current manifestations. Certainly if the FCC is a "traffic cop", it should not find it necessary to smother stations with questionnaire penetrating into the most intimate aspects of their business, their programs, their personnel and other operations.

The Supreme Court has held that the Commission is free to administer the Communications Act without hindrance from the U. S. Court of Appeals for the District of Columbia. The lower court cannot mandamus or instruct the Commission to carry out a mandate relating to the Commission's administrative functions. That ruling in effect means that while aggrieved stations can appeal from FCC actions, the FCC has only to revise its findings (should it be reversed) and follow through as it deems just. In the final analysis it means that appeals, unless the Commission acts in arbitrary or capricious manner or openly flouts the law, are little short of futile. If that condition isfallacious or untenable, the only recourse, according to the nation's highest tribunal, is to Congress itself.

On the Congressional front, where radio has always been a favorite football, the latest onslaught on the business of broadcasting comes in the substitute Johnson Bill to bar advertising of alcoholic beverages from the air, now pending before the Senate. Introduced by Senator Johnson (D-Col.) the new bill would mean automatic revocation of the license of a station if it accepted any beer, wine or liquor advertising. It has the support of the prohibition forces. Only radio would be affected; newspapers and magazines would not be molested. It thus is obvious censorship of radio. The Communications Act says there can't be censorship, and the FCC used that clear expression in the Act as its basic argument before the Supreme Court in the "survival of the fittest" issue.

We have said before that the principle involved in the original Johnson Bill, let alone the more objectionable substitute, is not only repugnant to democratic principles but is so dangerous to radio that no broadcaster can afford to ignore it. It discriminate against radio; it flaunts the wishes of the people who vote. The廢弃ing of the stipulation of any legal commodity can be banned by legislative fiat, then the same restriction can be placed on other commodities.

No newspaper or magazine publisher should let the Johnson Bill go unchallenged, for his own self-preservation. If the boosters win on radio, the printed page is next.

Then, to add to all this confusion, there are the rumors about what the FCC proposes to do as a result of its Network-Monopoly investigation. Its report has not yet been made public, of course, but if only a fraction of the indicated "difficulties" are instituted, there would be utter conflict with the expressed FCC philosophy of free competition.

If broadcasters are to be subjected to unlimited competition of as many stations as the spectrum can physically accommodate, then they should be free to run their own businesses, with no holds barred, so long as they serve the listener. And if that doesn't work, consult your favorite Congressman about new legislation.

Serious Music

JUST six months ago, an embattled broadcasting industry, in extraordinary session of the NAB at Chicago, declared war on the ASCAP copyright monopoly. A wholly-owned adjunct of the stations themselves, which would create an independent and competitive supply of music to meet radio's requirements, was authorized. A fund of $1,800,000 was the goal.

Today Broadcast Music Inc. is a going concern. It has pledges from some 250 stations of more than $1,140,000 with half of the station roster to go. It has a plan of operation fully outlined. What many regarded as impossible has been accomplished with the subscription of these funds.

ASCAP contracts expire at the end of the year. The industry must be in a position to get along with the vaunted ASCAP repertory by that time. That is Broadcast Music's mission. If it fails, the industry is destined to remain at the mercy of a despotic controlling radio's life blood. It is up to the industry to follow through with every ounce of its energy.
AT THE PRIME age of 51, Sidney S. Fox (Sid, to everyone) holds the distinction of pioneering two or three American industries—radio and the movies. Dynamic, aggressive Sid Fox is the born showman, and his KDYL in Salt Lake City is an expression of the showman’s personality. Above all, he is an astute businessman and under his guidance KDYL has become one of the most valuable local radio properties in the land.

Born in St. Louis, Jan. 11, 1889, Sidney S. Fox (the initials was merely adopted for euphony’s sake, means nothing) is self-made, self-educated. His family moved to Denver when he was seven. There he grew to young manhood. His first jobs were in advertising sales. By 1914 he was working for the newly-developing motion picture industry, doing theater contacts for Pathe and Selig-Esseney.

Envisioning big opportunities in the movie field, Sid Fox decided to go into business for himself, securing State right distributing offices in the Denver and Salt Lake territories. Under his aegis box-office records were hung up for such pictures as “Mickey,” “Civilization,” “The Garden of Allah,” “Raffles” and many other early super-box-office successes.

Foreseeing the trend in motion picture distribution—the change from the independent operator to organizations controlled by the big producing companies—Sid Fox approached the Salt Lake Telegram in 1925 with a proposition to buy and operate its radio station. The deal was made, and in November of that year he acquired the then 50-watt KDYL. It had exactly two employees and two offices—one occupied for studio space and the other containing the transmitter and control room.

In his 14 years of directing KDYL, Sid Fox has built the staff to 76, KDYL’s studio offices alone occupy a full floor of the Tribune-Telegram Bldg., and its production activities are handled from a separate building containing a big auditorium that seats 350. From 50 watts, the station’s power has been stepped up in successive stages to 5,000, and its modernistic transmitter house is one of the city’s showplaces.

His motion picture experience and his foresight led Sid Fox to be one of the first to step into the television field. Recently he purchased one of the new RCA portable television outfits and the Salt Lake City demonstrations of television were among the most noteworthy of the year just past.

Enthusiasm and foresight—these best sum up the characteristics of this breezy westerner, who is well-known throughout the broadcasting industry as one of its most progressive and most successful operators. He belongs to numerous city and State clubs and fraternal organizations. He and his station are part and parcel of his community. Latterly he has been dividing his time between Salt Lake and the home he also maintains in Los Angeles.

Married 29 years and head of a large family, with one son active in the operation of KDYL, Sid Fox makes radio his chief hobby, though he likes golf and horseback riding. Among his employes he is esteemed for being “regular” and particularly for possessing a business and program sense that almost invariably clicks when proposing new ideas or undertaking new ventures.

WFIC Starts March 1

T. DOUGLAS YOUNGBLOOD, formerly commercial manager of WRBL, Columbus, Ga., and more recently with the sales department of WCOS, Columbia, S. C., has been named manager of the new WFIC, Sumter, S. C., his home town. The station, authorized for construction last July, will go on the air March 1, according to J. Samuel Brody, local business man, who will be licensee. It will operate on 1310 kc. with 100 watts night and 250 day, RCA equipment being installed.

SHERMAN D. GREGORY, general manager of Pittsburg's KDYL has been appointed chairman of the entertainment committee for the annual banquet to be held by the Pittsburgh Association of Commerce, to be held Feb. 26. Gregory is putting on a special show using KDRA talent, included in which will be an actual broadcast of the KDRA commercial radio show, "Greater Pittsburgh Speaks," from a special unit built by the Pittsburgh radio station manager and announcers.

JOHN MCCORMACK has joined the NBC, Chicago, network sales staff. He was former assistant manager of WCCO, Minneapolis, and prior to that an associate at WKRC, Cincinnati.

MAJ. J. ANDREW WHITE, founder and owner of KDYL, S. C., and signed by 20th Century Fox Film Corporation, to collaborate with Ted Sherdeman in writing the "Cavalcade of Radio."
Voynow, Frank to CBS
RICHARD VOYNOV, onetime producer of WOAI, Cincinnati, and recently commercial manager of WEAN, Providence, has joined the sales service department of CBS to sell programs to agencies. Francis C. Barton Jr., director of the WEAN station, has also announced the addition of Yasha Frank, formerly of the WPA children's theater. Mr. Voynow will work on the development of new programs and will be responsible for integrating programs and commercials.

WILLIAM BACKMAN, son of the president of the Salt Lake City Chamber of Commerce, has joined the announcing staff of KVUN, Logan, Utah, after qualifying on the Announcer's School broadcast auditions held by KDYL, Salt Lake City.

ROBERT PAUL SMITH, formerly of the CBS script division, and currently in charge of The Other Half, has joined the announcing staff of WJLP, Harrisburg, Pa. A licensed aviator as well as a radio commentator and aviation radiotelephone rating by the FCC, he plans to conduct a series of flying broadcasts.

DON BELL, formerly of WFLA, Tampa, and Genevieve Burke, of WVEU, Dothan, Ala., have joined WTSP, St. Petersburg, Fla., as program director and traffic manager, respectively.

LEE CHADWICK, for the last five years continuity director of WTAH, Notre Dame, Ind., has joined the staff of WLS, Chicago, in the writing staff of We, the People. J. E. Frieman, formerly of WOQ, New Portia, New York, succeeds Chadwick at WTAR.

BOB BALLANTINE, of the artists staff of WLS, Chicago, and married Agnes Helen Boyer Feb. 6.

CLINTON (Buddy) TWISS, NBC Hollywood service events director, has been promoted to traffic manager, Feb. 5, started for 11 weeks or more, doing commentary on the five-weekly quarter-hour Local Time program, sponsored by Langendorf U.S. Baking, on three NBC Pacific Coast stations. He is holding down during the absence of Rush Hughes, regular commentator, who has joined the New York cast of the weekly NBC National Network program, sponsored by Philip Morris Co., as guest host. Hughes also does his Hugheristic, a microphonic word picture of unusual events.

JACK MILES, for six years a member of NBC's New York publicity department, has been appointed trade news editor. Charles Pekor had been handing this work in addition to his own position in charge of publicity on sponsored programs, since the resignation of John Graham last fall.

WALTER RODDA, formerly of WCOC, Meridian, Miss., has joined the announcing staff of WBCB, Birmingham, Ala.

ALEX STEINWEISS, freelance commercial artist, has been appointed to a newly created post on the NBC Art director for Columbia Recording Corporation, Broadcast Group. He will succeed Dr. Jack U. H. Donahoe, announced by NBC Art Director and H. D. Chief, for this position.

JACK WALTER SUIDBEYLD, formerly of WKBZ, Muskegon, Mich., and WZJO, Racine, Wis., has joined WSAG, Station 780, Indianapolis.

BILL WALKER, announcer and continuity writer, formerly of WHJB, Greenville, S. C., has joined KFMY, Grand Forks, N. D.

GRACE JONES, CBS Hollywood music department secretary for several years, has resigned and was married Feb. 12 to Micky Garlock, professional manager of Bregman, Yocco & Co., music publishers.

WILLIAM A. FERRARON, on the NBC announcing staff in New York for seven years, has resigned to freedom. The move enables him to continue with his commercial assignments on NBC as well as handle other announcing assignments, among them the five-weekly Gospel Singer strip on WOR and Paramount Newswave.

WALLACE WEST, of the NBC press department, New York, has resigned, "to pursue a type of Publicity," at the New England Conference of the American College Publicity Assoc., in Springfield, Mass.

NORMAN KAPLAN, formerly of the public relations department of WNEW, New York, has joined the Metro-Goldwyn Mayer publicity department, New York, as staff photographer.

ENOCH SQUIRES, formerly of WPVL, Syracuse, has joined the KOIN, Portland, Oreg., and news and production departments.

CLIVE DAVIS, freelance announcer, is currently testing a program titled "Little Man Makes Sense for Federal Transcribed Programs," on WNY, New York, "based on the activities of people who seldom make the news.

RAY WATKINS, commentator on the "KMOX Cutey Club" program, "Your Dog," has been elected secretary-treasurer of the "KMOX Cutey Club" in Chicago.

JACK DAUB, formerly of WODD, Chattanooga, and now chief announcer on program WPNN, Seneca, S. C., is to marry Kay Marshall, WODD vocalist, on March 1.

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JAMES DILLON, head of the traffic department, is also recognized as program and production manager of RUG, San Diego, Calif. Wayne Justice, new to radio, has been made traffic manager.

DUKE LOFFREDO, a columnist, known professionally as Guiseppe Loffredo, New York writer and director of the series 'The Jersey Twelve', on WOV, that city, is in Hollywood on radio business.

MAURICE RAPKIN, program director of CKUL, on Feb. 6 married Reta Corbett, of Toronto. They spent their honeymoon at Alliance, O. L. JOHN SCHWARTZ, formerly with Jack Benny's orchestra, has joined the music staff of WHK-WCLE, Cleveland.

JIM MILES, former announcer of WHKC, Columbus, has joined the announcing staff of WING, Dayton, O.

KROD Names Tucker, Will Go on Air in May DELAYED for nearly two years because of litigation arising out of local objections, the new KROD, El Paso, Tex., began construction early in February and will be on the air some time in May, according to Dorrance D. Roderick, publisher of the El Paso Times, who will be the licensee. The station will operate with 250 watts full-time on 1500 kc., but on Feb. 6, Mr. Roderick applied to the FCC for 500 watts at 1,000 watts on 600 kc. KROD was authorized for construction June 2, 1936, but KTSM, El Paso, appealed from the Commission's decision and the U. S. Court of Appeals for the District of Columbia sustained the Commission last Nov. 15.

Manager of the station, which will be housed in a newly-built studio and office building of Spanish architecture, will be Merle H. Tucker, until recently manager of KSAL, Salina, Kan., and formerly with WRAP, Fort Worth; WLM, Cincinnati, and WAVE, Louisville. Mr. Tucker in 1936 and 1937 was radio director for Billy Rose's show at the Fort Worth Frontier Fiesta. He attended Hardin-Simmons University at Abilene, Tex., where he studied music and played with the college's Cowboy Band. Chief engineer will be Edward W. Talbott, graduate of Purdue University, who was chief engineer of KOB, Albuquerque, N. M., before his return there from St. Louis College, N. W. Recently he has been doing television research work at Purdue.

Ernest Carlson

ERNST CARLSON, 13, Hollywood juvenile radio actor, died Feb. 7 in Pasadena of complications resulting from peritonitis and pneumonia. He was a radio actor since he was 6. Recently he has been with Irene Rich, playing the part of her stepson, Donnie Bradley in the NBC serial, 'Glorious Ones', sponsored by Welch Grape Juice Co. He also portrayed the character of Peter in the NBC sustaining program, 'Breakhouse Survivors', and appeared with his parents, Mr. and Mrs. Oscar W. Carlson of Pasadena.

John Knox

JOHN KNOX, 28, Hollywood singer, known on the radio as Professor Gandy, died at Wilshire Hospital, Los Angeles, Feb. 6 following a brief illness. He was a member of the Goose Creek Quartet of the Country Church of Hollywood on KFWB, that city.

NBC Shifts Personnel

A CHANGE in assignments for James J. Neale, commercial sales traffic manager for the NBC Central Division, Chicago, has produced several additional shifts in personnel. While still retaining his title as traffic sales supervisor, Neale is assigned to sales activities on network accounts handled by H. C. Kopf, manager, and Paul McRuer, assistant manager of network sales. The bulk of detail in the sales traffic branch is now handled by Floyd Van Etten, who has been in charge of local and spot sales traffic. Van Etten's assignments are taken over by E. A. Stockmar, whose post of program traffic manager goes to Frank Golder. Golder's job as night traffic supervisor is in the hands of L. E. Douglass of the Artist's Service staff. Ray Neihengen has become accountent in Artists' Service; Kenneth B. Stedman has been transferred to credit and collection; Arnold Johnson moves into the accounting department as special clerk; Fred Klein Jr., is now a special clerk in Artists' Service.

TRANSFER OF KNFN TO OMAHA SOUGHT

FORMAL applications were filed Feb. 6 with the FCC for frequency shifts involved in the deal whereby KNFN, Shenandoah, la., would be moved into Omaha and sold to the Omaha World-Herald (Broadcasting, Jan. 1). KNFN, now sharing 860 kc. with KUSD of the University of South Dakota at Vermillion, would go to fulltime on that frequency with 5,000 watts. KUSD has applied for a shift from 950 to 960 kc., the channel now occupied by KOWH, daytime outlet owned by the World Herald. KNFN is now 48.75% owned by the Des Moines Register & Tribune (Cowles) interests, which have an option to acquire the remaining stock from Henry Field if the move to Omaha is authorized. Thereupon the station would be sold to the World Herald. The Cowles stations in Des Moines, KRNA and KSO, on Feb. 6 also applied to the FCC for 5,000 watts fulltime for both stations on their present frequencies, both to install directional antennas.

Here's The Picture in Rochester

WHEC

AFFILIATION—CBS

COMMERICAL PROGRAMS—NATIONAL

Network

National

Spot Programs

WHEC

AFFILIATION—NBC RED & BLUE

COMMERICAL PROGRAMS—LOCAL

Including Participation Programs

* This Data From The Latest Available Week Before Publication Closing Date. Jan. 28-Feb. 3rd.

NEXT STATION

AFFILIATION—NBC RED & BLUE

COMMERCIAL PROGRAMS—LOCAL

Including Participation Programs

Rochester, N.Y.

Nat'l Representatives

Paul H. Raymer Co.

BROADCASTING • Broadcast Advertising

February 15, 1940 • Page 55
"Man in broadcasting business lost like babe in woods without new 1940 Yearbook Number!"

Included with your subscription to BROADCASTING. $3 per year
COMPACT WITH ACA IS SIGNED BY WDAS

CONTRACT has been negotiated between WDAS, Philadelphia, and Local 28 of the American Communications Assn., covering engineers at the station, the union reports. Contract calls for a 5-day, 30-hour week, with the usual vacation and sick leave with pay provisions, and salary adjustments of approximately 20% increase over the old rate. Courtney Evans was hired to fill the gap created by the 30-hour week.

The WPEN engineers' contract with Local 28 has automatically renewed itself for the second time since the original signing. Negotiations have been opened with WIP for changes in the contract covering engineers and announcers, which expires April 1. Local 28 has instituted charges against WPEN with the National Labor Relations Board on behalf of a member who worked at the station one day, according to the union, and was discharged when his union affiliation was learned by the WPEN management. Union discrimination is charged. Local 28 had previously brought charges against KYW, which are still pending.

Sales staff of WFIL was admitted to membership in the union at the January general assembly and negotiations are now in effect for a contract.

L. E. Littlejohn, WFIL, was elected president of Local 28 for the coming year. C. C. Smith, WCAU, was elected vice-president, representing the engineers; R. Borrelli, WPEN, vice-president for the announcers; A. W. Gengenbach, treasurer; E. T. Darlington, financial secretary, and E. A. Carroll, recording secretary.

L. A. AFRA Session

WITH Los Angeles Chapter of AFRA having flatly rejected the proposed national transcription code as submitted several weeks ago, Mrs. Emily Hilt, national executive secretary and George Hel- ler, associate secretary, both of New York, were in Hollywood Feb. 6 to confer with local board members. Mrs. Hilt returned to New York following the conference, but Mr. Heller remained for further meetings with Los Angeles executives of AFRA and the transcription code committee headed by Hal Berger.

WCMI in Huntington

COINCIDENT with its affiliation with MBS last month, WCMI, Ash- land, Ky., formally announced opening of studios in Huntington, W. Va. Bert Georges, formerly with the Hearst Newspapers, has been appointed manager of WCMI. He was formerly associated also with the De- catur Review, Decatur, Ill. Other staff appointments include Russell Hirsch, program and publicity di- rector; Ken McClure, sales; Pat Patterson, sports announcer; George Bond, engineer, and Maybelle Har- bour Kirtley, secretary.

TWO Minnesota stations are seeking improved facilities from the FCC in applications filed Feb. 8, WDGY, Minneapolis, has asked for 5,000 watts night and 10,000 day on 1100 kc., in lieu of its present limited time with 1,000 watts on 1180 kc. KDAL, Duluth, now a local on 1500 kc., applied for 1,000 watts fulltime on 900 kc.
THE Business of BROADCASTING

STATION ACCOUNTS

KPO, San Francisco

Weinstein Co., San Francisco (department store chain), 12 weeks, thru Dean & Company, Chicago.


S. B. Kiehle, C. L. & J., Chicago (department store chain), 12 weeks, thru Dean & Company, Chicago.

KFI, Los Angeles


Cushy Packing Co., Chicago (Tang), 5 weeks, thru Resitach & Witte, Chicago.


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

Stanco Inc., New York (Mistol), 5 weeks, thru McCann-Erickson, N. Y.

WOR, Newark

Hygrade-Sylvania Corp., New York (radio tubes), 5 weeks, thru Warbrick & Legier, N. Y.

DeForest Training, Chicago (radio correspondence school), 2 weeks, thru Preva, Fellers & Preva, Chicago.

Procter & Gamble Co., Cincinnati (Fluflo), 5 weeks, thru Compion Adv., N. Y.

CHAB, Moose Jaw, Sask.

Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes), 5 weeks, thru Whitehall-Bent, Ltd., Montreal.


WMCA, New York

Modern Industrial Bank, New York, 5 weeks, 13 weeks, thru Metropolitan Adv. Co., N. Y.


WNEW, New York

Grennan Bakersies, Jamaica, Long Island (Taysbee bread), weekly, thru Campbell-Mithun, Minneapolis.

WALA, Mobile, Ala.


Standard Oil Co. of Ky., 8 weeks, thru Harvey-Massengale Co., Atlanta.


Chattanooga Medicine Co., Chattanooga, 8 weeks, thru Nelson Cessna, Chicago.

R. C. Headache Remedy Co., Durham, N. C., 8 weeks, thru Harvey-Massengale Co., Atlanta.


Feminine Products Co., N. Y. (April), 8 weeks, thru Small & Sieffer, N. Y.

American Chic Co., Long Island City, N. Y. (Dentego gum), 8 weeks, thru Badger, Brown & Hervey, N. Y.

Procter & Gamble Co., Cincinnati (Crisco), 8 weeks, thru Compton Adv. Agency, N. Y.

Swift & Co., Chicago (Sunbrite cleanser), 8 weeks, thru J. Walter Thompson Co., Chicago.

WGAR, Cleveland

Wander Co., Chicago (Ovaltine), 8 weeks, thru Black-Sample-Humco Advertising, Chicago.


Foster-Milburn Co., Buffalo (Donal's dough), 8 weeks, thru Street & Finney, N. Y.

Cleveland Chip Steak Co., Cleveland, 8 weeks, thru Battle-Kerr Co., Cleveland.

Olson Rug Co., Chicago, 3 weeks, thru Preva, Fellers & Preva, Chicago.

Manhattan Soap Co., New York (Sweetheart soap), 8 weeks, thru Franklin Bruck Adv. Corp., N. Y.

Kirkman & Son, New York (Kirkman soaps), daily, thru N. A. & Son, N. Y.

Stanco Inc. New York (Nulol, Daggett & Ransdall cosmetics), 10 weeks, thru McCann-Erickson, N. Y.

KECA, Los Angeles


Hoffman Candy Co., Los Angeles (candy), weekly, thru Mayers Co., Los Angeles.

KDKA, Pittsburgh

Duquesne Brewing Co., Pittsburgh (beer), 8 weeks, thru Walker & Downing, Pittsburgh.

Little Green Milling Co., Waremaw, Ind. (Coco Wheats), 5 weeks, weekly, thru Rogers & Smith, Chicago.


Williamson Candy Co., Chicago (Oh Henry Candy bars), 5 weeks, 45 weeks, thru John H. Dunham Co., Chicago.

Campbell Cereal Co., Northfield, Minn., 8 weeks, thru H. W. Kastor & Sons, Chicago.


Donovan Advertising (Chicago) (1940 preparations), weekly, thru Smith & Hoffman & Co., Detroit.

Mail Pouch Tobacco Co., Wheeling, W. Va., 8 weeks, thru weekly, thru Walker & Downing, Pittsburgh.


Swift & Co., Chicago (Sunbrite cleanser), 5 weeks, 15 weeks, thru J. Walter Thompson Co., Chicago.

Olson Rug Co., Chicago, 5 weeks, thru Preva, Fellers & Preva, Chicago.

KNN, Hollywood

Hoffman Candy Co., Los Angeles (candy), weekly, thru Smith & Smithers Co., Los Angeles.


Lever Bros., Cambridge, Mass. (Spray-Rothbaum & Ryan, N. Y.


Pacific Telephone, Los Angeles, 8 weeks, thru National Telephone Co., Los Angeles.

Omega Shoe Polish Co., Los Angeles (shoe polish), 5 weeks, thru Kastor & Riordan, Los Angeles.

KFWC, San Francisco

Calhoun Company, San Francisco (household), thru Theodore Segal Adv., San Francisco.

Wand Co., Chicago (Ovaltine) series of 8 weeks, thru Black-Sample-Humco Advertising.

S. A. Sherry, Los Angeles (loans) series of 8 weeks, thru Smith & Bell Adv., Los Angeles.

Hass Brothers, San Francisco (Trupan, 2 weeks, thru J. H. Diamond & Co., San Francisco.


KYA, San Francisco


F. J. Ayer Co., Los Angeles (Ko-Nox cold tablets), 10 weeks, thru W. J. Jeffries Agency, Los Angeles.

KGL, Fort Wayne

Mercury Oil Co., Bryan, O. (Sunsol), basketball, direct.

Page 58 • February 15, 1940 BROADCASTING • Broadcast Advertising
NATIONAL BISCUIT Co., New York, has added two stations, WOLS, Florence, S. C. and WSAI, Cincinnati, to the list of stations it will use in a six-month campaign which started in January. The campaign, sponsored by RCA-Victor recordings, is accompanied by extemporary talk by Martin Block of the WNEW, New York, Make Believe Ballroom program [ Broadcasting, Feb. 1]. Before the start of the campaign, NBC Bread, McCann-Erickson, New York, the agency, secured a license from Harry Fox, agency and trustee of MPA, following Fox's contention that even though Victor records were to be furnished the stations, the fact that the Martin Block transcriptions were included made the music used to that from gram.

FLORENCE, RUSSELL Up to JIMMIEycy is grams the starts Sheldon Adv., Angeles, new to radio, in a 13-week test campaign which started Feb. 5, is using 99 spot announcements weekly on KFVD, that city, to introduce Granitize, a new method of auto finishing. Firm contemplates extending its use of spot announcements to other Pacific Coast communities within the next 30 days, as markets are established.

YORK, on Radio News Headlines, were included made the music used to that from gram.

Martin Florence, BRECKENRIDGE JONES, Royal Co. (Ponds) for NBC half-hour program, Those of March 15, has been elected to sales manager. Mr. Warren, advertising manager, has been elected assistant secretary. He has been with Bulova for almost 15 years and will also continue his duties as advertising manager. Mr. Carnow was elected assistant treasurer. He also has been with Bulova for almost 15 years and has been in charge of the bookkeeping and accounting department.

GRANITE AUTO FINISHING Co., Los Angeles, new to radio, in a 13-week test campaign which started Feb. 5, is using 99 spot announcements weekly on KFVD, that city, to introduce Granitize, a new method of auto finishing. Firm contemplates extending its use of spot announcements to other Pacific Coast communities within the next 30 days, as markets are established. Wm. Berg Adv. Agency, Los Angeles, services the account.

Bulova Watch Co. Elects JOHN H. BALLARD, president of the Bulova Watch Co., has announced the election of three new officers—Samuel P. Epstein, Raymond F. Warren and A. L. Carnow. Mr. Epstein, elected to vice-president, has been the Bulova sales manager for the past three years since the elevation of Mr. Ballard to the presidency. He will continue in his post of sales manager. Mr. Warren, advertising manager, has been elected assistant secretary. He has been with Bulova for almost 15 years and will also continue his duties as advertising manager. Mr. Carnow was elected assistant treasurer. He also has been with Bulova for almost 15 years and has been in charge of the bookkeeping and accounting department.

Bulova Watch Co. Elects

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BROADCASTING • Broadcast Advertising

February 15, 1940 • Page 59
**KAY'S BEVERAGES Inc., Los Angeles** (fruit beverages), new to radio, on Feb. 11 started for 20 weeks a weekly 15 minutes, of recorded programs, on KMPC, Beverly Hills, Calif. The firm is also using 42 spot announcements weekly on KMPC, Los Angeles, and plans to extend use of radio to other Pacific Coast centers. Wm. Berg Adv. Agency, Los Angeles, has the account.

**SAN PEDRO Fish Exchange, San Pedro, Calif., new to radio, through Al- lied Adv. Agencies, Los Angeles, on Feb. 15 started using an average of two spot announcements daily on KMPC, Los Angeles, and contract is for 13 weeks. Other Southern California radio is planned.

**WHITE KING Soap Co., Los Angeles, through Raymond R. Morgan Co., Hollywood, on Feb. 20 starts a five-weekly quarter-hour programs, sponsored by the company and handled by the agency, on KMPC, Beverly Hills, Calif. Contract is for 13 weeks. Other Southern California radio is planned.

**BOSCO Co., New York, on Feb. 5 added a five-weekly five-minute new period on WMAQ, Chicago, promoting its chocolate milk amplifier. Fort Pearson will handle the broadcasts. Kenyon & Eckhardt, New York, is agency.

**KAY’S BEVERAGES Inc., Los Angeles** (fruit beverages), new to radio, on Feb. 5 added a five-weekly five-minute news period on WMAQ, Chicago, promoting its chocolate milk amplifier. Fort Pearson will handle the broadcasts. Kenyon & Eckhardt, New York, is agency.

**DR. A. REED SHOE Co., Los Angeles** (mass production of shoes) is sponsoring daily quarter-hour news broadcasts on KMPC, that city, and KMPC, Beverly Hills, Calif. Contract is for 26 weeks. Arthur Paust, station program director, produces the series.

**HOFFMAN CANDY Co., Los Angeles** (through Mayers Co., that city), on Jan. 29 started for 52 weeks using weekly spot announcements on KECA, KJN, KNMP.

**TEMPLETON’S Ltd., Toronto** (proprietary) has expanded its transcription campaign from four to five weeks over 35 Canadian stations.

**THE CENTER OF THE DIAL in Philadelphia Hits** The Center of a great Market

**Gen. Food Promotions**

**IN A SERIES OF promotions, General Foods Corp. has named William H. Robbins president of the company’s sales company, succeeding Austin S. Igleheart, who continues as director and has the general responsibility for all marketing. Ralph Star Butler, sales company vice-president, becomes executive vice-president of the sales company and corporation. Charles G. Mortimer Jr., as vice-president and advertising manager of the sales company, will supervise all advertising activities. Henry W. Sandberg succeeds Mr. Robbins as sales manager and becomes a vice-president of the sales company.

**IMPERIAL TOBACCO Co., Montreal** (cigarettes) has started regional broker broadcasts in western Canada on CIAT, Trail, B.C. CLINN, Nelson, B.C.; in eastern Canada on CIRC, Quebec; CBZ, Montreal; Sundays, 3 p.m. A agency is Whitewater Broadcasting Ltd., Montreal.

**UNION OIL Co., Vancouver, B.C.** on Jan. 18 started Mart Kenney and orchestra on three Vancouver station stations—CJOH, CRW, and CKEK. Sundays, 9:30-11 p.m. (P.T.) Agency: Stewart-McIntosh Ltd., Vancouver.

**KGO, Fort Worth, has signed long term contracts for spot time with four local department stores—Leonard’s, Becomes’, Pats, Fred Store and Milnes.**

**TROPICAL PLANTATIONS** recently was formed in San Francisco to handle Hawaiian papayas under the brand name “Calawai.” The product is now being introduced in this country following the removal of the year-old export ban. L.C. Cole Adv. San Francisco, has been appointed agency.

**BREWING Corp. of America, Cleveland** (carlings beer), has started Nick Steiman’s Sports Reviews on WSYR, Syracuse. The 10-minute five-week series has been added for 52 weeks to Campbell-Ewald, Detroit, handles the account.

**AMERICAN NATIONAL BANK of Denver, on Feb. 15 renewed for 52 weeks the three-weekly newspaper comm. by Fulton Lewis & MRS Washington newspapers, on KFEL, Denver.

**NOSS PRETZEL & Cone Co.** on Feb. 4 started a sponsorship of The Shadow of Fu Manchu on WHK, Cleveland.

**HIGGINS & BURKE, Toronto** (Mother Parker’s Tea) on Feb. 2 started a weekly quarter-hour radio musical quiz called Test on CFRB, Toronto. The quiz is produced and trans- mitted by Commercial Broadcasting Service, Toronto, and has been handled by A. J. Deen & Co., Toronto.

**LA MAISON de Livres de Montreal (book shop) has started weekly talks on CFRB, Montreal; CBV, Quebec; CBV, Chicoutimi, Que.; Wednesdays, 7:30-8:30 p.m. Account was handled with Montreal office of Canadian Broadcasting Corp.

**DOWNTOWN MERCHANTS’ DOLLAR Day Committee, Los Angeles, to promote the semi-annual Dollar Day sale set for February 8, on Jan. 31 started a total of 300 spot announcements on 10 major stations through the Los Angeles area. Hillman-Shane Adv. Agency, Los Angeles, has the account.

**MAPLE LEAF Packing Co., Toronto** (Red River insect) has started twice-weekly news spots on CFRB, Toronto, placed by Cockfield-Brown Co., Toronto.

**GOLDEN STATE Department Store, Los Angeles, through Ted Jolliffe, Ad Agency, that city, on Feb. 5 started a six-weekly quarter-hour early morning program on KOY, Los Angeles, and KMPC, Beverly Hills, Cal. Contract is for five weeks and progress reports, recordings, new and weather reports. Steve Shoemaker, agency account executive, handles the commercials.

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**28 solid hours of SERVICE FEATURES**

**Farms and Markets**

**Food News**

**Sports are aired Every Week on KMBC**

Free & Peters can tell you how easily they can become **SOLID SELLING HOURS for you.**

**KMB**

**OF KANSAS CITY**

**Winner 1939**

**VARIETY PLAQUE**

**Program Originating Station**

**WPEN**

**PHILADELPHIA 1000 WATTS**

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**105 Selected by Gardiner, 75 to Be Added in March**

**GARDNER NURSERY CO., Osage, Ia., starts its tenth year on radio with five-minute spots and 15 minute programs on 105 stations. The following stations have received orders for the spring campaign and about 150 more will be added in March:**

**WJIR-WBVA-WGAE-WPRO-WBDD-WBIO-WBEM-WFBN-WBKC-**

**WBRG-WBDA-WBFM-WBFB-WBLO-WBYF-WBMR-WBSP-**

**WBGK-WBDA-WBDD-WBEC-WVBD-WBMB-WBND-WBPN-WC**

**WBQL-WBRA-WBDB-WBDA-WBDD-WBEC-WBFB-WBLO-WB**

**BMK-WBDA-WBDD-WBEC-WBFB-WBLO-WBND-WBPN-WC**

**WBGK-WBDA-WBDD-WBEC-WBFB-WBLO-WBND-WBPN-WC**

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**Tobacco Dises**

**VOGUE FINE CUT TOBACCO of Canada** in mid-February starts quarter-hour transcribed programs recorded by NBC’s Radio-Recording Division and featuring Carson Rob- son & Hu Bucaroos on 25 Cana- dian stations. The series is sold in a minimum package of 26 programs out of 117 episodes, for twice the regular rate. The program is heard live on 46 NBC-Blue stations five times weekly, 8-30-9 p.m. under the sponsorship of the Mus- tique Corp., Chicago, Erwin, Wasey & Co., New York.

**Drops Lum & Abner**

**GENERAL FOODS Corp., New York (Postum), sponsoring Lum & Abner thrice-weekly on 55 CBS stations for two years, will discon- continue the series following the March 29 broadcast. Besides Chester Lauck (Lum) and Norris Goff (Abner), the program includes Sybil Chase, soloist, with Lew Crosby, an- nouncer. Bill Stewart, of Young & Rubicam, is producer. Future radio activity of General Foods Corp. for Postum has not been revealed.

**Conti Products to Expand**

**CONTI PRODUCTS CORP., New York, which is using spot announcements in New York on WHN and WNEW in interest of Castile soap, shampoo and complexion cream, on May 1 plans to expand its campaign, probably starting in Birmingham, Charleston & Pierce, New York, is the agency.**

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**The Voice of Nashville Tennessee**

**Offers a bonus in steadily increasing listener attendance in this expanding municipally controlled city and station.**

**Mutual Broadcasting System**

**HEADLEY-REED CO., NATIONAL REPRESENTATIVE**

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**Page 60 • February 15, 1940**
Do You Know . . .

- Among the Major Radio Stations Serving the DETROIT Area CKLW LEADS AGAIN in LOCAL RETAIL ADVERTISING?

For lowest cost results

5000 WATTS CKLW DAY & NIGHT

UNION GUARDIAN BUILDING • DETROIT

Welch Adds Discs

WELCH GRAPE JUICE Co., Westfield, N. Y., sponsoring Glorious Ones on 56 NBC-Red stations, Sunday 9:30-9:45 p.m. (EST), with West Coast rebroadcast 8:15-8:30 p.m. (PST), on Jan. 29 started a weekly transcribed version of the series on KMBC WPAA WWV WSM KVOO WMAG WOAI WAVE. Other stations will be added to the list. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Soil-Off Placing

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), is sponsoring three-weekly participation in the International Kitchen on KPO, San Francisco, and Violet's Shopping News on KMPC, Beverly Hills, Cal., in addition to twice-weekly in Art Baker's Notebook on KFI, Los Angeles. Hillman-Shane Adv. Agency, Los Angeles, has the account.

ADD (KY) WON'T PLUS YOUR SALES!

If you're hoping for additional sales from Add (Ky.), we won't advise your using WAVE. We don't pretend to touch it! . . . But, boy, we do touch and cover every radio home in the Louisville Trading Area, which accounts for more retail buying power than all the rest of Kentucky combined! . . . WAVE is the nearest, clearest source of N.B.C. programs for over a MILLION buyers! Why not write for our Data Book, and see all the facts for yourself?

AUGUSTA'S JINGLE

JINGLE heard in spot announcements for Pepsi-Cola, soft drink, in the New York area has caught on in Latin America and emerged recently as a rhumba, "The Pepsi-colina." Composed by Pancho, maestro of the Pepsi-Cola Band starring in the Taverna Cuba, Havana, the selection has stirred considerable interest throughout Cuba, the West Indies, Central America and the northern section of South America. Broadcast frequently on CMQ, Havana, "The Pepsi-colina" is to be brought to the United States soon via recordings, according to P. C. Crown, vice-president of Pepsi-Cola Co., upon his return from a visit in Havana.

AGENCY APPOINTMENTS

STANBACK MEDICINE Co., Salisbury, N. C. (proprietary) has placed only the New York City radio and newspaper portions of its account with Erwin Wasey & Co., New York, and not the entire account (Broadcasting, Jan. 15). All other Stanback advertising continues to be placed by J. Carson Brantley Adv. Agency, Salisbury.


AMERICAN PRODUCTS Co., Cincinnati (saw products), to Kedler & Stites Co., Cincinnati.

WM. H. APELBEY LABS, Chicago (home novelties), to Grant Adv. Agency, that city.

ASSOCIATED DISTRIBUTORS, New York (cosmetics) to Matteen-Poparty-Jordan Co., Chicago.

ALBERT MILLER & Co., Chicago (packaged potatoes), to Brookes & Sons Co., that city.

GRIESEDECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer), to Sherman & Marquette, Chicago.

EASY WASHING MACHINE Co., Syracuse, N. Y., to BDBD, Buffalo.

PILGRIM PRODUCTS Co., Chicago (refrigerator parts), to Farrow Jay Morgan Inc., Hollywood, for Pacific Coast only. On Jan. 31 the agency signed a 26-week syndicating contract with Los Angeles commentator, the Don Lee network job-finding program, Help Thy Neighbor, on completion of three years continuous broadcasting. Styles, who is writing a book on his experiences, has found jobs for more than 18,500 persons during that period. His program has been endorsed by governors of California, Washington and Oregon, as well as by the mayors and civic groups of various Pacific Coast communities.


OGLIVIE SISTERS, New York (hair and nail specialists), to Mears Adv., New York. Radio to be used.

WALR Co., Chicago (Eversharp pens and pencils), to Blow Co., New York. No plans announced to date.

DON'T HIRE A HALL

Halls went the way of the Dodo bird, since WAIR took up the job of guiding incomes into the pockets of WAIR SPONSORS! It's "fixed"! You'll win in a walk with—

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

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EDWARD TOMPKINS, formerly manager of Campanhia Nacional de Machesas Comerciais, Brazil, has been appointed manager of the radio department of Cecil & Presbrey, New York, succeeding Henry Soursey, who will continue to direct radio programs for the agency as well as head his own radio production organization.

VAUGHN WEIDEL, formerly vice-president of Metropolitan Adv. Agencies, New York, and recently chief of production for the National Committee for the Celebration of the President's Birthday, has formed The Weidel Co. at 92 Liberty St., New York, to provide advertising, marketing, publicity and research services for accounts. Telephone is Worth 2-2045.

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Giant - size all - purpose radio map for advertising agencies, radio advertisers, radio stations

1940 RADIO OUTLINE MAP

SIZE: 38¼" wide x 26" deep (¼ larger than last year’s map).

FEATURES: Includes locations of all radio stations, county outlines, time zones, number of stations per city in the United States, Possessions and Canada, Alaska, Hawaii and Puerto Rico are included for the first time. Reverse side carries complete log of United States, Canadian and Territorial stations alphabetically by states, cities and call letters. Frequencies and powers are shown. Mailed flat.

PRICES: Single copies, 35c. Ten or more copies, 25c each. 10% discount in quantities of 50 or more.

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AGENCIES

National Broadcasting

BROADCASTING

February 15, 1940

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Agency Man Joins CBC

RONALD JOHNSTON, formerly secretary and radio director of James Fisher Co., Toronto and Montreal advertising agency, on Feb. 19 joins the commercial staff of the Canadian Broadcasting Corp., according to a CBC announcement. This agency post has been assumed by James E. Potts, formerly with Radio Centre Ltd., Toronto. Mr. Johnston has been with James Fisher Co., for 17 years, starting as a clerk. Since 1928 he has been space buyer and since 1932 director of radio. He was made secretary in 1930. He has been appointed by the CBC to the commercial department in line with CBC policy to bring to its staff men of radio training and experience in the advertising field. He has placed a number of Canada's leading musical radio programs on the air, and is an organism.

CHESTER C. SLATBAUGH, formerly of the Central National Bank in Yonkers, N. Y., and Joe Hornsby, formerly in the marketing department of BBDO, New York, have been appointed assistant time-buyers of the agency, succeeding Eelden Hazard and E. Schuyler Ensell, resigned.

JULES BUNDGUS, formerly of the publicity department of Nelson & Bowles, New York, handling the programs Skyblazers, Ask-It-Basket and Pretty Kitty Kelcy, has been transferred to the agency's Hollywood office to handle publicity for Good News of 1940.

DAVID W. STALLARD, for five years an account executive of H. B. LeQuatte, New York, has been appointed secretary of the agency.


MYRON KIRK, new business and radio executive of Samuel E. Ellis & Co., New York, was in Hollywood during early February.

C. S. PERRIS has joined H. W. Kastor & Sons Adv. Co., Chicago, as vice-president. Perrius was formerly with Blackett-Sample-Humnuenoch & Cushing, as copy chief and General Mills account executive and was subsequently in the New York office of Benton & Bowles.

TOM WALLACE, executive vice-president of Russel M. Seeds Co., Chicago, was in Hollywood and San Francisco during early February in the interest of the Brown & Williamson Tobacco Corp. account.

Dwight W. Norris, for the last four years in the Boston agency field, has joined the Boston office of Wendell F. Cotton Co. as an account executive. Mr. Norris was formerly with NBC in New York, and later with WBZ-WBZA, Boston. Among the new accounts he will service, for which radio will be used, are Adams & Swett, Dainty Dot Hosley, C. G. Howes Co. and the Quincy Coal & Oil Co. GEORGE A. ROSETTE, president of Rosette & Hartwig, New York, has purchased from Otto J. Hartwig the latter's interests in the agency, and has changed its name to Rosette Adv. Agency. Offices continue at 122 E. 42d St., telephone Ashland 4-7780. Mr. Hartwig has formed the O. J. Hartwig Adv. Agency with temporary offices at 122 E. 42d St.; telephone, Murray Hill 5-5610.

ROBERT PARMAN, formerly account executive and radio director of Donahue & Co., New York, has joined the New York office of H. W. Kastor & Sons, in an executive capacity. His predecessor at Donahue & Co. is Rutland Barr, formerly an assistant account executive.

EMIL MOUGL, Co., New York, has announced the addition of the following personnel to the staff: Joseph Rosenberg, formerly of Buchanan & Co., New York; Robert Schurwain, formerly of Scripps-Howard, New York; Sidney Fishman, formerly in the research department of the U. of New-ark; Donald Baruh, formerly of Redfield-Johnston, New York.


HUGH GARDNER, of the media department of Compton Adv. New York, has been named to that department's statistical staff. Robert Ford and William Vorshaw have been added to the media department.

ELMORE VINCENT, formerly featured on NBC as "Senator Fishface"; has joined the Los Angeles staff of Allied Adv. Agencies, as writer-producer and conducting the daily 15-minute hour program Covered Wagon Jubile sponsored by Star Outfitting Co. on KFVY, that city. Agency has also added Joseph Lunenfeld as research department. Robert Winn, formerly display advertising manager for Foreman & Clark, Los Angeles clothiers, has been made head of the agency's display department and will assist on radio.


ZEPP & MALONE, Chicago agency, has moved to larger quarters at 664 N. Michigan Ave.

...means business in Baltimore...
JOICE M. JOICE, formerly vice-president of Mitchell-Faust Adv. Co., Chicago, has been named president of Goodkind & Morgan, Chicago. The company name will be changed to Goodkind, Joice & Morgan. M. Lewis Goodkind will be vice-president and treasurer. Other personnel will remain the same. Offices continue in the Palmer Bldg., Chicago.

FACTS CONSOLIDATED, a marketing research organization recently acquired by Roy S. Frothingham, has moved to 111 Sutter St., San Francisco. A. B. Mueller, formerly with Sales Development Associates, has been appointed sales manager.


Voice Joins Agency
CLYDE M. JOICE, formerly vice-president of Mitchell-Faust Adv. Co., Chicago, has been named president of Goodkind & Morgan, Chicago. The company name will be changed to Goodkind, Joice & Morgan. M. Lewis Goodkind will be vice-president and treasurer. Other personnel will remain the same. Offices continue in the Palmer Bldg., Chicago.

David Haines Ball
DAVID HAINES BALL, president of P. Lorillard Co., New York, 70, died suddenly of a heart attack on Feb. 3 at his home in Mount Vernon, N. Y. A salesman for Marlborough Brothers, Baltimore tobacco company, in 1889, Mr. Ball later became assistant to the president of the American Tobacco Co. and in 1911 an executive vice-president of P. Lorillard Co. He became president in 1937, succeeding the late B. L. Belt.

Mrs. Elizabeth Dancer
MRS. ELIZABETH DANCER, 42, wife of H. M. (Mix) Dancer, vice-president of Blackett-Sample-Hum- mert, Chicago, was killed Feb. 7 in an auto accident near Des Plaines, III. In addition to her husband, who is the executive on the General Mills account, three daughters survive: Marilyn, 19, Louise, 17, and Betty, 7.

Radio Advertising Clinic
Is Held in Twin Cities
FIRST radio advertising clinic ever held in the Twin Cities for visiting retail merchants was a feature of the annual spring Twin City Fashion Week, which closed Feb. 3 in Minneapolis and St. Paul. It was co-sponsored by the Twin Cities advertising industry and the Northwest Salesmen's Market Assn.

Supervised by L. E. Heir, educational chairman of the event, problems peculiar to various State communities were presented in an open forum for general discussion, and Luther Weaver, of Luther Weaver & Associates, St. Paul radio agency, demonstrated through actual scripts how sales problems had been solved satisfactorily by radio in Minnesota. In preparing for the clinic, officials asked all Minnesota stations outside the Twin Cities to contribute scripts of successful programs for exhibit. Among the stations represented were KYSM, Mankato; KATE, Albert Lea; KFAM, St. Cloud; WHLB, Virginia, and WESB, Duluth.

FROTHINGHAM & CO. INC.
GOVERNMENT CUSTOMERS: P. Lorillard Co., Wilson & Co., Wrigley's, 3M, etc.

WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

BECAUSE: It is the perfect program for the sponsor who MUST reach the entire family. Ideal to broadcast at any time. Its great appeal is to a relief from the daytime "Washboard Dramas." Too, for the first time, local sponsors can appeal to the entire family with evening entertainment, comparable to network programs.

BECAUSE: DEXTER RANDOLPH has been thoroughly tested! Listen to what the Whitehall Broadcasting Agency has to say about this program, sponsored by the Sweet Caporal Tobacco Company of Canada.

"The telephone survey on 'Dexter Randolph' shows that the listening audience in the Toronto area is approximately 34%... (thirty-eight percent)."

BECAUSE: Anyone can build DEXTER RANDOLPH into an outstanding "personality." It is expressly written so that you will create, from your own stuff, a "local" DEXTER RANDOLPH personality. Be sure that the DEXTER RANDOLPH in YOUR area is developed at YOUR station.

BECAUSE: Star Radio Programs, Inc., as "America's Leading Script Service" is in the enviable position of being able to offer the first 65 scripts of "Radio's Latest Natural" at a price never before heard of in the Radio Industry... only $45 for the first 65 scripts if order is received by March 15th.

Attention: Stations and Agencies! If you have not seen the Dexter Randolph brochure write Dept. B for free copy.

STAR RADIO PROGRAMS INC.
AMERICA'S LEADING SCRIPT SERVICE
REPRESENTED IN CANADA BY ALL CANADA RADIO FACILITIES, LTD.

250 Park Avenue
New York City
CONTRARY to the belief of some advertisers and agency officials, the Negro population in communities where it forms a substantial part of the total population should not be deducted arbitrarily from radio circulation calculations, according to a survey conducted recently in the Charleston, S.C., area by W. H. Grayson Jr., principal of Burke Industrial School for Negroes.

Although the study indicates the income level of the Negro population is appreciably below that of the white population, it is large enough to represent a substantial buying power, while radio has established itself as the favorite advertising medium of the Negro because of its personal appeal.

The radio phase of the Grayson survey, developed by John M. Rivers, president of WSCS, Charleston, indicated that 57% of the Negro families covered had radios in their homes, compared with the general average of 64.6% radio ownership in Charleston County. With 95% of the Negroes gainfully employed in public or domestic service, and with the school-age children working and supplementing family income, along with the children finding summer employment, the survey concluded that in real wages the Negro family has a definite economic asset and that the large numbers of Negroes and their employment in domestic service in buying habits of the entire population, according to Mr. Rivers.

Mr. Foreman has been manager of the Chicago studios of the RCA-Victor Co. He formerly was vice-president of Blackett-Sample-Hummert, Chicago. Offices will be maintained in New York and other major cities in the near future. The company will operate on a national basis, according to Mr. Foreman, who said his stations would be announced about April 15.
Mohawk Skiers

WHEN heavy snows hit the Mohawk Valley around Utica, N. Y., at the foothills of the Adirondacks, engineers of WIBX, Utica, were forced to use skis to reach the transmitter, located in marshland where roads and paths became impassable.

FCC Work Shifted

REVISIONS OF Administrative Order No. 2, governing allocation of assignments among FCC departments, were adopted Feb. 7 by the FCC, to become immediately effective, relating to routine functions. One change authorized a commissioner who presides at hearings to rule on motions made during the proceedings, rather than require separate action by the commissioner assigned to the Motions Docket.

A second change enlarges the powers of the Administrative Board so it may pass on applications for rebroadcast authorizations. A third change authorizes the chief engineer to certify engineering tests.

OPENING for an FCC radio inspector at $2,000 a year and an assistant radio inspector at $2,000 have been announced by the U. S. Civil Service Commission. Applications may be procured from any first-class postoffice or Civil Service Commission, Washington.
Camra Quiz

A NEW type of question and answer program, Photo Quiz, has started on KYOE, Santa Ana, Calif., under sponsorship of a local camera supply shop. Listeners are invited to telephone camera questions to the station and Ivie Stein, president and general manager, answers them extemporaneously during the quarter-hour broadcast. Merchandise is awarded listeners who answer questions in use on the program. In addition a dollar bill is given the person who answers the greatest distance during the program's time on the air. Vic Rowland announces the series and also conceived the program idea.

* * * 

CASH for Turf Fans

CASH PRIZES are awarded weekly by Alko Bromo Corp., Los Angeles (sedative), during its weekly quarter-hour program, 24 stakes, on KFI, that city. Directed to turf fans, the program is built around results of the Santa Anita daily meeting. Fri., June 1st, three horses in the featured race are picked for winners. Method of making bets is similar to that used on Pot O' Gold, with names picked from the local telephone directory. To participate, fans must have a camera and phone, the next number is dialed. Herb Allen and Bill Stull continue to conduct the program with Adv. Agency, Los Angeles, the account.

* * * 

Tune Guessers

CASH prizes amounting to $50 and 60 baskets of groceries from the sponsoring Albers Super Markets are offered on the weekly Mysteree Tunes feature of WKRP, Cincinnati. Listeners are asked to identify tunes which are similar to those by Rapp and his orchestra, featured on the program, and check them off on a chart available at any of the 22 Albers stores. In connection with the program a $100 cash prize is offered for the best guess of the correct tune each week. Frederic W. Ziv Inc., Cincinnati, handles the account.

* * *

It's All Yours

LISTENERS are invited to send in a list of musical numbers they think would constitute a well-balanced program on Your Program, new daily feature of WCKY, Cincinnati. Each day one listener is selected as program director and transcribed number, as selected by him, make up the broadcast. The listener is sent a printed scroll certifying his achievement, and local listener-directors are invited to the studio to present the broadcast.

* * *

Announcer Stumpers

KELPAMALT Co. and Swedish Shampoo Laboratories, Walkehrs ville, Ont. (proprietary, shampoo) have sponsored a three-minute joint, weekly half-hour quiz show Live 'n Learn as a test on CFRB, Toronto. The radio audience each half-time gets cash for sending in questions which the announcer must answer. There is also a mathematical problem for listeners to solve. Account is produced and handled by Dickson & Ford, Toronto.

Handicapped

A SPECIAL events broadcast, termed "the most unusual program in its history" by WOR, New York, general manager, was staged by the Arizona Network recently when it gave a complete program from the Tucson School for Deaf and Blind. Highlighting the broadcast was the singing of the state song by a deaf and blind girl to piano accompanist. She took the rhythm of the music from the beat of the piano. Other amazing features included a choir of blind boys: a mixed chorus of deaf and blind and a violin duo of blind girls.

Is That So?

POSES based on the elementary framework — spelling, arithmetic, grammar, history and geography — are featured every day on What So? quiz sponsored on WKBN, Youngstown, by Lyden Oil Co., local distributors of Amoco products. When contestants miss a question, the studio audience gets its chance to answer, as well as the privilege of yelling "Is that so?" when a wrong answer is given. Five volunteers from the audience are chosen as contestants on each program, and each is asked one question in the five subjects. The program is copyrighted and handled by Florence Magee Evans.

The Workman Speaks

USING pack transmitter and mobile unit, WCMY, Ashland, Ky., is carrying high-powered interviews with workmen in various occupations on its new sponsored Men at Work series. Traveling about town as reporting reporters, Bob Watson and Dick Westerkamp have interviewed employees of the local daily newspaper, telephone company, hospital and power company. Coming interviews will include a chemical plant, Ohio River toll bridge, refractories plant, mines and mills.

NOT CONTENT with the ordinary size, Tom Breneman, schoolmaster of the weekly half-hour CBS Pacific network program, Selling Soap, liner, picked the world's largest dictionary to introduce the series, sponsored by Los Angeles Soap Co. (Sierra Pine soap). It opens to 14 feet and stands 8 feet high.

Composers, Society, Market

ASPIRING composers are given an opportunity to hear their efforts during the daily quarter-hour program, Alfred Becker Presents, recently started on the Arizona Network. Song writers are invited to send in application and clearance together with their composition and in due time the melody is presented by Becker, one of his own song programs. A novel program, The Daily Calendar, recently started on KOY, Phoenix, by junior announcers Edgar Snow and Jimmy Hayes, is literally a society column of the air. It chronicles and discusses the daily happenings in Phoenix society. KOY has initiated a daily service program, Market, which carries the daily survey of all Transradio Press farm news for the preceding 24 hours and is supplied by the extension service of the University of Arizona and closing quotations of all available markets.

Insurance Service

A SERIES of public service programs prepared by the Underwriters’ Laboratories, private, non-profit organization, has been inaugurated on WCFL, Chicago. Fifteen-minute programs of work done by Underwriters to safeguard every citizen, and feature prominent local and national experts. The series is prepared by Ben Caldwell, of Underwriters, and Miles Reed, program director at WCFL.

Lucky Buyers

SPONSORED by six members of the country automobile dealers association on WROK, Rockford, Ill., the newly half-hour Motor Gold show features a local band, guest vocalist and m.c., along with cash gifts. Dealers supply the station with duplicate sales slips of all used car sales during the preceding week. One slip is selected on each program, and the purchaser is given $100, the salesmen $25.

The New Big Money Crop

Soybeans

WSOY

Serves the World’s Soybean Centers

- Chicago, Minneapolis
- $52,000,000 Soybean accounts
- 75 years operating success
- 1939 liaison with manufacturers, etc.
- World’s largest sales force
- Sales in 12 countries

WSOY

Decatur, Ill.

250 W

18 hours daily
‘Nabobhood Nollege’

FOND memories of the little red schoolhouse are being recalled during the Wheeler Products Co. Nabobhood Nollege, aired over WCKI, Ashland, Ky., every Thursday night at 8. It's another audience participation show with a new twist supplied by Prof. Karl Vogel in the form of questions of general interest about the tri-state area. The audience has listened to a rendition of "School Days", the words of which, along with a modest amount of promotion for Estralla cream lotion, are distributed before class comes to order. The engineering department cooperates in bringing together students from three states. The program originates in Ashland, with brief 5-minute sessions in Nabobhood Nollege conducted from the station's remote studios in Ironton, O., and Huntington, W. Va. Nabobhood Nollege is written by Dal Wyatt, of the WCKI continuity staff.

Citus News

AS A SERVICE to citrus growers of Southern California, KGER, Long Beach, Cal., has started a seven-week commentary program, The Citrus Forum, with cooperation of the California Fruit Growers Exchange. The program airs in all Southern California stations; market reports and educational hints are included. The program is conducted from the station's remote studios in Ironton, O., and Huntington, W. Va. Nabobhood Nollege is written by Dal Wyatt, of the WCKI continuity staff.

WHEN Carter Reynolds, the Sky Reporter of KFMD, Amsillo, Tex., went on the air for the field Ford which he owns, as his own automobile for driving between the station and airport. So successful was the program that the station agreed to sponsor regular broadcasts over the Sky Reporter for his exclusive use. Here he is (left), with the gratis auto and an airliner in the background, interviewing an airport employee—who looks alarmingly like Douglas "Wrong Way" Corrigan.

Occident Times

KSTP, St. Paul, has begun the airing of a new show, Name the Tune, for Russell Miller Milling Co. (Occident flour). Bob Passer, conductor of the station's Housewives Forum, broadcasts it five times a week over the station and Minnesota Radio Network. An average of $10 a day is given away. To enter the contest, women must send in their answers on Occident sales slips; then one of them is called next day. If she can identify the tune then being played, she gets $10. If she can't identify the tune or is without a ticket when called, she gets only $1, and the balance of the $10 goes on next day's award.

Drive for Scrapbooks

JEAN FAY, who conducts her own commentary program directed to feminine ears three mornings a week on KWA, San Francisco, is asking listeners to submit homemade scrapbooks of interest to her editors. Each week she awards a $6 prize to the most interesting received. The scrap books are turned over to children in San Francisco hospitals.

Remember The Early Bird

Spring business is early this year, with Easter Sunday coming on March 24. The early— and wise—birds are reserving time now! Phone or wire for the information you need.

The Advertising Test Station

Member South Central Quality Network

KARK—Little Rock

WSMB—New Orleans

KTBS—Shreveport

Shreveport for 1940 Radio Advertisers

Shreveport marched forward to a new position of leadership in the rich tri-state area of North Louisiana, East Texas, and South Arkansas during 1939. Construction in Greater Shreveport totaled nearly $6,000,000... retail business was up 25 per cent and indications point to even better business in 1940 for aggressive radio advertisers who use popular KTBS to carry their messages into the homes of this receptive market.

History Quiz

WITH a special cast dramatizing some event of American history, New Mystery History, conducted by Fred Dodge and Bob Becker on WFUL, Oklahoma City, is a new feature. The series is shown around with a general quiz along historical lines.

Men of Medicine

ACHIEVEMENTS of medicine's heroes are being brought to the attention of the dialing public in a new series of weekly broadcasts over KTV and KLC, San Francisco. The program, entitled, Health Discoveries, is written and produced by Frank Wright and sponsored by Callaway Co., manufacturers of health foods. The series chronicles outstanding discoveries in medical history.

Jobs After 40

IN COOPERATION with North Carolina's traffic safety drive, KLX, Oakland, is broadcasting a program six mornings weekly from the offices of Police Chief B. W. Allman, who tells of latest traffic rules, with suggestions for safe driving. Wallman reports washouts and other unusual traffic hazards and gives a rundown of the previous night's traffic accidents.

Lucky Groceries

TWO new locally sponsored telephone prize programs on WBRC, Birmingham, are Number Please, during which the sponsor, Bob's Trading Post, awards $25 worth of groceries to the party answering the phone number selected during the broadcast, and Dr. Pepper Silver Dollars, on which numbers are selected by Little Miss Pepper, who throws darts to make her picks.

Building Problems

EDMONDS CONSTRUCTION Co., Phoenix (builders), has started a new type of program on KOF, that city's new station. Called Edmond's Citrine, the weekly quarter-hour program is strictly institutional, and features talks over the station by architects, builders and contractors on the latest trends and problems in home building.

Debunking the War News Program, "Headline Hokum, which debunks war propaganda, has been started on the 31 Don Lee Broadcasting System stations. Jim Doyle, KJH, Los Angeles, commentator, handles the five-week quarter-hour program and goes behind the scene with each news item, explaining the propaganda angles.

Forward Health!

TRUE-to-life stories dealing with public health are dramatized on The March of Health, a weekly quarter-hour MBS program, presented through the cooperation of the Cincinnati Board of Medicine, the Cincinnati Board of Health and Public Health Federation.

BROADCASTING • Broadcast Advertising

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SOCIALITE members of the Minneapolis and St. Paul chapters of the Junior League are studying radio, particularly in relation to children’s programs. In a Junior League Radio Workshop sponsored by WCCO and conducted by Max Karl, educational director of the station, the radio workshop is a new departure for Junior Leaguers who have been working for years on children's dramas in the little theater. At present the Junior League girls are adapting children’s stories with a view to producing worthwhile radio programs for children as part of the league’s child welfare program.

WBZ, Saranac Lake, New York, is broadcasting all bobbyed races held every Saturday and Sunday throughout the winter, following the description presented Jan. 28 and 29 of the Adirondack Assn. two and four-man championships by Fred MacLane of the New York State Conservation Dept. Broadcasts are originated on ultra-high frequency at Mt. Van Hoevenberg Olympic Bobrun by WOAG, station of the Conservation Dept., for rebroadcast on WBZ.

BUTLER County (O.) Farm Bureau has adopted a resolution lauding WAO, Cincinnati, for its farm education program naming the daily 12:35 p.m. Everybody’s Farm Hour for its public service.

RAYMOND GRAM SWING, MBS foreign news analyst, on Feb. 12 began broadcasting his quarter-hour news programs three times weekly instead of five, because of fatigue from the overcrowded schedule he has been following since the outbreak of the European war. Mr. Swing now is heard on WBS Monday, WJB Wednesday and Friday, 10:15-15 p.m.

CBSAviators

CBScadrine, aviation group of the network’s Hollywood studios, has accepted a challenge of the Flying Fraternity of the University of Southern California, Los Angeles, for an air-meet. It will be staged at Rosecrans Airport on Mar. 28, with a “no-fockers” bombing to feature of the day. CBScadrine consists of more than 200 planes, headed by Al Span, CBS Hollywood sound effects director, as president. Don Vain, engineer, is vice-president. Paul West, continuity writer, is executive secretary. Hal Rorke, CBS Pacific Coast publicity director, is mascot.

WSAR, Fall River, Mass., following a 20-year-record cold spell, recently had to call out its technical staff to repair a broken transmission line buried under 24 inches of ice in the bed of a South Smith suspended over a frozen river. The line, connecting the two towns on either side of the Taunton River, was reached after a 250-foot trench had been chipped through the ice.

A STATION presentation record, featuring virtually the entire cast of WOWO, Fort Wayne, in a quarter-hour show which is designed to sell the station and its market, is being processed by RCA. Show was written by Jack O’Mara and produced by Franklin Yooke and stars Herb Hayworth.

WJJJ, Chicago, and WIND, WASHINGTON, Ind., have arranged a tieup with the local Balaban & Katz theater chain consisting of daily spot announcements plugging current shows in Class A and B houses and also exchange for daily spots at each performance advising moviegoers of the broadcast service and carrying a one-minute show. 

AL LLEWELLYN, heard several years ago on CBS with Bradford Browne as The Colonel and the Major but out of radio for several years, has been heard by Weldon Co., Cleveland food brokers, for Broadcasting Minstrel musical program heard three mornings weekly on WHK, Cleveland, Browne’s former partner, now is producing the Al Pearce show for N. W. Ayer & Son in Hollywood, according to the station.

KOY, Phoenix, Ariz., has started the new Arizona Network program, Art For Men, which presents Robert Atwood, well-known Arizona artist, in non-technical discussions of painting. Artwood invites other artists to use the KIO studio for an exhibition gallery and interviews them about their work on the program.

OPENING of National Defense Week Feb. 10 was heralded by WSAI, Cincinnati, with a military dinner pined by NBC under direction of Joseph Ries, WSAI educational director. Military officers attended the dinner.

KARL WYLER, manager of KCSM, El Paso, improved his time on a business trip to Washington by transcribing an interview with his Congressman and sending it back for a broadcast.

TO AVOID conflict with a play of similar title which was just changing the title of its new sustaining dramatic series, featuring Doris Kenyon, from Saturday’s Child to Crossroads.

THE HOME of Clarence Leich, operator of WEOA and RQBF, Evansville, Ind., was the originating point Feb. 4 for the Sunday evening Radio Panel program discussing current events and social trends.

KNOCKED down to the highest bidder for the benefit of Finnish relief by Ray Clark, news editor of WAXN, Youngstown, Ohio, was this toy fire engine held by pretty Marge Ellerman, WAXN secretary. The fire wagon was contributed by 11-year-old Sterling Walter, of Crofton, Neb., with the request that it be new and proceeds go to the WAXN Finnish Relief Fund, started by Clark several weeks ago.

RSB, Yankton, S. D., as part of its drive for Finnish relief funds, which has netted more than $4,000 in a few weeks, conducted a radio auction for a donated toy fire truck. The truck finally was knocked down to the highest bidder Feb. 2 for $12. Before deadline, a 7-year-old Sioux City boy crippled since infancy with infantile paralysis made a $2.50 bid out of his penny savings. Ray Clark, WAXN news editor who organized the drive, contacted the $12 bidder, got him to give the truck to the boy. On Feb. 3 the auction was officially closed in the Sioux City studios of the station with a quarter-hour interview of the boy and his mother, and later in the day the 11-year-old contributor of the truck was interviewed on the WAXN studios. In connection with the drive WAXN listeners have organized several coyote and rabbit hunts and civic organizations of the community have sponsored dances, with all proceeds sent to the Finnish Legation in Washington.

KFBP, Great Falls, Mont., has started a new series, Matching Job and Man, in cooperation with the Montana State Employment Service. The twice-monthly programs feature interviews with head of departments and jobseekers with John Alexander, KFBP program director, produces the series.

WHK, Cleveland, has started the Fastfinder series under sponsorship of Hickel Oil Company, which honor Ohio industries. Each program is recorded and transcribed and presented to the featured industries. Listening groups have been organized in local schools to help students with Northeastern Ohio industries.

WHBG, Memphis, on Feb. 19 started a new feature, to be heard weekly through the spring and summer. The program presents information for the gardener.

SPORTS STATION OF THE NORTHWEST

KE Sales builder for the Pacific Outfitting Co.

OUTSTANDING in its coverage of sports events is Oregonian radio station KEX. One who capitalizes on this KEX action audience is Joe Sherman, owner of the Pacific Outfitting Company. Mr. Sherman’s general clothing store does a bustling business, prime promotion reason for which is his consistent use of KEX.

Once a week, for six consecutive years, Pacific Outfitting messages have been linked with the KEX sportscasts of wrestling matches.

"KEX has pulling power," says Joe Sherman. "Our business has grown steadily, results have been excellent and I give KEX due credit for the job it has done."

KRWG RADIO STATION OF THE OREGON KEX 620 kc 5,000 Watts 1,000 Watts Nights NBC RED National Representatives—Edward Petry & Co. Inc. New York Chicago Detroit St. Louis San Francisco Los Angeles KEX 1180 kc 5,000 Watts 1,000 Watts Nights NBC BLUE BROADCASTING • Broadcastr Advertising
BECAUSE WTAQ, Green Bay, Wis., has inaugurated a station-break announcement campaign to urge listeners to leave bird food on window sills and in yards.

WKY, Oklahoma City, Feb. 22 will present to the State Historical Society a group of 20 five-hour transcriptions compiled by the station during a three-year period, including interviews with well-known Oklahoma historical figures, among them Pawnee Bill and Chris Madden, famous marshals.

When the current Builders of Business series on KGVO, Missoula, Mont., is completed, the station will have in its files a complete economic history of Western Montana, as well as, recordings of the voices of every prominent business man in the territory. The weekly program salutes outstanding individuals, and reviews the history of the business and features the owner or manager in an informal setting in which stations plug radio advertising as a contributing factor in the building of his business. Jimmy Barber scripts and directs the program, while Marion Dixon and Jack Burnett are the commercial staff of the station alternate in interviewing the business men. Recordings are made of the interviews, a copy given to the business man and a copy retained in the station files.

WMPF, Plattsburg, N. Y., on Feb. 5 celebrated its fifth anniversary with a special early morning, midday, and evening broadcast marking highlights of the station's history. During the day the station was saluted on the air during the Breakfast Club, National Farm & Home Hour and Club Matinee broadcasts.

PAGE BOYS of CBS-Chicago, Feb. 14 broadcast a 15-minute program written, produced, and acted by themselves. John Stalley was the announcer; Carl Nelson is narrator; Paul Mc Dermott will handle the control board.

### UPWARD GOES THE '920 CLUB'

**Rapid Climb Is Made by WORL Participating Program**

PHENOMENAL success of the daily seven-hour 920 Club on WORL, Boston, developed by George Lasker, WORL manager, has been given principal credit by the management for the management for the 200% volume increase registered by the station during 1939. The program, which observed its first birthday recently, has been expanded from a two-hour feature to its present seven-hour aggregate length, has continued its startling growth in the face of two 25% rate increases during the year.

Concurrently with the first anniversary of the program, H. A. LaFount, president of Broadcasting Service Organization, operators of WORL, made final arrangement with Manager Lasker and George L. Lasker, Jr., Club engineer, for construction of a new transmitter for the station. With construction proceeding at the present transmitter site in Needham, Mass., it is expected the new plant will be in use about March.

**How It Grew**

The program has grown from a two-hour recorded music afternoon period with three commercials of a single sponsor on Jan. 30, 1939, to a seven-hour daily stint has been divided into four individual sessions by three announcers, with advertising accounts turned away for lack of time. Heard for three hours on Sundays in addition to the weekday schedule, which includes early morning, noon, and afternoon, a fifth evening session will be added when evening time is available with local news.

Both local and national advertisers have either used spot announcements or sponsored sections of 920 Club during 1939, among them Ford Motors; Finess-a-mint; Ex-Lax; Pepsicwin Seltzer; Pacholins; Hand Lotion; MeloRipe Bananas; Fruit Dispatch Co.; Rum & Maple Tobacco; Filene's Department Store; New England Coke Co.; Statler Tissues; Ce-Lect Baking Co.; Durland's Health Bread; Matchless Brand Foods; Boston Morris Plan Bank; Boston Consolidated Gas Co.; Atlantic Salt Co.; Sears Roebuck; D. & L. Sidele Spice Co.; Kay Jewelry Co.; Summerfield's Furniture Co.; Howard Johnson's Restaurants; WORL Piano Co. of Boston; Trans-Lux Theatres; Francine Fur Studios; Cape Cod Steamships Co., and Wilfred Academy of Hair & Beauty Culture.

**Ted Malone's Poetry Collection**

TED MALONE, who was graduated with his Between the Bookends program from KMBC, Kansas City, to NBC-Blue, on Feb. 14 was to open to the public the Ted Malone Collection of published and unpublished poetry at his alma mater. William Jewell College, Liberty, Mo. His broadcast that day is scheduled from the campus library where the collection, said to be the largest of its kind in America, occupies one entire alcove.

**WBBK**

Cleveland, early in February sponsored the city's first public demonstration of facsimile operation in the main entrance lobby of the downtown Union Commerce Bldg. During the one-week demonstration two facsimile receivers were operated in the lobby continuously from 11:30 A.M. to 5:30 P.M., daily, with simultaneous transmission by the Station of WBBK, whose transmitting antenna is located atop the Terminal Towerpagoda.

**Confidence Deluxe**

N O ADVERTISING medium depends so much on the diligence, honesty of purpose and uncheckable performance of duty, as does radio broadcasting. It is strictly a confidence business if there ever was one! Radio advertising must depend so much on the integrity of the broadcaster.

At WWVA the guarding of such confidence is a creed—we serve others as we would be served. Such statements as this one, received from a large Chicago advertising agency executive, warm our hearts:

"As usual, you are your own boss on this thing, as you can handle this matter (meaning campaign) in any way you please!"

That's confidence de luxe!!

**WWVA**

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

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Haymond’s 67
CARL HAYMOND, operator of KMO, Tacoma, one of radio's outstanding golfers, shot a subpar 67 in a practice round at the Palm Springs (Cal.) golf course while vacationing in that resort last month. Mr. Haymond, winner of the Broad- casting golf trophy at the 1935 NAAB convention tournament, will defend his local club championship this summer. KMO is planning a station team to participate in the Tacoma links league championships, with Haymond as captain and such low handicap men on the station staff as Larry Huseby, publicity director and city public relations man; Roscoe Smith, salesman, and Burt J. Dunn, announcer.

BACK HOME welcome for Lincoln Dellar, new general manager of KSFO, was held Feb. 2 in San Francisco’s Mark Hopkins Hotel in the form of a luncheon at which W. I. Dumm, president of Associated Broadcasters Inc., operators of KSFO, was host to a group of 184 persons, including CBS executives, civic officials and radio executives of all the Bay District stations and agencies. At the head table are (1 to r) Mr. Dellar, who came to KSFO from the general management of WBT, Charlotte, N. C.; Donald W. Thornburgh, toaster, CBS vice-president in charge of Pacific Coast operations; Mr. Dumm; Henry M. Jackson, CBS San Francisco manager; Mefford R. Runyon, CBS vice-president, New York; Herbert V. Akerberg, CBS vice-president in charge of station relations, and R. W. Dunn, KSFO sales promotion manager.

Copy That Clicks (Continued from page 24) click because it has not hit a key-note and stayed with it. The facts are there but they are strung out. The second announcement starts out with an appeal to the selfish motive of making more money; sentence two tells of a booklet that will help accomplish it; sentence three tells what and elaborates with further reasons for wanting a copy. The second announcement has its faults but its strength lies in the fact that it is unified by the idea "Make More Money", which is an exposition of immediate interest to any customer. It is true that the usual selling points on the feed itself are thus minimized but it is up to the client to decide which he wants—selling of the product's special features or giving away of literature. It is our feeling that you can't get the maximum results from both at the same time.

In the search for a formula that will make copy click there is frequently the tendency to look for trick methods and fancy leads. There may be selling campaigns that are able to capitalize very well on such copy but it is safe to depend more on good old over-the-back-fence American logic in planning radio commercials for most accounts. Remember, too, there are new lessons to be learned every day in the constantly shifting and competitive world of selling by air.

No matter how well a single piece of copy may click, there are always a dozen more ways just as good if a writer will only work them out. No, there is no elixir or formula that will guarantee results, but years of analysis of copy success and failure lead us to believe that you can't beat a man who thinks straight, who puts one idea down in a direct friendly fashion and stays with it till he's sold you on it.

WAYNE M. NELSON, manager and chief executive officer of WMFR, High Point, N. C., is disclosed as secretary and director of stockholder in Textile Broadcasting Co., applicant for a new 250-watt station on 1500 kc. in Greenville, S. C. President-treasurer and 51% stockholder is Robert A. Jolly, head of the Nehi Bottling Co. units in various cities of the State.

Radio Farm Scholarships Are Continued by WLW
TWO more senior students of land grant colleges of the United States will receive scholarships in practical radio training at WLW, Cincinnati, this year, under terms of competitive project announced early in February by James D. House, Crosley Corp. vice-president in charge of broadcasting. The scholarships, carrying a cash stipend of $500 each, are being offered for the second consecutive year. Winners of the 1939 competition, Merton Emmert and Charles Grisham, recently were engaged as permanent members of the WLW agricultural department staff after completing their six-month scholarship training.

Eligibility will be confined to students receiving degrees in agriculture from land grant colleges during the 1939-40 academic year. This year the deadline for entries has been set for midnight of April 30, with candidates requested to file notice of their desire to enter not later than April 1. Winners will receive practical training in announcing, writing and producing programs, program research and other broadcasting activities, working under supervision of George C. Bigger, WLW program director, and Ed Mason, farm program director.

Another Schenectady Group
HAROLD E. SMITH, manager and part owner of WOKO and WABY, Albany, is disclosed as 51% stockholder of Mohawk Radio Inc., latest in a series of applicants for new stations in Schenectady. Application filed with the FCC asks 250 watts on 1200 kc. Among Mr. Smith's associates in the new company are Denis A. Dempsey, former GE engineer now county manager for WPA, owning 23.5% of the stock; James M. McNearney, wholesale distributor, with 14.5%, and John English, head of the United Baking Co. and of United Wholesale Grocery, Schenectady, 10%.

CBS Employees' Lectures Series
In a series of lectures for all CBS employees connected with all phases of the network's operation was started in New York, as an expansion of the weekly lectures presented in the spring of 1939 for technical employees. Talks are by 13 leading members of the CBS engineering department, with other departments to be covered later if interest warrants it. Speakers are A. B. Chamberlin, H. A. Chine, William B. Lodge, W. H. Moffat, James L. Middlebrooks, Herbert Rosman, R. G. Thompson, C. R. Jacobs, R. A. Bradley, Hugh Cowham, James Parker, Peter Goldmark and E. K. Cohan.

Page 70 • February 15, 1940
WPEN Restraint Sought by NAPA

Artists to Ask Court to Bar Recordings From Station

NATIONAL Assn. of Performing Artists within the next few days announces it will file suit in the Pennsylvania Court of Common Pleas of Philadelphia County against WPEN, Philadelphia, asking an injunction restraining the station from playing phonograph records on the air. Action would be the first to be brought in the name of the organization itself, previous suits in the interests of the group having been made in the name of a particular artist, Fred Waring or Paul Whiteman, for example.

Herbert A. Speiser, attorney for NAPA, told BROADCASTING he is of the opinion it should not be necessary to bring 650 individual suits, one for each NAPA member, to accomplish the desired purpose of preventing the station from using any and all phonograph records made by any and all members of NAPA without their permission, but that the law will permit it to be covered in a single action. Suit will be filed before the end of this week, he stated.

Negotiations Fail

Action against WPEN would follow the station's recent dismissal of its staff orchestra following the breakdown of lengthy negotiations with the Philadelphia local (No. 77) of the American Federation of Musicians, which failed to produce an agreement between WPEN management and AFM officers as to the amount the station should expend in the employment of union musicians [BROADCASTING, Jan. 15]. Since dismissal of the men on Jan. 13 the union has been picketing the station, which is using records and transcriptions for its musical programs.

What action, if any, will be taken by the manufacturers of phonograph records in the impending suit can not be determined at this time. No intervention was made in the Waring case, however, by NAPA, in the interest of Fred Waring against WASS, Philadelphia, several years back, which resulted in a decision prohibiting the station from broadcasting a specific Victor record without Waring's permission.

When a similar action was begun against WNEW, New York, in the name of Paul Whiteman, however, RCA Records, publisher of the records, took the side of Fred Waring against WASS, Philadelphia, several years back, which resulted in a decision prohibiting the station from broadcasting the specific record without Waring's permission.

Here is a turntable designed for practical operating conditions in broadcasting stations where two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NABC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of recordings as well as PRESTO instantaneous recordings. Thus you obtain a perfect uniform reproduction of the full range (50,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-rubber tire driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33 1/2 RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

Serial Film

TIRED of explaining to curious friends just how a radio broadcast is conducted, Kenneth Roberts, announcer for CBS's 'The Goldbergs,' 'Life Begins at Seventy' and 'Jordana's Interne,' has taken 16 mm. movies of the entire process and given screenings at the drop of a hat.
appreciate the unfortunate situation are the attorneys who practice before the Commission," said the monograph. "Whether, as a group, they have a full understanding of the seriousness of the problem may not be hazardous. One thing is clear, however, and that is the undeniable fact that it is to their own immediate selfish interest that the practice be continued. Every petition for intervention, every hearing in which they participate, every brief they write, every oral argument they make, helps swell their coffers. It is not difficult to understand, therefore, the resistance of some of the attorneys having business before the Commission to any change in the previous practice."

Declaring the Commission has come to grips with the problem, the monograph said rules recently promulgated require a petition to intervene to set forth not only the interest of the petitioner but also the facts on which his claim that his intervention will be in the public interest is based. If the provision is enforced intelligently and forcefully, an important step will have been taken both toward protection of applicants and the increase in the Commission's prestige, said the report.

Holding that the position taken by the Commission appears to be thoroughly sound, the monograph said that if all an intervenor proposes to do is to stand by idly or to heckle witnesses on cross-examination, there is no reason to permit him to participate. If the petition indicates he intends to indulge in bona-fide cross-examination, he should be permitted to intervene, if the FCC in the exercise of its "sound discretion" should so decide.

Censorship Issue
Conduct of hearings on broadcast matters in the field, rather than in Washington, was favored. Because of its financial inability to do this, the Commission was said to be seriously handicapped. In many cases, it was stated, purely local issues are involved and the most efficacious manner in which to proceed would be to send a hearing officer into or near the city in which the applicant proposes to build his station.

The monograph discussed at length program citations which raised the censorship issue, pointing out that the old practice of common-law license renewals pending investigation of program complaints had been discontinued. The Commission's attempt to regulate program matter, it has been stated, has led to repeated cries of censorship, "a complaint which may or may not be justified." Then the monograph frankly stated no attempt would be made by the committee to consider whether or not the commission "has transcended its statutory authority by engaging in an examination and regulation of program content."

Whenever a notice of complaints on programs was given stations, they usually "voluntarily" discontinued them "rather than test their propriety in renewal proceedings under circumstances in which they claim they could have fought a matter to the last ditch if the Commission had instituted revocation proceedings, it is stated. But now the revocation procedure, reversing the burden of proof, has been instituted, but the Committee said it is possible the station will not abide, and that objections to the Commission's actions will be just as numerous and equally clamorous. But, it adds, they will be directed to the real sore-spot—censorship.

It is difficult to believe that broadcasters will be more willing to contest revocation proceedings than they have been to maintain the burden of proof in renewal cases. The real objection is, in other words, not to the procedural form which the hearing takes, but rather to the subject-matter of the hearings. The fact is that the licensees do not wish to have the issues litigated. They would rather discontinue objectionable programs than risk the possibility of losing their privileges."

The committee indicated it is possible the number of objectionable programs would be decreased appreciably if broadcasters were in a better position to know what material the Commission considers im- mal to the public interest. "It is impractical," the monograph continued, "for the Commission to give 'advance opinions' on the propriety of radio scripts even if the rending of a service did not launch the Commission upon a forbidden course of censorship."

"While it may not be feasible to promulgate regulations covering particular types of programs, it may be possible for the Commission to issue rules governing the overall character of program content and service. In any event, a greater consistency and precision in the Commission's decisions would give licensees confidence as to what types of program material are frowned upon."

The committee said the service of notice of hearing for a show-cause order for revocation because of program or other reasons is followed by a carefully prepared press release stating the reasons. "Such publicity is, in its own right, one of the most effective sanctions which the Commission can invoke," it continued. "But the use of the sanction at present contains an element of unfairness, by reason of the circumstance that the notice of hearing, which may be mailed, may not even reach the licensee until after the newspapers have published the Commission's statement."

"It would perhaps be only to withhold the press release until the licensee has had an adequate opportunity to examine the notice of hearing, so as to determine whether he should discontinue the program in issue as a prelude to requesting the Commission's immediate and informal termination of the proceedings. So long as there is any possibility that the just interest of the public may be protected by quiet negotiation, effort should be made to save the licensee from publicity which may be irretrievably damaging."

Strictly Comedy
CROSS-SECTION of the best radio comedians will be presented on the "WBZ Program of the Week" which starts Feb. 16 from the WOR Playhouse in New York, and it will feature a different comedy team each week. Tom Howard and George Sholtes will be the first comic guests, while each program will present music by Bob Stanley and his orchestra.

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave., New York
Starting the new year with full steam up, the nationwide networks in January 1940 reported combined gross time sales of $8,311,926, a new all-time high that surpassed the January 1939 figure of $7,025,035 by 18.4%. For both NBC and CBS January was a record-breaking month. NBC's combined gross sales on both the Red and Blue networks totaled $4,605,208, a gain of 9.2% over the $4,253,900 total for January 1939.

With the new year, NBC has inaugurated a new method of dividing its billings between its two networks. Beginning with this month, Blue Network revenue will include only time sales of those stations which are specifically identified as Blue affiliates on the NBC rate card. Originally, NBC revenue was allocated as Red or Blue according to the originating network, regardless of the distribution of supplementary facilities. Last year this was changed to credit the Red network with revenue of the Red basic and supplementary networks and the Blue network with that of Blue basic and supplementaries, but to credit all other supplementary facilities, not specifically identified with either Red or Blue, to the originating network. New system will credit these heretofore unbranded supplementaries to the Red network, which is said was already receiving more than 80% of their billings, and will restrict the Blue revenue to that derived from Blue affiliates whose use entitles advertisers to the special Blue network discounts. NBC is also revising 1939 figures on the new basis for comparative purposes, the total NBC monthly billings not being affected, of course. Since comparable monthly figures are now available for the NBC networks separately, Broadcasting is returning to its previous system of showing individual Red and Blue gross time sales which was discontinued in 1938 when NBC itself reported only combined figures.

CBS has also made a slight change in its reports of gross time sales, effective with January. Re-bates given to advertisers for time recaptured by the network for news summaries, curtailing the commercial time from 60 to 55 minutes or from 60 to 55 minutes, are now deducted from the gross time sales before reporting. These reductions will lower CBS figures by from $500 to $600,000 a month.

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>% Gain over 1939</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC-Red</td>
<td>$8,311,926</td>
<td>9.2%</td>
<td>$7,025,035</td>
</tr>
<tr>
<td>Jan.</td>
<td>$3,496,923</td>
<td></td>
<td>$2,674,057</td>
</tr>
<tr>
<td>Jan.</td>
<td>$4,814,800</td>
<td></td>
<td>$4,353,900</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,674,057</td>
<td></td>
<td>$2,674,057</td>
</tr>
<tr>
<td>Jan.</td>
<td>$1,482,739</td>
<td>10.3%</td>
<td>$1,343,725</td>
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<tr>
<td>MBS</td>
<td>$317,729</td>
<td>0.5%</td>
<td>$316,078</td>
</tr>
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Insurance Series

THE Policyholder's Friend, half-hour Sunday feature sponsored by American Union Life Insurance Co. of Tulsa, began a 26-week contract Feb. 4 on KVOO, Tulsa. Featured are interviews with the Policyholder's Friend and "Mr. and Mrs. Oklahoma" on common insurance problems. Music is furnished by the KVOO orchestra and soloists, with parts of the skits taken by members of the insurance company's staff.

Big Fire Covered

A $250,000 fire in the Davenport, IA., business district Feb. 2 found WHBF, Rock Island, Ill., on the job. Shortly after the fire broke out WHBF went on the air and remained at the scene five hours. Taking part in the pickups were Robert Sine, chief engineer; J. Woodrow Magnussen, announcer; Maurice Corken, commercial man-ager; Joseph Matthews, salesman. Several sponsors took time via telephone solicitation and one fire insurance agent used frequent announcements during the coverage.

WOR's F-M Programs

MUTUAL programs, which may or may not be broadcast by WOR, Newark, will be the program fare of W2XOR, WOR's frequency modulation station, when it begins operation early in March. Since the F-M broadcasts of these programs will be their only coverage of the New York area, response to them from New York listeners will be an indication of the size and growth of the F-M set-owning public in this area.

Fond of Mose

RECENTLY a colored congregation in Cincinnati invited Mose, a Negro character on Al and Lee Bland's Morning Patrol on WCKY, Cincinnati, to be guest of honor at a church meeting March 12. The Negro actor is a great favorite of the congregation—but it turns out he is a mythical person played by Al Bland. However, the Rev. B. A. Herrington, pastor of the church, has reissued the invitation, this time to the Brothers Bland, to attend the meeting and demonstrate how Mose is created. The Blands have accepted.

ON THEIR METTLE are these housewives, answering questions on the Cook Book Quiz program sponsored by Miller Packing Co. on KROW, Oakland. Standing (right) is cook-in-chief, with Elma Latta Hackett (beside him) as referee. Money and meat awards are given contestants and studio guests. Long Adv. Service places the program. Weekly also conducts the Skullcrackers quiz on KROW and Mrs. Hackett has the Friendly Homemaker program heard regularly on KSFO, San Francisco.

MARKETS

for the Price of ONE

St. Paul and Minneapolis

Combined Population Nearly 800,000

In the Northwest Use

WTCN

NBC Station with
BLANKET COVERAGE
of the Twin Cities

February 15, 1940 • Page 73
FTC Distribution Study Limits Advertising Scope

IN A statement issued Feb. 3 the Federal Trade Commission declared its proposed inquiry into methods and costs of distribution [Broadcasting, Feb. 1] will not be an inquiry into advertising per se, but rather an investigation of all distribution costs, which may or may not include a survey of national advertising costs, merely as an incident of the FTC's distribution costs. The formal statement made the flat declaration that the FTC will continue its established policy in regard to advertising, i.e., it is not opposed to advertising as such, but rather to advertising that might be false or misleading.

The report of a direct investigation of national advertising costs grew out of a statement made by FTC officials during a House Appropriations subcommittee hearing on the FTC section of the Independent Offices appropriations bill. The subsequent declaration omitted any explanation of how the definite statement of intention and purpose appeared in the printed record of the subcommittee hearings.

The matter was argued briefly on the floor of the Senate Feb. 3 when Sen. Bridges (R-N. H.) offered an amendment to cut $88,829 from the FTC appropriation, as assertedly included to carry on the reported investigation. The Bridges proposal was opposed on the floor by Sen. Byrnes (D-S. C.), who cited the explanatory statement of the FTC. The proposal was rejected.

At last!

The Recording Industry's Most Needed Publication Complete & Thorough

$1.25 Postpaid

Technical for the Engineer . . . . Understandable to the Layman . . . .

GAMBLE Publications
228 S. Wabash Ave.,
Chicago, Ill.

'Crackdown' Era Seen at FCC

(Continued from page 11)

objections, to John P. Devaney, former chief justice of the Minnesota State Supreme Court. In this connection, the basic issue before the FCC was said to be the existence of a relationship between providing additional service to some 800,000 people in the Minneapolis-St. Paul area and the 400 people in the Wichita area. Because of the feeling that "people" rather than field strength contours are paramount, it was the opinion of the judges in favor of the Minnesota applicant.

Totally aside from the program considerations, which can be expected to give rise to new censorship charges, there are seen in the new fractional lineup at the FCC other dire forebodings. With a reallocation of broadcasting facilities impending under the Havana Treaty by this fall, the inclination to keep the pot simmering may result in something more than routine realignments.

Clears in Danger

Another pitched battle in the offing is over retention of clear channels as a means of serving rural areas and edge listeners. The trend is strong sentiment on the FCC to duplicate assignments on such channels or more or less indiscriminately. This stems from what may be described as a "curve of bigness" view harbored by several of the so-called "radical" members, not only against stations in major markets, but against the networks.

With the FCC committee slated to report shortly on its report on Network Monopoly Inquiry of later 1938 and early 1939 and with the new trend toward rigorous scrutiny of programs by existing, large-scale activity is foreseen. There have been repeated delays in the drafting of the report, whilst stations have been given a revision of regulatory, licensing, ownership and other policies and procedures. Whereas the committee of Chairman Craven and Chairman Fly (Walker and Thompson) expected to submit the report by Feb. 15, it now appears as if another one or two months will elapse before it reaches the full Commission [Broadcasting, Feb. 1].

On Other Fronts

Aside from these manifestations, the recently instituted practice of summary revocation proceedings against stations for purported "hidden ownership" [see page 12] contributes to the chain of events which portend stringent rule. With increased funds forthcoming on July 1, by virtue of the new FCC appropriation, an Investigation Unit will be established. To begin with, Chairman Fly's favorite expressions before Congressional committees on appropriations' matters, these investigators will "search the chips" to ferret out the facts of ownership, operation and other data viewed as requisite.

When Chairman Fly succeeded Frank R. McNinch last September after the latter's forced retirement due to prolonged ill-health, he embarked on a course of study, and did not give an inkling as to his views on fundamental problems. He knew about the tribulations of his predecessor during his tempestuous two-year tenure, particularly with fellow commissioners, and he set out to put the quietus on the personality conflicts which had made the FCC a mockery among Government agencies.

It was not until recently that Chairman Fly began to reveal his position on policy matters. These trickled forth at oral arguments, in hearings and in written opinions on broadcast cases. The most revealing data, however, came in testimony before the House and Senate committees in connection with the 1940 FCC appropriation [see page 32]. These expressions tended to clarify the former Tennessee Valley Authority counsel, recognized as a crack New Deal attorney, and the anti-status quo forces insofar as broadcast regulation is concerned.

A year ago the working majority of the FCC, insofar as broadcasting was concerned, had favored a course of industry cooperation and counsel, rather than regulation with a vengeance. Former Commissioner E. O. Sykes was inclined to favor a conservative approach, along with Commissioners Craven, Brown and Case.

How They Lined Up

When Judge Sykes retired after a 12-year tenure last April, and was succeeded by Commissioner Thompson, former Mobile publisher, a change quickly was noted. He joined forces at once, it appeared to observers, with the Payne-Walker faction, neither of whom got along with Chairman McNinch. As a matter of fact, a feud erupted between Mr. McNinch and Payne that burst into public prints with curious regularity. But since Mr. Fly's appointment, the Payne reputation as the Commission's stormy petrel has all but disappeared.

While Commissioner Walker has devoted his major attentions to telephone matters, carrying over from his chairmanship of the Telecommunications Division of the FCC, he nevertheless has been a staunch advocate of more stringent broadcast regulation, particularly in connection with major network operations.

The Thompson appointment, for Judge Sykes' unexpired term which ends next year, brought a change in FCC processes in that the majority favoring industry cooperation was lost. The Commission was split 3 to 3, with Chairman McNinch holding with most of that period absent because of illness. Then, with Chairman Fly's appointment last fall, regarded as a merit rather than a political selection, new policy views began to take shape. These now have crystallized to the point where it is apparent to observers that rough days are ahead.

GEORGE WIEDEMANN BREWING Co., Newport, Ky., has placed spot announcement campaigns on WCKY, Cincinnati, and WMNN, Fairmont, W. Va., through Strauchens & McKim, Cincinnati.

ORIGINALLY planning a simple broadcast describing the antics of a groundhog looking for its shadow on Groundhog Day (Feb. 2), the special features division of WOR, Newark, discovered none of the New York parks had such an animal, and even had to broadcast appeals for a groundhog donation. At the last moment, Suzie of the Philadelphia Zoo was allowed to visit New York via airplane, and a second groundhog, Little Egypt, was obtained from a listener in Egypt, Mass. Suzie is shown emerging from her traveling kennel and searching for her shadow, while Dave Driscoll of the WOR special features division tells the story on MBS.
Church Campaign Approved by NAB

Miller Offers Cooperation in Drive for Tolerance

COOPERATION of the broadcasting industry in a nationwide campaign of the Federal Council of Churches of Christ in America to have local stations donate time to ministerial members "for the purpose of creating a better understanding between the various races and religious groups", has been pledged by NAB President Neville Miller.

In a letter Feb. 1 to all stations, Mr. Miller said there is no greater public service a station can render than to give its facilities to bring listeners closer together "in the bonds of understanding, based upon truth and fact." He called it one of the "root-principles of the American system of broadcasting."

The Council, representing 143,000 Protestant congregations in the United States, said the primary aim of its radio campaign is to lay essential facts before the public. It pointed out that clergymen in hundreds of cities are being asked by the Council to use local stations to lead the way in the campaign.

Approves Material

Mr. Miller advised broadcasters the Council was sending one of its local contacts to the station with the request that facilities be granted a local minister. The Council, he pointed out, is sponsoring a "constructive campaign of tolerance and understanding" and is spreading the word of intolerance by so-called "milk-and-mongers both at home and abroad, sweep over the country as it has elsewhere."

Pointing out that the NAB in examining the material had found it factual, impartial and contributing to "good" radio, Mr. Miller said it is material which men of good will in all faiths will welcome. He added it was vital that this message be "gotten across now."

Declaring the council had turned to radio to do this job, Mr. Miller said it felt that no other medium could reach the minds and hearts of men so effectively. "I feel sure that all stations will wish to take part in this important, worthwhile project. Its spokesmen will no doubt be outstanding clergymen in each city. Certainly those who give public service a station can render than to give its facilities to bring its listeners closer together in the bonds of understanding based on truth and fact."

Mr. Miller simultaneously extended his thanks to stations, networks, sponsors and artists who gave of their time and talent to foster the "March of Dimes" in celebration of President Roosevelt's birthday, as part of the infantile paralysis eradicating campaign. He said American radio again was the backbone of the campaign. The results, he declared, are "more than a tribute to radio. They are a tribute to the responsive heart of the American people who have not yet failed to answer a radio call for neighborly help."

WOCN, Boston, has sold a daily five-minute "program; the "Dawson's new jewelry firm, featuring the novel Western Electric watch-testing mechanism, the "X-Ray Eye", which through amplification tells instantaneously what is the matter with a watch.

"Pot' o' Gold’ Action

(Continued from page 11)

gram. According to the report, Mead's Fine Bread Mystery Woman called at houses in the community to buy a loaf or part of a loaf of Mead's bread for $5. The Mystery Woman's movements were described in the program. Housewives not having the Fine Bread loaf did not receive the prize. Apparently this type of "game" differs from the Pot o' Gold in that "consideration" may be involved, since the recipient of the award must have purchased a loaf of bread. In the case of the Pot o' Gold, with its $1,000 award or $100 absentee prize, the winner is not required to purchase anything or even listen to the program. The award is forthcoming if the particular telephone selected is answered.

On the Pot o' Gold program, it is understood upwards of 100 letters or communications have been received. Particularly active have been the cooperative theatres of Michigan, which dispatched to Washington their own emissary, Thomas McGuire, to complain about loss of attendance. Rep. Tenerowizc (D-Mich.) on Jan. 28 placed in the Congressional Record two letters he received protesting the program as causing a loss to theatre operators estimated to run over $1,000,000 per week.

Postal Ruling

Aside from complaints from theatrical and Congressional quarters, it is understood a number of stations have written the FCC expressing varying degrees of disfavor on prize offer programs but pointing out that for competitive reasons they are obliged to accept them if they do not contravene the statue.

Immediately following the FCC action, there were repercussions of allegations of program censorship, in violation of the law. In this connection, however, it was pointed out that the Commission has not taken action but simply referred the program questions to the Department of Justice, which has the responsibility of criminal prosecution. Previously it had been reported that both the Department and the Post Office Department informally had ruled that the Pot o' Gold in no wise technically violated the lottery statutes. A somewhat similar case-Musico—was upheld Nov. 22 by the Federal District Court in Peoria [Broadcasting Dec. 1].

In connection with Pot o' Gold it was learned the Post Office Department late last year advised the postmaster in St. Louis that newspapers carrying advertising on this program could be accepted under second class rules. This was regarded as tantamount to a clean bill of health. Previous complaints filed with the Department of Justice on the Tums program had not been pursued, apparently, on the theory that no violation was involved.

DONALD DAVIS, president of General Mills, and Allen Prescott, conductor of programs on NBC and WOR, Newark, will address the consumer conference Feb. 21 at the Hotel Pennsylvania, New York, under auspices of the Advertising Women of New York.

Out of range of a particular radio station does not mean out of reach of a favorite program. No matter where radio listeners are, and no matter where the program originates, the radio program networks bring it to them.

Special telephone circuits and facilities have been so woven into network patterns that this country can enjoy the world's best radio programs.

And in Bell Telephone Laboratories the work goes on continuously to reach, through research, still higher levels of achievement in program transmission.

STOP FUSSING!
WE’LL GET OUR PROGRAM WHEREVER WE GO
DISCUSSING plans for CBS' coverage of Des Moines' famed Drake Relays during a recent meeting in New York, this trio—(l to r) Jimmy Dolan, Ted Husing and Gardner Cowles Jr., head of The Cowles Stations and a trustee of Drake U—will be prominently identified with the event. Husing shifted his sports schedule from the Penn Relays to the Drake event, to be held April 28-29, following Cowles' visit to New York to arrange broadcast facilities for the University, Dolan, Husing's aide de camp, holds a picture of Michigan U's cracker relay team, a 1940 Drake Relay's entry that is expected to set a new four-man competition record, according to the experts.

CBS, NBC and MBS are planning special broadcasts in connection with the annual American Assn. of School Administrators' Convention to be held Feb. 25-28 in St. Louis.

WORCESTER COUNTY—OF MASSACHUSETTS

WTAG WORCESTER MASS.

Clear across the state—from the New Hampshire line on the north to the Connecticut-Rhode Island line on the south stretches Worcester County—a stable market of 400 diversified industries, represented by 1000 manufacturing plants. This area—and beyond—is the great WTAG primary market, the heart of New England's population.

Three quarters of a million listeners-buoy keep tuned to WTAG. The only station to provide primary service to this important area.

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Inquiry Begun by FCC On Complaints Involving WHN Racing Programs

THE FCC on Feb. 6 directed an investigation by its legal department of complaints of racetrack gambling broadcasts allegedly being carried by WHN, New York, registered by R. J. Beamish, public utility commissioner of Pennsylvania. In a letter to FCC Chairman Fly, Mr. Beamish stated that Pennsylvania is a n a m e d by WHN's race broadcasts and charged that an interfering gambling arrangement resulted from the station's coverage of the various tracks, with Bell telephone lines in Pennsylvania use in connection with WHN broadcasts for gambling purposes.

Alleging that WHN broadcasts are employed in the conduct of the business of the William Armstrong racetrack service from l:15 p.m. to 7 p.m. every race day, Mr. Beamish stated that copies of The Arm Strong Scratch Sheet, above the masthead, contained a pointed note directing attention to the "uninterrupted broadcast of all turf news" on WHN for race days. He enclosed with the letter the report of State public utility investigators and sent a copy of the complaint to Attorney General Jackson.

The FCC has made no statement concerning the complaint, pending investigation of the charges by the FCC legal department.

CBS Tests Use of Title Before and After Music

IN LINE with the new policy recently started by WDR, Hartford, of identifying musical selections after they are played on programs as well as before [BROADCASTING, Feb. 1], CBS has been testing the idea on sustaining programs only, with identification both before and after the program. Selections have definitely lessened.

Also testing the policy is Paul Brenner, conductor of the Music Hall program, heard twice daily on WAAT, Jersey City, who states that his listeners can now hear the title of tunes they like after they are played rather than before.

Chesterfield Adds WOR

LIGGETT & MYERS TOBACCO Co., New York, to expand the listening audience for the Chesterfield program featuring Glenn Miller and his orchestra, on Feb. 4 started the program on WOR, Newark, via transcription Sundays and Mondays, 9:15-9:30 p.m. The WOR presentations are repeats of the live Tuesday and Wednesday 10:10-10:15 p.m. broadcasts on CBS, which also carries the program Thursdays at the same time. Newell-Emmett Co., New York, handles the account.

Western Electric Offers All-Purpose Microphone

WESTERN ELECTRIC Co. is introducing a new all-purpose cardioid microphone, No. 639B, which the company says gives engineers the equivalent of six distinct instruments in one compact unit. The "multimike" can be switched to function as non-directional, bi-directional, cardio directional or for any of three degrees of "hyper-cardioid" operation, according to W. A. Devitt, Western Electric's division director. A switch permits the engineer to aim the double dead area that characterizes the hyper-cardioid pattern at points of echoes or other disturbing sources.

In this way, the mike can compensate for faulty acoustics in auditoriums and other pickup points. Unit is of the dynamic-velocity type with a range of from 0 to 10,000 cycles per second, and stands 7½ inches high, weighing 3 pounds and 4 ounces.

Fi nch Is Granted Patent For Colored Facsimile

PATENT has been awarded W. G. H. Finch, president of Finch Telecommunications Inc., New York, for a process of sending fine-detail color pictures over ordinary telephone wires. Freedom from streak and scanning lines, fine detail and ease of enlargement are claimed for the process. The patent is second in a series of color picture grants.

The color picture to be transmitted is mounted on a transmitter drum and scanned in a manner similar to black-and-white scanning, with color filters automatically and successively interposed between the scanning beam and photoelectric cell to produce directly the electrical equivalent of the primary colors. Successive line-by-line scanning through light filters results in required color separation prints at the receiver.

Simplified

"I CAN spell Philadelphia—KYW, Philadelphia," explained a 4-year-old girl as she dashed from loudspeaker to greet her mother in the kitchen. Such is the "bright saying," published in the Philadelphia Inquirer Jan. 28 and submitted to the paper by Mrs. A. Devitt, Lost Creek, Pa.

ANOTHER major international shortwave transmission goes on the air between March 15 and April 1 when the new WLOD companions to Crosley's WLW, Cincinnati, is completed as a 50 kw, outlet using six different frequencies. The station formerly was known as W8XAL and first started operating in 1924 as one of the country's pioneer international stations. At work on transmitter installation are (left) J. K. Rockwell, Crosley station's technical supervisor, and Willard Moore, chief draftsman.

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Hot off the press . . . and right on your desk if you’re a subscriber to BROADCASTING! Got yours?
Daytime Listening Will Be Surveyed

WNRC Plans National Study of the Feminine Audience

A SURVEY of daytime listening habits of American women to determine what programs women listen to and why, and to anticipate the present daytime radio fare actually entertains home women and shuts out much of the present daytime fare was shown on Feb. 7 to KYW, Philadelphia, under auspices of the Institute of Banking and the Pennsylvania Bankers Association. President of four big Philadelphia banks speak on the four programs. Here Livingston E. Jones (left), president of the First National Bank of Philadelphia, who was guest speaker on the opening program, receives the congratulatory grip from Leslie W. Joy, KYW general manager, at the conclusion of his broadcast.

TO HUMANIZE banks and explain their functions for the man on the street, a new series of weekly educational talks started Feb. 7 on KYW, Philadelphia, under auspices of the educational department of the Institute of Banking and the Pennsylvania Bankers Association. Presidents of four big Philadelphia banks speak on the four programs. Here Livingston E. Jones (left), president of the First National Bank of Philadelphia, who was guest speaker on the opening program, receives the congratulatory grip from Leslie W. Joy, KYW general manager, at the conclusion of his broadcast.

MUSIC AND NEWS
At Any Hour Made Available
By WHK, WCLE

ANSWERING protests against serial domination of daytime broadcast hours, WHK and WCLE, Cleveland, on Feb. 1 instituted a new system of cooperative 12-hour programming making available at any time of day, from sign-on to 6 p.m., according to H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of the stations. Now in its first stage, the plan already offers listeners more than 60 hours per week of daytime music and news on the two stations, Mr. Carpenter pointed out.

WCLE, on the air until 6 p.m. daily, carries the heavier musical schedule. WHK signs off at 1 a.m. and its evening schedule, from 6 p.m. on, includes over 30 hours of music and news in an average week, an aggregate of more than 126 hours of musical and news programs weekly on the stations. With 385 music-news programs, either sponsored or sustaining, on the stations each week out of a total of 660 programs of all types, the music-news type now is dominant and accounts for 58% of time.

BRITISH STATION HAS SPONSORS
Expeditionary Force in France Accepts Funds and Mentions Donors on Warfront Station

DESPITE the opposition of the British Broadcasting Corp. and despite the wartime restrictions on broadcasting, Radio International, operating as in "somewhere in France," is on the air from 7 a.m. to 6 p.m. daily, with a schedule that includes sponsored as well as sustaining programs. Under the patronage of the British Expeditionary Force Wireless Entertainment Committee, headed by Field-Marshal Lord Birdwood, G.C.B., the station is dedicated to the entertainment of the British troops in France, and has titled itself "the station behind the lines." Manufacturers are permitted to contribute to this entertainment and the station is allowed to acknowledge these contributions, although no sales talk is allowed.

A letter written by one of the station's executives to E. F. James, advertising manager of the WNRC, who inquired after the station, and has been written to the radio station and its parent companies, and has been signed to the manufacturers and their representatives. The letter reads in part: "As you will readily appreciate, the whole of our present proposition is, on the face of it, a non-commercial one and I am finding that my sales people are having quite a difficulty in being able to adapt their ideas to, shall I say, negotiating instead of selling. By this I mean that we are not handling the matter on a full commercial basis at all and virtually our moral license to operate is on a basis of contributions from manufacturers toward the production of programs, that being, of course, acknowledged that many people in this country will hear the program and will hear the manufacturer's name. "We are setting up a production organization in Paris, as we anticipate that this transport of discs, etc., to France is going to be very difficult in the near future."

FM BROADCASTERS have been incorporated as a Delaware corporation to foster F-M broadcasting. John J. Rockefeller, president of the John J. Rockefeller, Inc., is president; John V. L. Hogan, WQXR, New York, vice-president, and Robert T. Bartley, Yankee Network, secretary.

NOW TRANSCRIBED FOR LOCAL, REGIONAL OR NATIONAL SPONSORSHIP

"My Daughter and I"

One of the few programs suitable for either one, two, three or five times weekly presentation. Features Jean Ashley, psychiatrist, who analyzes the problems of mothers and daughters, and suggests a solution after the dramatization. Sure-fire — powerful — loaded with human interest. Quarter-hour episodes.

RADIO DAILY - Program Reviews and Comments

"My Daughter and I"

There are large elements of human interest and sympathetic angles in this WHN responses, high Friday, 12:30-12:45 p.m. which should aid in building a following. After an announcement about the problems that often occur between mother and daughters and of the program's attempt to reconcile such differences, a "typical problem" of mother-in-law interference was presented. The solution was also offered, bringing the curtain down on a happy finale.

There's also a slice of the audience participation idea in the program, as listeners are invited to present their problems and are informed that their may be used, while other fans may be asked to help settle the differences. The production is suitable for sponsorship, particularly for a client looking for a daytime show somewhat off the beaten path, yet not freakish.

Write or Wire for Audition Samples and Prices

KASPER-GORDON, Incorporated
140 BOYLSTON STREET BOSTON, MASS.
Representatives in Principal Cities

In Canada: WALTER P. DOWNS, 2313 St. Catherine Street W., Montreal
Intercollegiate Network
To Be Discussed During ‘Brown Network’ Session
PLANS for the nation’s first Intercollegiate Broadcasting System, patterned after commercial networks, were discussed by delegates from 46 colleges and universities expected at a conference associated with ‘Broadcasting at Brown’ at Brown University, Providence, R.I., Feb. 17-18.

One feature of the ‘Brown Network’, a wired radio system linking all of the university’s dormitories and fraternity houses, have invited radio-minded students and radio clubs at other colleges to attend the conference. The registration fee will also cover overnight accommodations.

George Abraham ‘40, chairman of the ‘Brown Network’, said the projected Intercollegiate Broadcasting System would link various types of college radio stations so programs could be relayed and interchanged among members. Advertising sponsors would be contacted.

Highlights of the conference program will be addresses by President Harry M. Wriston, of Brown; H. Linus Traveller, vice-president of the Yankee Network; representatives of CBS, MBS and NBC, and representatives of Providence radio stations.

U. S. Television Urges Early Commercial Basis
WITH release of a letter to the FCC urging ‘immediate commercialization’ of United States Television Mfg. Corp., New York, has announced a new line of television transmitting stations designed for ‘the high-class income group’ television must reach today’. The new announced sets, including both a two - tube and a Sheraton mahogany console model, employ the DuMont 14-inch tube and feature direct vision, with five-channel tuning and three - channel construction. Prices quoted are $395 for the table model.

The Feb. 8 letter, signed by Hamilton Hoge, vice - president of the company, urged the FCC to give the visit by FCC representatives during the television tour of Feb. 1-5, mentioned in the article and in urging ‘immediate commercialization’ RCA’s system, or the RMA standards, may or may not be the best in sight, it is now on the air and it is very good, and we believe that RCA ought to have the help of commercial, or at least semi-commercial, television to improve present programs.”

The DuMont opposition to RMA standards was termed ‘the monkey wrench in the industry’. and the letter urged that DuMont build a full - power station to push his case forward. Hoge also stated that in case of a drastic change in standards, the factor of obsolescence would be by no means improved. Since, since in case of a change, ‘could be called back to the factory and changed over to the new standard at the cost of not more than $20 per set’.

ENGINEERS at WBBM, Chicago, have completed an electrically-controlled ‘echo chamber’ for reverberation effects although for program echo - out, the sounds of voices, and action taking place would be 1 $150, with Mr. or chief engineer, directed building operations. Urban Johnson, sound effects head, controls the device.

THE artist’s sketch of the General Electric television relay setup in the Heldebergs mountains illustrates how visual signals transmitted from the New York are intercepted after an airborne distance of 129 miles at the GE relay station, passed on 1 1/2 miles to WXXB, the new GE transmitter, and retransmitted from there to receivers in Schenectady and Albany, N. Y. In the area of 200,000 square miles, a new transmitter, the DuMont 250-K transmitter to WXXB, Green- ville, N. Y., is to be turned on after completion of the equipment and radio snows have been turned to a development of the base loaded type, communication between points more than 100 miles apart will be turned on using frequencies between 2500 and 8000. It is called an ‘in - house’ call station.

FCC Defers Action on Television (Continued from page 36)
Philco in a brief filed by Louis G. Calwell, reaffirmed its objection to any immediate arbitrary definition of standards and pointed out the advisability of allowing at least six months to a year for bringing in pending developments. Specifics, Philco said, involved in the present moment of immediate limited commercialization of television; the recommendations involving immediate fixation of standards, as in the previous filing for six months or for a year for available stations.

The DuMont Position
Pointing to what it termed RMA’s domination of RCA and the proposed RMA standards, along with its superior patent position, the DuMont brief stated that William A. Roberts, recommended that the FCC “after the presentation of practicable demonstrations of the theories of DuMont” adopt flexible standards, in particular setting no limitation upon frames or lines beyond a maximum of 15 frames per second and a maximum of 800 lines per frame, but fixing as standard “a synchronized pulse substantially similar to that presented by DuMont, readily adaptable to the field of flexible circuits and not so completely hidden in a forest of patents as to be lost from fair and reasonable competition.”

In memorandum, Robert Robins, president of Cath - Ray Electronic Laboratories, called attention to the public service features of an expanding television operation, declaring that “the denial of this whole field of private interests merely to some public service merely because it is commercially unprofitable might well develop widespread and vociferous protest from the public itself.”

In a brief filed by Andrew G. Halsey and W. Theodore Fiedsinn, Washington attorneys, excepted to Rule 474 (d) and the proposed allocation of television channels the New York metropolitan area and the proposed allocation of television channels the New York metropolitan area.

The final draft of the television allocation in the New York metropolitan area. Such a proposition is “unfair, inefficient and inequitable in fact and in law”, and the brief stated that the public’s interest would be served only if the FCC applies a two - channel system to New York City.

Letters also were received from F sales & Distribution Corp. outlining that company’s patent holdings and licensing arrangements, and from W. J. Rockwell, technical supervisor of WLB, Cincinnati, stating that that station held no television patents.

COLLINS Radio Co., Cedar Rapids, Iowa, has filed with the FCC in response to RCA’s request for permission to file a petition to enter the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omaha; KDOC, New York City; KSDK, the new WFTM, Fort Myers, Fla.; WRAB, Atlantic City; KGMB, Honolulu; KVNO, Omni...
Closed Shop Provisions To Feature Artist Pact

CONTRACTS covering wages and conditions of employment for artists appearing on television networks will shortly be presented to the networks, with a closed shop provision as a fundamental part of each contract. Speaking for the artists will be a committee made up of one member each of the American Federation of Radio Artists, one by the Screen Actors' Guild, one by the Chorus Artists' Guild, and one fifth to be chosen by the other four.

Decision to place jurisdiction over the television field in the hands of this joint committee, temporarily at least, is embodied in an agreement signed early this month by representatives of Equity, AFTRA and SAG, which calls for the immediate formation of this committee, which will then propose agreed contracts with employers. These tentative documents are to be submitted to the meeting boards of the three unions, which are ordered to consider them at the first regular meeting following their receipt, so that no time shall be lost in commencing negotiations.

Each party to the inter-union agreement, which gives the committee "full power to handle the problems of performers in television relating to minimum wages, working conditions and other matters which may arise in connection with the employment of these performers in television," made it clear that, in signing, it waived any rights of appeal or its asserted claims to sole jurisdiction over television performers.

While most of the tentative contracts to be negotiated are left to the committee, subject to the approval of the three unions, the agreement states that non-members of the AAA appearing in televised drama shall be required to join a branch of this joint committee; that the life of any agreement signed with an employer shall extend beyond the life of the committee, and that the committee respect any outstanding contracts with employers.
Senate Votes Funds for FCC; Other Legislation is Inactive

Cut of $40,000 in Appropriation Bill Is Made; Administrative Appeal Measure Is Speeded

By LEWIS V. GILPIN

ASIDE from passage of the Independent Offices Appropriation Bill by the Senate on Feb. 8, with FCC funds cut to $25,076,540, a reduction of $40,000 from the total requested previously, the House, federal legislation affecting radio remains static. Several pending proposals are slated for early action, including a motion to amend the House measure to the Logain (S-915) for reorganizing and streamlining the court procedure and the Johnson bill (S-817) to prohibit the advertising of alcoholic beverages by radio.

The House Rules Committee early in February granted a right of way to the measure (HR-6824) introduced by Rep. Walter (D-Pa.) to the companion bill to S-915, designed to provide additional opportunities for the administration of the broadcasting law from decisions of Federal boards and agencies, including the FCC and similar agencies in its general terms.

House Debate Slated

In effect curbing the power of these agencies, the Walter bill is scheduled for consideration in the House, probably within a week or two, before its counterpart is brought before the Senate again by Sen. Smith (D-Utah), who handled the measure since the death of Sen. Logan (D-Ky.), original sponsor. The Senate previously passed the Logain measure during the last session, but it was tabled for reconsideration at the request of Sen. Minton (D-Ind.) and other administrative bodies.

Critics of the legislation have contended it would open a path to endless delay in carrying out the decisions of the agencies and would paralyze administrative authority. However, in recommending passage of the bill, the House Judiciary Committee declared: "The law must provide that the governors shall be governed and the regulators be regulated, if our present form of government is to endure. It has been complained that by providing opportunities for appeal within the administrative agencies and for judicial review of the final administrative decision, opportunities are offered for delay. Of course, any procedure for hearings affords an opportunity for delay. No one questions that an appeal, if avowed, may not be the most effective administration of justice, but the United States Government is not founded on autocracy."

House appropriations (Col.) expects to secure action on its new anti-liquor advertising bill as soon as the Senate majority leadership gives the measure a place in the present bill, even more drastic than the one previously passed, which would effectively prohibit alcoholic beverage advertising on the radio by providing that stations accepting such advertising, and the ad

UP IN THE AIR 4,000 feet Art Linkletter, conducts Roma Wine Co.'s World's Fair Party during a Don Lee broadcast late in January originating from a United Airlines plane in the Fair Francisco. Here Linkletter is interviewing Vivian Duncan, of the Duncan Sisters (left), of Cesana & Associates, agency handling the account, and Karl Pierce (with earphones), producer of the program, giving the plan, live broadcast from the plane and Rosetta in the studios of KFRC, San Francisco.

PLANE PROMOTION Coast Sponsor Has Tieup

With Airline

BROADCAST from 4,000 feet above the Golden Gate metropolitain area, World's Fair Fair, sponsored by Roma Wine Co., originated Jan. 27 for California's Don Lee stations from a United Airlines passenger plane. In the plane for the novel half-hour program were Art Linkletter, manager of the broadcast; 10 California radio listeners, chosen for the trip through an envelope contest; Roma and United Airlines officials; Carl Pierce, producer of the series; Renzo Vesana, of Cesana & Associates, agency handling the account, and a technical crew. Featured guest was Vivian Duncan, of the well-known Duncan Sisters vaudeville team.

Roma Wine Co. has sponsored World's Fair Party since the opening day of the Golden Gate Exposition a year ago, with the program originating regularly from the plane in the Fair Francisco. Exposition closed the company continued the feature, with Linkletter acting as host of the California city and conducted the program from there. On the individual programs the local wine distributor introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduced the program, and the Roma employees introduc

Short Shell Drive

SHELL, the Texaco Oil Co., New York, from Feb. 4 through Feb. 10 sponsored two daily evening announcements, either station-break or time signals, on 40 stations, the same list used for a similar campaign Jan. 7-21, J. Walter Thompson Co., New York, is agency.
ASCAP Changes Operation Setup
Direct Branches Are Set Up in the Western Region
EFFECTIVE Feb. 15, American Society of Composers, Authors & Publishers will reorganize its plan of operations by forming a system of direct ASCAP branches, managed by employees of the Society. Under the general supervision of its president, J. Powers, who will maintain headquarters in Hollywood, the new arrangement calls for five ASCAP offices: Denver, with Harry Bergkamp as manager; Portland, Ore., headed by Herman Keman; San Francisco, managed by Harry A. Levinson, and Hollywood, with Murray Stravers in charge.

Samuel Rosen has been retained as western counsel, in charge of all legal activities in the Far West. While the legal setup has not been completely worked out as yet, Frank Hickey, who formerly handled ASCAP affairs in Colorado, will become the Denver office as associate counsel, and Hugo Anderson, Salt Lake City, will stay with ASCAP as associate counsel.

Study About Ready
ASCAP's radio committee, which for six months has been making an exhaustive study of the Society's relations with radio, has completed this task and will submit its findings to the board at its next meeting. It is reported, however, that a further report, to include a number of purely technical considerations, will be made in the ASCAP license form before the new licenses are submitted to the FCC.

Arbitrators Considering Status of Chicago Station
WHETHER the Department of Justice will revive its five-year-old anti-trust suit against ASCAP may be decided by the Arbitration Asso.'s victory. Waters, special assistant to the Attorney General, has been designated to make a study of the litigation for Assistant Attorney General Thurman Arnold. Mr. Waters has been in the Department since 1938 and was assigned the ASCAP case for study and recommendation following transfer of Robert M. Cooper from the Department to the FCC, where he is now assigned as principal attorney.

Inquiry on ASCAP Case Ordered by Department
The setting of wages and other conditions of labor by Chicago broadcasters is a subject for arbitration or for negotiation with ASCAP. Any agreement between the American Federation of Radio Artists and the networks, is now being pondered by American Arbitration Asso. Judges, with a decision expected within the week. Arguments of network and union were presented last week by the three judges: Dr. Wesley A. Sturgis, executive director of the Distilled Spirits Institute, chosen by ASCAP; C. A. Fabry, of the University of Chicago, by the other two judges.

The AMERICAN Federation of Radio Artists is seeking its dissolution as a monopoly operating in restraint of trade, has been pending in the Federal District courts since 1935. Senator Wheeler (D-Mont.) several months ago began to pursue the litigation. It is presumed Mr. Water's assignment was in connection with overtures from Congressional sources.

WORXU, ultra-high-frequency experimental station owned by Oklahoma Publishing Co., Oklahoma City, on whose frequency list is the new frequency, 26,125 kc. The station went on the air at 5 p.m., carrying both local WKY and NBC programs. WORXU has Paul Burton, pianist, in its exclusive feature, and other special shows are planned. Schedules are carried daily in the Daily Oklahoman and Times.

MEMBERS of the public service staff at WIB, Kansas City, were guests Feb. 9 at a dinner for account executives at Forest City, Iowa. The affair was held in honor of M. (Mouse) Straight, formerly WIB sales manager, who has joined Ferry-Hansley as copy writer. Mr. Straight served as client service manager, and has been with WIB for seven years. Among those who attended were Marshall Giesecke, Ferry-Hansley account executive; Les Combs, WIB continuity writer; Frank Barlow, WIB service writer; Ed Dennis, WIB salesman; Quentin Giesecke, Ferry-Hansley account executive; Fowler, Chicago, Ill.; Ken Stover, Manager of Air Transport Assoc.; Al Stine, WIB executive secretary; Robert Zimmerman, account executive; Robert C. Giesecke, account executive; Tom Hitchens, Ferly-Hansley account executive; George Whitby, WIB sports editor; F. C. Nutter, WIB program director; E. D. Suffern, account executive; John Whalen, WIB salesman; Laurence Staples, Ferry-Hansley account executive.

WILLIAM ELY of Russell M. Seeds Co., Chicago, and Sylvia Dowling, freelance, have joined WM, ESY, and New York as script writers.

CCKL, Toronto, is the first of the Canadian chain of broadcasting stations to gain permission to increase power to 1,000 watts. The station is the property of the Canadian Broadcasting Co., and the technical difficulties can be straightened out. CKCL is installing a new Canadian Marconi transmitting equipment, but no date has been set as yet for the shift to higher power.

MRS. A. A. PHILLIPS, 80, mother of the late A. A. Phillips, manager of KMBC, Kansas City, died on Feb. 2. Her home was in Kansas City.

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Failure of Chicago broadcasters, artists and advertisers to set a local scale for signed ASCAP agreements led the asso. to sue in the nation's capital for an order compelling the defendants to comply with the national code of fair practice led AFRA to submit the question to the AAA for arbitration. A settlement was arrived at by filing with the AAA a request that this body first decide whether the matter is one for arbitration [BROADCASTING, Feb. 1].
Prison Award
WTCN, Minneapolis, received a special award in the form of an editorial tribute in The Prison Mirror, weekly newspaper published by inmates of the Minnesota State Prison, at Stillwater, for presenting a variety show in the prison auditorium Feb. 3. The stage show was produced through the joint efforts of Bob DeHaven, program director of WTCN, Twin City flight promoter, and Merle Potter, movie critic of the Minneapolis Times - Tribune, and featured both studio and outstate talent. The station broadcast the first 15 minutes of the program, during which Warden L. F. Utecht appeared on behalf of the prison inmates. Before the broadcast, which was transmitted, John Sherman, WTCN chief engineer, Jerry Ellison and DeHaven explained the transcription technique.

Fr. Paul James Francis
FATHER Paul James Francis, 77, founder of the Graymoor Monastery and Realto House of Prayer at Tarrytown, N. Y., and Father General of the Society of the Atonement, which sponsored the weekly Ave Maria Hour on the Intercity Broadcasting System, died of a heart attack on Feb. 8. Father Paul died after appearing on the regular weekly program. The priest, ordained in the Roman Catholic Church in 1910, also founded the Home for the Homeless, known as St. Christopher's Inn, where homeless men are given free shelter.

CLASSIFIED ADVERTISEMENTS
Help Wanted and Situations Wanted. To per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issue.

Help Wanted
Wanted Farm Station Announcer for Midwest station. Ability by letter and transcription. If possible state lowest acceptable salary. Payable in advance. Box A690, Broadcasting.

Situations Wanted (continued)
Mister New Station Owner: You need an innovative Program-Production head, wants to invest, with several financial resources. Two years' successful operation, all departments. Highest references. Box A701, Broadcasting.

Aids Troops MAGAZINES, knitted scarfs and other comforts for troops are distributed in huge quantities by listeners to Mrs. H. M. Atken, who broadcasts on WOR, New York, and to Lyman Agencies Ltd., handling drugs and cosmetics. One subscription magazine brought a truckload within a few hours. Agency for the account is Ronalds Adv. Agency, Toronto.

BROADCASTING • Broadcast Advertising
STERN D. FISHER, CBS director of education, in cooperation with the NRE, has issued invitations to 48 commissioners of education and 48 permanent secretaries of State Teachers’ Associations to participate in a national conference Feb. 24 at the Hotel Jefferson in St. Louis. Participants will be asked to consider a proposal to adopt the CBS American School of the Air broadcasts as part of regular classroom studies in every state, and will witness an actual People’s Platform broadcast on “Equality of Educational Opportunity.”

Two lectures on radio will be included in the group of ten, with discussions titled “Publicity & Your Job,” started Feb. 6 at the Rand Educational Institute, New York. On Feb. 27, June Hyswy, NBC assistant director of women’s and children’s division, speaks on “Broadcasting Your Work From Coast to Coast,” and on March 6, Leslie Rovan, executive vice president in charge of broadcasts of WMCA, New York, will discuss “Building Good-Will Through Your Local Station.”

THE FIRST graduate student of Radio Speech at Iowa U to take up residence study of actual routine of a station and network in action, George E. Knaus, has joined the WDBM-CBS studios in Chicago. His work, under supervision of department heads, will count as class credit in obtaining a Master of Arts degree. Knaus has been assistant to Clay H. Harshbarger, in charge of dramatic productions on WSUI, Iowa City.

WIGA, Ashihina, Ore., on Feb. 25 will turn its entire facilities over to a student group of the local High School which for one day will completely operate the station. Revenues received from the sale of special programs to local merchants by the students will be split with the school, the station giving the money to a students fund. Exempt from the regularly scheduled commercial commitments, all programs from 1 a.m. to 6 p.m. will be announced and operated by students under direction of a faculty committee.

EXPERTS in economics, political science, international law, and finance merge their talents in a new educational series each Sunday on WIND, Gary, Ind. Titled The Changing Scene, the series is presented by DePaul U and produced in cooperation with the University Broadcasting Council under direction of Allen Miller. Employing a different technique from the usual roundtable type of broadcast, the program each week presents experts in various fields of activity who have been foremost in the news of the day. Each panel acts as chairman of his particular discussion and submits to questioning by the other members of the cast. When the topic shifts to a different subject, another chairman takes over and the remaining members of the roundtable play him with provocative questions.

EDUCATIONAL programs on NBC will feature educational series presented in cooperation with the University of Chicago. The series, organized into educational units, is presented by the station and produced in cooperation with the University Broadcasting Council.

KVOO, Tulsa, has started a new weekly half-hour series of instruction directly from the campus of Oklahoma A. & M. College at Stillwater. The program, produced by J. B. Lake, includes a complete library of college activities, interviews, and scheduled surveys of college activities from laboratories, libraries, and classrooms.

PRESENTED in cooperation with the Texas State University System, the five-week program is broadcast on the air as part of the University of Texas Season. Directed by John W. Gunns, the program is broadcast from a studio in the University of Texas School of Education.

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 15% TO 20%

By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plan to stop waste permanently!

For Free Telegraph File-Analysis—With No Obligation to You—Wire Collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, New York City.
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JANUARY 31 TO FEBRUARY 13, INCLUSIVE

Decisions

JANUARY 31


FEBRUARY 3

KUMA, Yuma, Ariz., denied auth. complete operation until new Yuma station is ready.

FEBRUARY 6

MISCEIIANEOUS—KFLD, Ft. Doug. City, Kan.—Granted license to DIRECTIVE, licence increase to 5 kw.

FEBRUARY 13

NEW, Gov. eastern Ohio, Vandalia, Ga.—Granted CP 1420 100-250 w. unl. to move to Elyria.

FEBRUARY 8

KRAM, Huntsville, Tex.; RAND, Corpes, Tex.; CHANCE, Tex. — Granted CP 1500 10 kw. new CP, Tran. Co., Austin, Tex.; KNET, Palestine, Tex.—Issued CP, Tran. Co., Austin, Tex. to VARIOUS applicants to move CP to new CP site.

FEBRUARY 10

KUUC, Tuscarora, Ark.—Granted voluntary assignment license to Tuscarora Bostg. Co.

COLOSSAL was the Diamond Jubilee celebration held in San Francisco's Civic Auditorium on Jan. 1. Part of the program was the presentation of a gold watch and trophy by openings of the San Francisco Chronicle. Arranged through cooperation of the paper and KPO-KGO, San Francisco, and plugged for weeks in the newspapers, this promotion netted a capacity audience of 12,000, with a repeat presentation promised for February 28 for the benefit of other, thousands who couldn't get in. The show included music, drama and general entertainment produced by the KPO-KGO staff and Bay Region artists exclusively. The big doing climax the cooperative newspaper-radio tieup started last fall through the efforts of A. E. Nelson, general manager of the NBO stations, and Paul Smith, general manager of the San Francisco Chronicle.

Applications...

Applications

FEBRUARY 1

KTOH, Libbe, T.-H.—Mod. CP new trans., directional, increase to 5 kw.


WDGY, Minneapolis—CP directional, increase to 5 kw & D.

KIRO, Seattle—CP change to 710 kw

NEW, Greater N. Y. Bostg. Corp., New York, N. Y.—Mod. CP new trans., directional, increase to 5 kw & D.

NEW, Fort. Industry, Colo.—Toledo—CP 250 w. new.

NEW, Jerome Raymound Pope-Purcell, Philadelphia—QI, CP F.M. 1 kw.

WSUN, St. Petersburg—Vol. assign. license to City of St. Petersburg, Fl.

WFIA, Tampa—CP change directional antenna, increase to 5 kw.

KFVJ, Fort Dodge, Ia.—Mod. license move to Warden Ridge.

WMSD, Peoria, Ill.—CP directional, increase to 5 kw N & D.

WIXA, Milwaukee—License high freq. station.

WDAC, Madison, Wis.—Mod. license to University of Wisconsin.

WJZP, St. Petersburg, Fl.—Auth. transfer control to Nelson P. Forester.

WQOA, Penzaula, Fla.—CP new trans.

KWOC, Fort Dodge, Ia.—License new station.

NEW, Peoria Bostg. Co., Peoria, ill.—CP new trans., directional, increase to 5 kw.

NEW, KCQI, Cedar City, Utah.—Voluntary assignment license to Utalb Bostg. Co.

FEBRUARY 3

NEW, Evening News Assn., Detroit—Granted CP 1420 500 w. unl.


WMOB, Mobile, Ala.—Mod. license to 1000 kw.

WHUB, Cookeville, Tenn.—Mod. assignment license.

WOR, Sparksburg, S. C.—Mod. to CP new trans., 40 kw.

WJDD, Chicago—CP F.M. 250 w.

FEBRUARY 5

WBAR, Atlantic City—License new station request to Convention Hall.

WFAE, Manchester, N. H.—CP new trans., increase to 5 kw & N & D 1340 kw.

WAWZ, Zarephath, N. J.—CP change trans.

NEW, Ohio Bostg. Co., Canton—CP F.M. 1 kw.

WXBH, La Crosse, Wis.—CP new trans., directional, increase to 5 kw & N & D.

WMMN, Vermilion, S. D.—CP new antenna, change to 4500 ke Sh-KFYP to D (approved) and setting up new CP F.M. 980 unl.).

KMYT, Des Moines—CP new trans.

NELA, Los Angeles—CP new trans., directional, increase to 5 kw & N & D.

KEEN, Seattle—Vol. assignment license to Evergreen Bostg. Co.

KWAL, Wallace, Id.—Mod. license to 250 & N & D.

KOWH, Omaha—CP new trans., directional, increase to 5 kw, change antenna to 2500 & N & D.

KALE, Portland, Ore.—CP directional, increase to 5 kw & D.

NEW, Marcus Low Booking Agency, New York—CP 1420 500 w. unl.

WBNC, New Britain, Conn.—CP change new trans., directional, increase to 5 kw & D.

WEOL, Canton, Ohio—License increase to 5 kw.

EROD, El Paso—CP change 1600 kw to 1400 kw.

WMSL, Decatur, Ala.—License increase 1000 w.

KGMM, Albuquerque, N. M.—CP new trans., change antenna 1500 kw to 1500 kw.

FEBRUARY 7

NEW, Herbert L. Wilson, Middletown, N. Y.—CP 1420 250 w. unl, amended to 1270 kw.

NEW, Mohawk Radio Int., Schenectady—CP 1200 500 w. unl.

WATA, Norfolk, Va.—CP new antenna, increase to 5 kw N & D.

WDJO, Orlando, Fla.—CP increase to 5 kw N & D.

KETS, San Antonio—Mod. license to 5 kw N & D; asks for 11 kw assignment.

KBKE, Baker, Oreg.—Mod. license to 200 w. N & D.

KDYL, Salt Lake City—CP directional, increase to 5 kw N & D.

WSAM, Saginaw, Mich.—Mod. CP new station request.

WJHP, Jacksonville, Fla.—Mod. new trans., antenna, studio.

WMC, Memphis—Mod. license to Memphis Bostg. Co.


WDGY, Minneapolis—CP new antenna, increase power 10 kw.

WBDI, Duluth—CP new antenna, change 1600 kw to 900 kw.

WATW, Ashton, W. Va.—CP new station request.

KTKC, Visalia, Cali.—CP change trans.


NEW, W. A. Patterson, Chattanooga, Tenn.—CP 5 kw.


FINANCE

MADISON PERSONAL LOAN CO., New York, Feb. 2, stated George O. Nelson and his mythical "Alfulty Broadcasting Co." was the name under which it was doing business, policies and purposes of the business of broadcasting in general and WMCA, New York, with an extra half-hour on Sundays, Uncle Jonathan, who officiates daily as a satirist, will be continuing his affairs through 1950. Klinger Adv. Agency, New York, handles the account.

FEBRUARY 13

NEW, Radio Service Corp., Salt Lake City—CP 250 w. F.M.

NEW, Radio Service Corp., Antelope Island, Utah—CP 1 kw.

NEW, Don Tuttle, Anchorage, Alaska—CP 900 kw 1000 w. unl. 10 kw F.M. change.

NEW, Paul Remick, Chicago—CP new equip., etc., re antenna, trans. site.

NEW, L. Leslie Dun, Bessemer, Ala.—CP 1500 250 w. unl., amended to 1400 kw.

NEW, Carl Sholts, Ft. Pierce, Fla.—CP 940 250 w.

NEW, Nashco, Long Beach, Calif.—CP new trans., directional, new antenna.


KORN, Fremont, Neb.—Mod. license to 350 w.

WJFJ, HARR, Ill.—Mod. CP new antenna, increase to 250 w & D.

NEW, William H. Amesbury, Mineapolis—CP 650 500 w. unl., directional.

NEW, Symsons Bostg. Co., Ellensburg, Wash.—CP 1150 1 kw.
New Network Schedule

NBC, which for the last five years has been issuing a comparative network schedule, is now publishing it in a new form which shows the three major network programs on one page which folds to pocket size. The schedule is revised and brought out twice monthly for distribution to agencies and clients to assist them in spotting their programs and locating open time. The new schedule format was prepared by George M. Burbeck Jr., under the supervision of Ken R. Dyke, sales promotion director, and Edward R. Hilt, assistant to the sales vice-president.

Televising Stage Show

FIRST complete telecast of an entire Broadway production will be the televising on March 5 of Robert Henderson's production of "When We Are Married", now playing at the Lyceum Theatre, New York, on W2XBS, the television station. In announcing the television program, A. H. Morton, NBC vice-president in charge of television, said the J. B. Priestley comedy would be played before the NBC television cameras exactly as it is performed on the stage, with the single exception that the action will be compressed in space to fit the limitations of the television lens. The cast, which will be identical with the play, will receive one week's salary for the telecast, as approved by Actors Equity. The actors include Alison Skipworth, Estelle Winwood, Tom Powers, Ann Andrews, Sally O'Neil and A. P. Kaye, several of whom have appeared before tele- vision cameras before.

Bliley Crystals

Thorough workmanship, critical inspection and accurate calibration, assure the high degree of precision and dependability essential in all radio communication services. Write for catalog G-11 covering Bliley crystals, holders and oven tests for frequencies from 20kc. to 30mc.
Barber to Handle Brooklyn Baseball

Details Being Arranged as Training Season Nears

WALTER (Red) BARBER, who described the Brooklyn Dodgers games last year for WOR listeners, will again handle the WOR microphone from Ebbets Field in Brooklyn. As a member of the co-sponsorship of General Mills and Procter & Gamble (Broadcasting, Feb. 15), Barber will leave for the Dodgers’ training camp at Clearwater, Fla., early in March.

Other Games

General Mills’ remaining schedule of baseball broadcasts, as announced to date, includes: Pittsburgh—KDKA and WWSW, “Regular KDKA.” Home and away games of the Pirates, sponsored by General Mills and Socony-Vacuum Oil Co.

Cleveland—WCLD, Jack Graney, home and away games of Indians, sponsored by General Mills and Socony-Vacuum Oil Co.

Detroit—WWJ, Ty Tyson, home and away games of Tigers, sponsored by General Mills and Socony-Vacuum Oil Co.

Chicago—WBBM, Pat Flanagan, home games of Cubs and White Sox, General Mills has taken half-sponsorship of other pending games.

Cincinnati—WSAL, Joe E. Brown, home and away games of Reds, co-sponsored by General Mills and Socony-Vacuum Oil Co.

St. Louis—KMOX, France Laux, home games of Browns and Cardinals, sponsored by General Mills and Socony-Vacuum Oil Co.

General Mills will sponsor games of the St. Louis Cardinals and Browns by wire report on WAT, Quincy, Ill., with Bob Lee.

Camels ‘At the Waldorf’

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., on Feb. 24 starts its third Saturday program on NBC, the new program to be the “Camels at the Waldorf.” Mack Sennett directed and heard 1:50-2 p.m. on 44 Blue stations in behalf of Camel cigarettes. With Ilka Chase, actress, as mistress of ceremonies, the programs will include interviews with the stars and prominent personalities. The Wal- dorf-Astoria Hotel, scripts will be written by Beecher McFadden, company execu- tive. The company also sponsors the Saturday programs, Bob Crosby for Columbia, 7:30 to 8 p.m., and the Red Network, and Grand Ole Opry for Prince Albert Tobacco, 10:30-11 p.m. on a split Red Network. Wm. Esty & Co., New York is the agency.

BMM In Operation

(Continued from page 30)

that it is forced to pay a percentage of its total income, whether or not ASACP members employed.

While the majority of the stations have strongly supported BMM, three or four stations are broadcasters opposed to the licensing formula. The latest recruit is H. B. Read, manager of KSLM, Salem, Ore., who announced Feb. 3 that he was supporting the amendment to the licensing bill, as it is understood that broadcasters will have one more “blanket license” to carry. He endorsed the pro-program basis of payment with clearance at the source.

On the Washington front the omnibus copyright bill (S-199) gathered dust in the Senate Pat- ents Committee, awaiting the return of Senator Bone (D-Wash.).

The company has been deluged with requests by the broadcasting industry and virtually all util for the extension of the compulsory licensing provisions of the measure. The last protest came from Maurice J. Speiser, general counsel of the National Federation of Electronics Dealers, which among other things seeks to collect tribute from stations for the dissemination of recordings on behalf of the performing artists.

COURT ABSENCE LACKS EXPLANATION

FR. CHARLES E. Coughlin’s failure to make his customary Sunday address over a tailor-made network Feb. 4 remained unexplained following his appearance Feb. 11, during which he volunteered no more than an abbreviation of the previous Sunday’s talk.

Speculation was aroused when the teams made his customary appearance Feb. 4, particularly in the light of events which followed Feb. 11. Such was the case with a incident in New York with his Social Justice magazine. His failure to appear on Sunday, the mystery, particularly when the announcer on the program, which was filled in with music, advised listeners to “pay no heed to idle rumors” and entreated them to listen to the following Sunday.

Coughlin devoted his Feb. 11 address largely to an explanation of and quotation from the report of the American Catholic Welfare Conferences, issued the preceding week in which he denounced an in- troduction of the priest said “a multitude of rumors” had been circu- lating. The lawyer’s objective was to make certain that the priest was on the air “evidently that is not news. The moment he returns from broad- casting is likely to be the origin of a page comment from Florida to Alaska—yes, even in the British press.

DECISIONS expected soon from the Metropolitan and New York stations on the status of American Federation of Labor, of which the WOR, Columbia is a member. The NBCL recently held hearings to determine if AFRA is the proper bargain agency at WQCB.
For years... "produced in the studios of the Nation's Station" has been the hallmark of outstanding radio production. WLW has always prided itself upon the infinite care taken by its production men in making their shows listenable... entertaining... worthwhile. In most cases these production men are specialists... and are assigned to the type of shows their experience and capabilities equip them to handle efficiently. And because production has always been given so much attention at WLW, an enviable reputation has been gained among clients... and listeners.

Supplementing WLW's galaxy of outstanding network programs is its own array of productions... vibrant with showmanship... sparkling with listener-interest... radio entertainment at its best... because WLW's production men are skilled workers... doing an outstanding job day after day... another reason why so many millions listen regularly to the Nation's Station.

HAROLD CARR, WLW Production Manager, directs the production activities of the Nation's Station. His 13 years radio experience producing and directing programs of all kinds, not only at WLW but throughout the nation, has given him a background not equalled by many in radio business. His outstanding efficiency and ability has made his department an important reason why so many people listen to WLW.

CHARLES LAMMERS directs while GORDON WALTZ assists in the production of WLW's great new program, "This Land of Ours." The theater and air experience of these two men plus that of CHESTER HERMAN (top picture), who was stage director with the Shuberts and associate director of the St. Louis Municipal Opera, means they are capable of handling every type of program efficiently... brilliantly... and distinctively.

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WLW THE NATION'S most "Merchandise-Able" STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION - NEW YORK - CHICAGO
Since those early days of 15 years or more ago when the tremendous commercial possibilities of ultra-high frequencies first began to loom on the engineering horizon, RCA Tubes have continued to maintain unquestioned leadership in this field. Many existing RCA Tubes were such that they could be redesigned to step up their performance at the higher frequencies. Where this could not be done, new tubes were developed, usually far ahead of any great demand. Today, from the small Acorn type, to the latest high-transconductance Television tube, RCA offers a complete, time-tested line for every UHF requirement.

**TYPICAL EXAMPLES OF RCA LEADERSHIP IN UHF TUBE TYPES**

<table>
<thead>
<tr>
<th>Type No.</th>
<th>Date Announced</th>
<th>Description</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>954</td>
<td>March '35</td>
<td>Detector, Amplifier Pentode</td>
<td>Announced for experimental use five years ago, these popular Acorn types will maintain an unquestioned leadership for receiving tube applications at frequencies in the order of 300 megacycles. Essentially the same in construction as the above Acorn types, these tubes feature low filament current and pave the way for important developments in portable equipment designed for UHF.</td>
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<tr>
<td>955</td>
<td>March '35</td>
<td>Amplifier, Detector, Oscillator Triode</td>
<td>Three well-known RCA types representing an outstanding achievement in the production of high-transconductance tubes for use at high frequencies, and particularly for use in television video service. Each tube in this group, especially popular among radio amateurs, features the ability to operate at full ratings at 60 megacycles. Although some of the units date back a number of years, they remain in widespread demand today thanks to the RCA program of constant improvement which has kept their performance fully abreast of today's exacting ultra-high-frequency requirements.</td>
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<tr>
<td>956</td>
<td>Sept. '36</td>
<td>Super-Control R-F Amplifier Pentode</td>
<td>Can be operated at full input up to 50 megacycles.</td>
</tr>
<tr>
<td>957</td>
<td>Dec. '38</td>
<td>Amplifier, Detector, Oscillator Triode</td>
<td>Can be operated at full input up to 150 megacycles.</td>
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<tr>
<td>958</td>
<td>Dec. '38</td>
<td>A-F and R-F Amplifier, Oscillator Triode</td>
<td>Large air-cooled tube with an input rating of 1250 watts in class C television service up to 30 Mc.</td>
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<tr>
<td>959</td>
<td>Dec. '38</td>
<td>Detector, Amplifier Pentode</td>
<td>Operates at full ratings up to 100 megacycles.</td>
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<tr>
<td>1031</td>
<td>March '38</td>
<td>Amplifier Pentode</td>
<td>A long-time leader because of its high-frequency capabilities—full ratings up to 30 Mc with 300 watts max. plate input for class C telephone service. These two RCA developments feature input ratings of 1200 watts up to 300 megacycles.</td>
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<tr>
<td>6A87</td>
<td>June '38</td>
<td>Amplifier Pentode (Single-ended Type)</td>
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<tr>
<td>6A87</td>
<td>June '38</td>
<td>Amplifier Pentode (Single-ended Type)</td>
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<td>800</td>
<td>Oct. '36</td>
<td>R-F Power Amplifier, Oscillator, Class B Modulator</td>
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<td>807</td>
<td>Oct. '36</td>
<td>Beam Power Amplifier</td>
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<td>809</td>
<td>Oct. '37</td>
<td>R-F Power Amplifier, Oscillator, Class B Modulator</td>
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<tr>
<td>811</td>
<td>Sept. '39</td>
<td>Class B Modulator, R-F Power Amplifier</td>
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<tr>
<td>812</td>
<td>Sept. '39</td>
<td>R-F Power Amplifier, Class B Modulator</td>
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<tr>
<td>813</td>
<td>Oct. '38</td>
<td>Beam Power R-F Amplifier</td>
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<tr>
<td>832</td>
<td>June '38</td>
<td>Push-Pull R-F Beam Power Amplifier</td>
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<td>833</td>
<td>Sept. '37</td>
<td>R-F Power Amplifier, Oscillator</td>
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<td>834</td>
<td>Jan. '36</td>
<td>R-F Power Amplifier, Oscillator</td>
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<tr>
<td>852</td>
<td>March '37</td>
<td>Oscillator, R-F Power Amplifier</td>
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<td>887</td>
<td>May '37</td>
<td>UHF Power Amplifier, Oscillator (mu-10)</td>
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<tr>
<td>888</td>
<td>May '37</td>
<td>UHF Power Amplifier, Oscillator (mu-30)</td>
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