WHEN YOU BUY WOR, YOU BUY A STRENGTH AND CLARITY OF SIGNAL TO BE DUPLICATED NOWHERE ELSE. YOU BUY A SIGNAL MULTIPLIED, DIRECTED, CONCENTRATED ON THE GREATEST GROUP OF MARKETS—AND HOMES WITH RADIOS—IN THE UNITED STATES. YOU GET MORE FOR YOUR MONEY—MORE WAYS—MORE OFTEN.
“Who in the world listens to the radio at five-thirty in the morning?” we’re often asked. We don’t argue the question. We merely point out the extraordinary results which early morning advertisers are getting over WLS.

WLS listeners tune in early—and they stay tuned in. Time, temperature and weather reports—news broadcasts—a score of vital service features—music and entertainment of the kind they like—all goes to win and hold an audience which is the talk of radio people everywhere.

The point that should interest you is this: No matter what time of day you use WLS—from early morning hours until sign-off time—you are sure to get results throughout the great 4-State Area—(Illinois, Indiana, Wisconsin and Michigan).

Wouldn’t you like to know more about it? We dare you to ask us for details.

THE PRAIRIE FARMER

WLS STATION

BURRIDGE D. BUTLER, President (Chicago) GLENN SNYDER, Manager

JOHN BLAIR AND COMPANY, National Representatives
BUILDING A GREATER NEW ENGLAND

Construction contracts awarded in New England during 1939 totalled $255,223,000, with substantial increases in the three important classifications. Commercial Buildings showed a gain of 11.1%; Manufacturing Buildings 33.6% and Residential Buildings 37.5%.

Noteworthy increases were made in the Boston, Bridgeport, Fall River-New Bedford, Hartford-New Britain, New Haven-Waterbury, New London, Providence, Springfield and Worcester districts.

In these areas, and all other important buying centers, The Yankee Network dominates by providing the only complete all-New England coverage—the locally-effective, 18-stations impact essential for volume sales in this rich, responsive market.

THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.
Only a station admittedly first in its territory can make a dealer survey like this!

In Portland and ten outlying towns from February 9 to 14, 1940, grocers were questioned as follows by

ROSS FEDERAL RESEARCH CORPORATION

**Question 1** “Which general advertising medium used by manufacturers of products you sell does the best job for you?”

**Answer** . . RADIO FIRST with 62.5% . . Next medium 33.6%

**Question 2** “What Portland radio station in your opinion has most influence to move merchandise from your shelves?”

**Answer** . . . KOIN FIRST with 53.9% —next station 38.3%

The unquestioned reliability and fairness of ROSS FEDERAL surveys is well known among advertising men. The above information leaves no room for doubt that KOIN is

**FIRST CHOICE STATION in the PORTLAND MARKET**

KOIN

The Journal
Affiliate of the Columbia Broadcasting System

1st IN AUDIENCE . . . 1st IN PRESTIGE . . . 1st IN SELLING POWER

National Representatives
FREE and PETERS . . . . World Broadcasting System
HOW CBS CHANGES

Silver into gold

What has happened to International Silver sales in the three years "The Silver Theatre" has been on CBS
How CBS Changes Silver into Gold.

Revealed by International Silver, 1937-40

"Sales... the final test of advertising impact... have been zooming up... up... up... in the past three years."

The first thing asked for in the advertising of new designs in fine silverware is... Pictures!

Pictures to surround the silver with the romance associated with really fine silver. Pictures to register the International Silver selling idea: "Sterling Silver Craftsmanship applied to Silverplate."

What happened when International turned to radio for its pictures?

After thirteen weeks on CBS:

"... We find we can paint a more alluring picture... gain a more appreciative audience... tell a better story in a shorter space of time... by radio than with the printed page."

After three years on CBS:

"Our salesmen are enthusiastic... our dealers are enthusiastic... substantial increase in sales for every year we have been on the air."
So, International Silver summarizes its experience on CBS; bridges the gap between the first tentative exploration of a medium, and the current whole-hearted acceptance of it.

Pictures!

But even the best pictures . . . even radio's pictures . . . must reach the entire market for maximum sales impact.

International Silver has something to say about that, too:

"Remember," say they, "the fastest, most impressive way to reach and sell masses of people an idea is via radio."

For everybody who buys silver listens to radio!

International Silver has something to say about that:

"The Silver Theatre over CBS is becoming even more popular . . . adding more and more listeners constantly. For example, the first broadcast of 1939-40 reached an audience 79% greater than the first audience in the 1938-39 series. In fact, for the first three programs of this year, the "Crossley" ratings—by which the popularity of radio shows is judged—were 47% ahead of the ratings for the same period last year. This means that the average single-broadcast audience this year will almost certainly be far greater than 9,000,000—proof indeed that the program and the network facilities are both doing a job."

And, as the popularity of the program has increased, sales of 1847 Rogers Bros. have increased . . . as International Silver says:

"Sales . . . the final test of advertising impact . . . have been zooming up . . . up . . . up . . . in the past three years."
There's a pretty parallel in these two upsurring curves: the *increase in audience* of the Silver Theatre is followed significantly by an *increase in sales* of the product… 1847 Rogers Bros. Silverplate. This parallel upswing points unerringly to the two basic facts discovered by International Silver, in their exploration of radio's potentialities:

"Radio paints a more alluring picture . . . and
Everybody who buys silver listens to radio!"

The complete story of this history-making campaign is told in the new CBS case history: "How CBS Changes Silver Into Gold." Copies are available upon request to 485 Madison Avenue.
These are the findings of Benson & Benson, Inc., of Princeton, N. J., in a personal interview survey of 12 counties in the prosperous Kentucky Bluegrass, counties rating among the richest agricultural counties in America located in the WHAS primary listening area.

### HOURLY PERIODS IN WHICH EACH STATION RANKED FIRST DURING THE 124-HOUR PERIOD SURVEYED

<table>
<thead>
<tr>
<th>Station</th>
<th>50,000 WATTS</th>
<th>20,000 WATTS</th>
<th>50,000 WATTS</th>
<th>2500 WATTS</th>
<th>5000 WATTS</th>
<th>10,000 WATTS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAS</td>
<td>74</td>
<td>39</td>
<td>-</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td>124</td>
</tr>
</tbody>
</table>

These findings reflect the listening habits of both urban and rural audiences and demonstrate the predominant listener preference for Station WHAS.

There are listeners in 1,185,900 radio homes within easy earshot of your message broadcast by **WHAS** 50,000 WATTS BASIC CBS OUTLET REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by **The Courier-Journal**

The Louisville Times

Ask the WHAS representative to show you the detailed breakdown of the findings of the Benson & Benson survey...
Here is the established Detroit market. It consists of six Michigan counties within a radius of 50 miles from downtown Detroit. In these six counties reside more than 2,100,000 people, or 48% of the total population of Michigan! These six counties account for 14% of Michigan's total retail sales ($744,000,000 annually); 57% of the State's gainful workers; 59% of the industrial plants, and 61% of Michigan's income tax returns. Wayne County (Detroit), one of the six trading area counties, was ranked by the U.S. Department of Commerce recently as NUMBER ONE (1) in industrial wages in the country. More recently, the U.S. Department of Commerce reported that Wayne County led the whole country in recovery between 1929 and 1937. In fact, Wayne County was the only county in the United States to produce goods with a dollar and cents value greater than in 1929!

Here advertisers have a proven market capable of absorbing goods in vast quantity; a market that is available through a single radio station—WWJ—which has led all Detroit radio stations in listener interest by every survey that has been made for 10 years! Test your sales plan in this big, active market now. Let WWJ carry your message into the buying power homes.
AND never before was Confucius more right in his wise sayings. For Shreveport is the hub city for a rich tri-state area embracing North Louisiana, East Texas and South Arkansas. In fact, more people live within a 150-mile radius of Shreveport than there are within the entire state of Louisiana. And, too, business in 1939 was good and prospects for 1940 are even better. Building construction in Greater Shreveport totalled nearly $8,000,000 and retail business sales were 10 to 14 per cent higher than in 1938. KWKH, with its powerful 50,000 watts clearly reaching out and carrying your message to nearly three million people within a 150-mile radius, offers 1940 advertisers a splendid opportunity to increase sales. For network or spot advertising, you can’t beat KWKH for coverage ... and results.
The man who helped build your auto can help build your sales! Sell him through the Great Stations of the Great Lakes!

Markets cannot be figured merely in numbers of people! It's what those people have to spend for your product that is still more important.

Within the "Golden Horseshoe," that free-spending territory covered by WJR Detroit and WGAR Cleveland, industry pays the highest average wage in the entire nation!

Here (just a single example) you reach more than 80% of the workers employed in the automobile industry — more than a quarter million money-in-their-pockets prospects who earn between nine and ten million dollars every week.

Best of all— you need no staggering advertising budget to cover this vital market. Simply write WJR and WGAR into your schedules. You'll do a great job through the Great Stations of the Great Lakes.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations...Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives
Copyright Activity Breaks on All Fronts

BMI, With Funds Assured, to Name Director and Get Under Way; Society Delays Report After Buck Arrest

As ASCAP basked in the sunshine of nationwide publicity cropping from the dramatic if inopportune arrest of Buck in Phoenix, Ariz., on "fugitive" charges, more serious moves were being made by both the broadcasting industry and ASCAP. Meanwhile, the industry èntine to have important bearing on future copyright licensing practices of Tin Pan Alley.

Broadcast Music, Inc, with a guaranteed income of $1,170,000 already accounted for, moved into the final phases of its pre-operating plans to establish a wholly-owned industry music supply, which would rid the industry of its dependence upon ASCAP. Meanwhile, it was learned the Department of Justice is giving more than cursory consideration to revival of its antitrust suit against ASCAP, which has been dormant for nearly five years, and, if preliminary indications mean anything, the base of the anti-monopoly actions may be considerably broadened.

ASCAP Defers Report

The Buck incident, growing out of criminal actions taken by Montana authorities in connection with allegations of extortion by ASCAP in that State, apparently was being used with telling effect by ASCAP to offset these other developments toward creation of a "competitor" of the Society. Current contracts of broadcasters with ASCAP expire at the end of the year and the Broadcast Music project is designed to create a music reservoir prior to that time which will place the industry in a position to bargain with ASCAP. The pre-operating plans were prepared to get along without its catalogs. Approximately $4,000,000 was paid the Society last year in royalties, having been derived largely from royalty payments of the entire incomes of stations, whether or not ASCAP music was employed.

Almost as dramatic as the Buck arrest was the announcement Feb. 26 by E. Claude Mills, chairman of the ASCAP Administrative Committee, that the ASCAP board would postpone consideration of the report of its Radio Committee, projecting a proposed new radio license plan, for at least a month, entirely as a result of the Phoenix affair. The board had planned to consider this matter at a meeting scheduled Feb. 29.

Mr. Mills said the report would not be submitted until Mr. Buck's return to New York a month hence, because the emotional reactions of individual board members to the arrest would make it impossible for the report to receive calm consideration if presented at this time.

Clearance at Net Source

While Mr. Mills declined to discuss the proposed terms of the radio license, it has been reported that clearance at the source will form a definite part of these contracts and that it is likely the networks will be called upon to pay a larger share of the ASCAP fees with a proportional lightening in the payments from individual stations, whether affiliates or independents. The fees for the smaller stations, whose musical programs come largely from records, according to the advance reports, would be reduced substantially under the new terms. Prior to the Buck arrest, John G. Paine, ASCAP general manager, and Charles Schwartz, co-counsel, were in Arizona conferring with Mr. Buck on the proposed new contract draft.

While ASCAP officials waited over what they termed the "despicable" Buck arrest, which made big headlines and pictorial displays in the newspapers, competent legal counsel brought out that the ASCAP "martyrdom" easily could have been avoided had Buck followed the course taken by executives of NBC and CBS, who also were named in the Montana action. When a previous attempt to serve warrants against ASCAP officials was made in New York last September [Broadcasting, Oct. 1], it was explained that service was not attempted against the network executives because they had sent letters to Montana authorities denying their guilt and stating they would not waive extradition. When similar statements were not forthcoming from ASCAP, County Attorney Edward T. Dussault of Hellgate County, Missoula, had requested New York police to obtain such statements from ASCAP officials or to arrest them. Service of the warrants by New York police was blocked by Mayor LaGuardia. Subsequently, when Mr. Buck's presence at Phoenix was ascertained, Prosecutor Dussault issued a warrant charging him with attempting to obtain money under false pretenses and conspiracy to extort, both misdemeanors, in addition to an "attempted extortion" charge.

Because this incident developed at a time when BMI was going into its final pre-operations lap, it was thought in industry quarters that ASCAP was seeking to make the most of the opportunity. In any event, it was generally agreed that from the publicity standpoint, whatever the genesis of the incident, it was ill-timed. Moreover, ASCAP "play" was seen as one climaxing its claim of "persecution" by the broadcasting industry in its testimony in connection with the various State anti-ASCAP laws and resultant litigation.

BMI To Name Head

Meanwhile, Broadcast Music forged ahead with its operating plans. As Broadcasting went to press, there were 267 stations accounted for as subscribers to BMI stock, with one-fifth of their commitments, amounting to approximately $240,000, already in the bank. The aggregate thus subscribed for both stock and license fees by these stations was some $1,727,000 toward the goal of $1,500,000 established by the special NAB convention in Chicago last September as the "war chest". In addition, 107 stations have pledged BMI subscriptions, which would swell the figure some $250,000, it is estimated.

Selection of the new directing head of BMI, probably to be its president, will be announced within a fortnight, it was indicated by NAB President Neville Miller, now serving as BMI president. Said to be an outstanding figure in the music field, the new executive already has tentatively accepted it, it was reported, but desires to clear up other obligations before taking over the BMI helm.

Meanwhile, under the direction of Sydney M. Kaye, New York attorney and BMI vice-president and general counsel, plans for BMI development are said to be crystallizing. Already on the staff of the company are attorneys in counters offices at 580 Fifth Ave., New York, in addition to Mr. Kaye is Julius Wittmark, son of the late Julius Wittmark, composer and publisher, and member of the firm.

(Continued on page 80)
Texas Revolutions Get Early Hearing

FCC to Review Deletions at Home Cities This Month

ACTING with unusual expedition, the FCC Feb. 27 ordered hearings on revocation proceedings against six stations for the purpose of revoking licenses, largely involving purportedly undisclosed interests of Rev. James G. Umer, a Tennessee minister, and Roy G. Terry, chief owner and manager of KCOA, Kilgore (Broadcasting).

The Commission denied a petition filed on behalf of five of the six stations by James C. Keyley, former Radio Commissioner, for a postponement until April 8 or the first day of June. The FCC felt that revocation proceedings should be handled expeditiously.

Five of the six stations were cited for revocation under orders issued from the Commission Feb. 18, to be effective Feb. 24. The sixth -- KGKB, Tyler -- was cited Feb. 16, effective March 1. Since all of the stations requested hearings, the revocation orders automatically were cancelled.

George A. Porter, FCC assistant general counsel, will act as Commission prosecutor at the hearings, and special hearing dates will be assigned by Commissioner Payne. DeQuincy V. Sutton, FCC head accountant, and Robert L. Bowman, assistant chief of the Economics Division, will conduct the investigations in Texas, also will participate. Mr. Hanley, of the Commission, will represent KAND, which is represented by William A. Porter.

The stations are scheduled to open March 5 at Austin with KTBC, 1,000-watt daytime, the first station to be heard. Hearings will resume March 7 in Dallas with KNET, Palestine local, called as the first station. Tentative dates set for other stations include KORB, KDFW, Dallas, March 9; KRKA, Lubbock, March 11; KSAM, Harrisonville, March 12; KAND, Corsicana, March 15; KGKB, Tyler, March 16.

Seeking Florida Outlets

FORMER Gov. David Schole of West Palm Beach, Florida, is seeking a broadcast license in Pan-American Broadcasting System Inc., applying to the FCC for a new 500-watt station on 1240 kilocycles in Hollywood, Fla., adjacent Miami. His brother, Carl Schole, is treasurer and 17% stockholder, with other stockholders A. M. Joyce, Miami; M. Renee, West Palm Beach, secretary, and C. M. Bowles, former California station manager, and H. G. Bowles, former California station manager, and C. M. Bowles, vice president, each 16%. The proposed station is to be called WKBX, Miami, and will be located at 1111 Northeast 15th Street.

In announcing the plan, MBS emphasized that these volume discounts were designed to encourage new station groups to fill in the gaps between existing stations, and its basic sales policy of offering at usual rates networks of any station group that can be bought from 2 to 120 stations, but that this new plan is for quantity buyers who want network service table d’hote rather than a la carte.

Page 14 • March 1, 1940

BROADCASTING • Broadcast Advertising

Early Placement Of $3,000,000 in Time Is Expected

Original TBS Package Draws Offers from Many Groups

DECISION on the allocation of the approximately $3,000,000 additional advertising appropriation which American Home Products Co. and Sterling Products Inc. had originally earmarked for the recently announced new national network, Transcontinental Broadcasting System, is expected soon. Blackett-Sampson Hummert, agency, for the accounts, has submitted proposals from NBC-Blue, from MBS and individual stations which offered special package rates for the broadcasting of the programs by WOR, taking the Transcontinental System transcriptions, for their clients to consider along with the offer made by the reorganized TBS.

Special Propositions

The NBC-Blue rate for sizable advertisers adds up to a total of 60% of rate-card figures, whereas both the Blue and the package discounts and the volume and year-round discounts are figured. MBS is bidding with a special Blue discount package plan, which offers a 50% discount on certain broadcast packages, in addition to the Transcontinental System transcriptions, for their clients to consider along with the offer made by the reorganized TBS.

Meanwhile, TBS and its new executive director, R. E. W. Blakely, have made no statements regarding plans for getting the twice-daily network under way, but the air is full of rumors about what TBS is about to do or not to do, but no comment whatsoever could be confirmed by Blakely or other officials except the bland statement that an announcement would be made when TBS had anything to announce.

Gulf Takes 'Ellery Queen'

GULF OIL Corp., Pittsburgh, on April 28, for the summer season, is replacing the Screen Guild Theatre program on CBS with the CBS sustaining program The Adventures of Ellery Queen, which will be heard Sundays, 7-9 p.m. (EDST). The details about what option on the Screen Guild show if it wishes to sponsor that program in the fall, it is reported.

Ellery Queen' to Screen

LABY DARMAU, Hollywood independent producer, through Columbia Management, announced Feb. 16 that he has acquired film rights to The Adventures of Ellery Queen. He will make a four- or five-episode feature film, using the entire radio series, which is broadcast through Columbia Pictures Corp. Gulf Oil Corp., Pittsburgh, is planning to start for 39 weeks, sponsoring the weekly program, replacing its current Screen Guild Theatre series.

"You're Wanted on the Phone—It's the Pot O' Gold Program!"

Volume Discounts Issued by Mutual

Package Plan Is Available to Users of Extensive Hookups

WRC and WOL, Washington, were forced to set up temporary studios in their transmitter buildings Feb. 23 when fire destroyed a two-story frame shack about a half-mile from the transmitters, burned through a WRC phone cable carrying program service from the downtown studios to the outlying transmitter and transmitting the series for transcription equipment when the break came, and with phone connections to WRC studio also cut, broadcast an SOS to the master control room. Announcers armed with recordings and the regular 11 p.m. Esso news reports rushed to the transmitter and resumed the program schedule. With a shortwave transmitter to relay the land-line pickup, the emergency setup was used for a regular dance band broadcast from a local WOL, MBS outlet in New York, also lost connection with its transmitter when its cable, located across the road and not actually touched by the flames, were melted. Unable to reestablish service between studios and transmitter, WOL continued on the air until its usual signoff time, 2 a.m., broadcasting transcriptions from the transmitter.

Basic Foods’ Plans

BASIC FOODS Inc., Los Angeles, health food chain, sponsoring the nighttime five-week quarter-hour commentary program, Facts About Life & How to Live It, heard on KHJ, that city, on Feb. 19 added two other Don Lee network stations (KGB, KRCI, San Francisco, and KFRC, Los Angeles) to its six-weekly five-hourly program.

The program runs two hours, 2 p.m. to 4 p.m., with a half-hour for commercials.

Traffic

Wolfgang E. Lyman, vice president, announced Feb. 23 that the firm has signed a contract with the American Home Products Co. to distribute the new firm's line of household products, which will be marketed as the "American Home Products Co. line.

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Greene will

ents

Boyd

were 28%

WJZ,

m.

ddling the account

firmation

mored

which would

be

obtained as BROADCASTING

got to press.

The Kaltenborn program on CBS

terminated May 17. It is also

mentioned that M. R. E. G. will

have

special work for NBC, but no con-

firmation of this could be obtained

from NBC executives. Agency han-

dling the account is Leo Burnett

Co., Chicago.

WEAF-WJZ Spot Gains

TOTAL increase of 68% for na-

tional local spot sales of NBC's

stations was reported to the

Westinghouse-Johnson Group

WJZ, New York, for the first two

months of 1940 has been reported

by Maurice New York City net

spot and local sales manager. Bill-

ings for the two stations for 1939

were 89% higher, M. R. E. G.

Boyd stated. New and renewed cli-

ents for the first two months of

1940 included: W. W. Williams Co.;

Mckesson & Robbins; Nestle-Lemur

Co.; Grocery Store Products Co.;

Standard Oil Co. of New Jersey;

Callowhill Soup Co.; Paramount

Pictures; Axtion-Fisher Tobacco

Co., and Studebaker Sales Corp.

Heralding Bock Beer

THE BREWERS Board of Trade

of New York and the New York

Brewers Assn., consisting of 23

brewers organizations, on March 9

will sponsor a quarter-hour pro-

gram on WEAF, New York, as

promotion for the start of the Bock

Beer season. The program will be

aired on NBC's WEAF and

WABC as well. The program will

originate in the Ritz Theatre,

New York, and will feature Mr.

George Goldsmith, who will join

the Broadway play "Hellzapoppin",

in addition to a music contest for

New York and New Jersey goats.

BBDC, New York, handles the

account.

New BBC Representative

GERALD COOK, formerly director

of television for the BBC in Lon-

don, has been appointed the

BBC North American representative

with headquarters in New York, re-

placing Felix Greene, who has held

that position since 1936. While the

BBC first opened a New York of-

fice to handle its activities in the

United States and Canada, Mr.

Greene will return to the BBC in

England. Mr. Cook has had previ-

ous experience in the United

States and Canada.

Griffin Using Net, Spots

G R I F F I N MFG. Co., Brooklyn

(shoe polish), which will air a dra-

matic program on 4 MBS stations

March 16, Saturdays, 8:30-8:45 p.

m., in a ploy to make announcements on a large number of stations. The list has not yet been

selected, according to Berning-

ham, Castleman & Pierce, New

York, the agency.

MBS Picks Wood As Head of Sales; McGuineasto WGN

Contracts Ratified, Plans to Develop Network Discussed

PURSUING recently inaugurated

plans to increase its national

operations, MBS on Feb. 21 desig-

nated Edward W. Wood, Jr., sales

manager, to the firm's New York

office, as sales manager, to its

headquarters in New York.

During a newly-created post, Mr.

Wood will take over direction of all MBS sales

activities, heretofore handled out

of offices of affiliated stations. Bill

McGuiness, head of WGN's New

York office, will replace Mr. Wood

in Chicago as sales manager, with

Norman Boggs of the Chicago

sales staff transferred to the New

York office.

Contracts Ratified

These changes followed a two-

day meeting of MBS members and

shareholders in Chicago Feb. 20-21,

at which shareholders ratified the

shareholders' agreements accepted.

Plans for further development of

the network were discussed by the

shareholders and the newly-created

operating board.

Mr. Wood has been with WGN

for eight years and was on the

station's Chicago staff for a year

before opening its sales office in

New York where he was stationed

for two years. Five years ago he

was named WGN sales manager.

Mr. McGuiness has been with WGN

six years. Mr. Boggs joined WGN

three years ago, coming from

WAAT, Chicago, where he was sales

director.

Attending the meetings were W.

E. Macfarlane, MBS president, who

previously was sales manager of

Mr. Wood Jr., WGN; T. C. Strei-

bert, WOR, Newark; Lewis Allen

Weis, Dreyfus & Co., Virginia's

chief; John Shepard 3d, Colonial

Network; H. K. Carpenter, United

Broadcasting Co., Cleveland and

Columbus; C. E. Campeau of

CKLW, Windsor-Detroit; Hubert

Taft Jr., of WKRC, Cincinnati, and

Fred Weber, general manager of

Mutual.

U. S. Steel's First

AMERICAN STEEL & Wire Co.,

Cleveland, a United States Steel

Corporation, on Feb. 19 started an

endorsement of Farm Bulletin

Board thrice-weekly on WLS, Chi-

cago, in three markets. U. S. Steel

is the nation's largest producer.

The WLS program, heard Monday,

Wednesday and Friday, 1:15-1:30 a.

m. (CST), features weather and

crop reports along with market

prices. The Cincinnati broadcast is

heard 7:15-7:30 a.m. (EST), Tues-

day, Thursday and Saturdays. The

company's American fence and

other steel products used on the

farm are promoted.

BROADCASTING • Broadcast Advertising

March 1, 1940 • Page 15
Definite Date for Treaty Shifts Studied

FCC Ponders Data for Sweeping Change in Allocations

FORMAL ANSWER to the question of eager broadcasters as to when the broadcast reallocations and changeover will become effective, still remains unanswered though indications are that it will be after the tentative Aug. 1 date arbitrarily set.

The FCC is still awaiting formal notification from the "final" Mexican Government, which requires filing with the Cuban Government at Havana, as host nation, of the treaty ratification papers. While it is known that the treaty has been ratified without reservations, signed by President Cardenas and President Alfaro, but was signed in Mexico, the technicality of deposing the papers at Havana has not yet been accomplished, insofar as Washington officials are aware.

Meanwhile, the FCC is actively discussing the reallocation, but no conclusions have yet been reached on the important procedural aspects. These include the effective date, the actual list of station shifts beyond those specifically mentioned in the treaty, and the procedure to be pursued in effecting the reallocation.

To Follow Treaty Terms

One thing appeared clear, however, in spite of rumor—that the disposition is to have an allocation containing 19 stations rather than anything in the nature of a more drastic "political" allocation. Because of the conditions under which the agreement was reached in 1937, there will be a few modifications, regarded as of a relatively minor nature, but these, it is indicated, would be wholly within the framework of the treaty and would not alter its basic engineering or economic philosophy.

Setting of the tentative Aug. 1 date, on which all station renewals will fall due, should not be accepted at face value. It is obvious that to require a changeover, it is evident. Although it may be found that this deadline can be met, the Commission nevertheless is confronted with a number of factors which it must take into account, not the least of which will be the wishes of Canada, Mexico and Cuba.

Summer Better for Changeovers

Conflicts which may develop as a result of assignments of stations within the treaty terms conceivably might require a changeover date. Moreover, the FCC has discussed such matters as the most desirable time for a shift. Since 1940 is a presidential campaign year, it was thought in some quarters that any date prior to the November elections might cause inconvenience for listeners and stations. Thereafter, a Dec. 1 changeover—or after the presidential elections.

Conversely, the view is projected that the summer campaign season will affect the changeover, which will involve 730 of the more than 815 stations operating or authorized for construction, inasmuch as summer wave propagation characteristics are better suited than winter, when many of these stations are on the air only temporarily. Moreover, it was pointed out that building and antenna construction is performed in the spring and summer.

It is also possible that the weather, especially in the summer, when thunderstorms are frequent, may cause inconvenience among listeners. This might require a changeover date.

Three Mexican Stations Shifted

Meanwhile, another complication developed, which was seen as only temporary. Three of the high-powered border stations in Mexico, it was reported, have been authorized to shift from Canadian to U. S. channels pending the effective date of the treaty. These stations, all slated to pass out of existence or content themselves with local transmissions, will have been put on exclusive Canadian waves if the treaty becomes operative, have been officially notified that XEAC of Tijuana, XETV of Tampico, and XEW of Mexico City have been approved by the Mexican authorities to be operated as Mexican Class I-A stations.

Pre-Season Baseball to Be Sponsored: Gen. Mills, Goodrich Make Coast Plans

ENTIRE line-up of pre-season games played this spring by the Brooklyn Dodgers will be broadcast on WOR, Newark, which will also broadcast the team's regular games throughout the summer under co-sponsorship of Gen. Mills and Procter & Gamble Co.

Exhibition series starts March 8 and includes 34 games running until April 16. Al Helfer will broadcast these contests from wire reports sent by Brooklyn baseball announcer, who will accompany the Dodgers on their spring tour. Red himself will take the mike at Ebbets Field for a direct broadcast of the Brooklyn-Yankees series which will conclude the pre-season tour.

Baseball broadcasts in three major markets will be featured in publications of the Feb. 15 Broadcast- ing, published for the first time in comparative cooperation with Major League Baseball, will be on WGR, Philadelphia, KCAZ, Kansas City, and WOR, New York. Broadcasts will be on WGR, with Ralph Hubbell announcing; in Syren, with Mrs. Walter Logue, and in Baltimore Leo Davis will describe the games in addition to Kal "Kool" Reeves, Advertising, Minneapolis, is the General Mills agency, while N. W. Ayer & Son, Philadelphia handle the advertising.

In addition to WOR, which will broadcast all games of the two local major league teams, the station will conduct the "baseball school," going to Los Angeles, San Francisco, Portland, Ore., and Seattle. The station quintet will trumpet the starting time and narrators and commentators on the correct handling of the games, the commentaries, and other merchandising.

Hude Park Broadcasting of St. Louis, will sponsor all home games of the two local major league teams. In addition, the station will conduct the "baseball school," going to Los Angeles, San Francisco, Portland, Ore., and Seattle. The station quintet will trumpet the starting time and narrators and commentators on the correct handling of the games, the commentaries, and other merchandising.

In cooperation with Decca Music, the station will conduct the "baseball school," going to Los Angeles, San Francisco, Portland, Ore., and Seattle. The station quintet will trumpet the starting time and narrators and commentators on the correct handling of the games, the commentaries, and other merchandising.

Broadcasting • Broadcast Advertising
FCC Approves Commercial Television

Sept. 1 Date Set: No Allocations Are Made

IN A burst of speed, the FCC on Feb. 26 approved new rules to foster advent of commercial television, permitting limited commercial operations beginning Sept. 1. Simultaneously, it deferred the actual allocation of channels for television until the outcome of hearings on frequency allocations for broadcasting scheduled to begin March 18.

Adopting recommendations of its Television Committee with only minor alterations but after protracted discussion [BROADCASTING, Nov. 15, Jan. 1, Feb. 1], the Commission in effect gave the experimental bar- rier to the extent that stations engaged in regular televising will be enabled to obtain from sponsors sufficient funds to defray operating overhead, if possible. It is stressed, however, that emphasis on the commercial aspects at the expense of program research will be avoided.

Change of Course

Altering its previous course, which contemplated awaiting the outcome of their hearing before action on television, the Commission held meetings Feb. 27 and 28, completing the revisions of the proposed rules to cover experimental television. Its action is expected to launch large-scale operations by manufacturers and television broadcasters, particularly RCA, General Electric, Farnsworth and others, who are geared to begin substantial receiver merchandising campaigns.

All questions of allocation were discarded from the rules, and individual applications will be consid- ered by the Commission on hear- ings. While the rules governing Class II stations—to operate under the limited commercial provisions—were made effective Sept. 1, all other phases of the rules become immediately operative.

While the cloak of experimental operation is thrown about the rules, this was done because of the Commission’s feeling that the whole subject should be kept fluid. As stations operating under the Commission provisions demonstrate their ability to serve public interest, it is expected the rules will be further relaxed. In the industry, it is not expected that Class II stations will be in a position to recapture all of their programming and operating costs for some time, since the limited number of “bookers-in” will mean a limitation of rates which will bear reasonable ratio to overhead.

The controverted subject of stations’ rights to new calls, which precipitated sharp clashes during the hearings on the proposed rules Jan. 16-20, was completely eli- minated, the Commission deciding it would not specify standards of any character. All applications for stations would be taken in their stride, and if it determined the equipment does not measure up to the minimum requirements the Commission feels should be im- posed, the applications presumably will be denied. Standards may come later.

The Commission’s action on the rules was unanimous, with Commissioners Case and Walker absent. In effect, the suggested rules draft- ings—comprising Commissioners Craven, Case and Brown—were adopted with only minor variations, to which the Commission interposed no serious ob- jections.

A ‘Vast’ Service

Under the rules, Class I stations—those engaged basically in technical experimentation and development—are not accorded the “limited commercial” authorization. These stations for the most part are operated by set manufacturers. But the Class II stations, designed to pioneer the programming phase effective Sept. 1, will be enabled to ac- cept from sponsors’ programs such as the traffic will bear toward defraying their programming costs.

The Commission emphasized that its rules should not be construed as indicating any lack of confidence in television’s future. On the con- trary, it said that it regarded vis- ual radio as “vital and achievable,” and indicated a view that it is destined to become a vast public service. It pointed out also, however, that much progress still needs to be made before it can become a nationwide service.

Highlights of the Commission’s action were:

1. Class II television stations to be permitted to recapture from sponsors programming costs, with a minimum of emphasis on com- mercial aspects.
2. Allocations of channels to be withheld pending the outcome of the FM hearing in March 18 because of conflicting demands for facilities. Other allocation pro- posals, relating to assignment on a geographical basis to individual com- munities of various sizes, deferred for later action.
3. Elimination of provisions for approval of predetermined trans- mitting standards, with applications regarding quality of service to be considered individually.
4. Retention of the experimental clowk at this stage, but with suffi- cient flexibility to permit industry to meet the main issue raised by RCA of obsolescence of receivers and the latter in connection with possible future services of receivers—tended to slow up Commission con- sideration.

The Commission’s action came with unexpected speedness for only a fortnight ago it was indi- cated the Commission would move slowly in considering the proposed rules, primarily because of opposition of certain groups to immediate introduction of commercial opera- tion. Moreover, the conflict of frequency allocations and standards of transmission and reception—the latter in connection with possible future television services of receivers—tended to slow up Commission con- sideration.

The sentiment for speedy action appeared to crystallize after mem- bers of the FCC in early February had inspected, on the scene, the developmental work in visual radio being done in the East [BROADCAST- ING, Feb. 1, 15]. Commissioner Craven charged that the Television Committee, which had recommended immediate introduction of com- mercial television, followed up this trip Feb. 26-27 in New York, Philadel- phia, and Camden, and returned ap- parently unimpressed that visual radio should not be kept too long within rigid experimental confines.

In preparing allocations from the television rules, the FCC met the demands of FM Broadcasters Inc., which had asked that fre- quency allocations be held in near- ance pending the outcome of hear- ings on this project. New broad- casters also made the point that at least a portion of the lower ranges in the ultra-highs earmarked for televisi- tion should be used.

In deciding to forego definite specifications of standards (whether they should be the RMA 441- lines or the comprehensive flexible method suggested by Dumont), the Commission conclud- ed that this matter could be handled without any rigid specifica- tions in its rules.

The main issue raised by oppo- nents of RMA standards was that development of visual radio might be impeded and that the public might be forced to hold the bag on swift obsolescence of receivers. Presumably it was concluded that this factor could be overcome with- out the Commission placing its stamp of approval on predetermined specifications. It was decided that receiver manufacturers must be forewarned that they could not rely on obtaining new engineering specifications during its test period. The Commission placed its stamp of approval on the RCA rules, but this may be changed at any time pending the outcome of the proposed rules.

The FCC, based on individual applica- tions for experimental receive- ers, can ascertain whether they meet engineering standards it may decide to establish rather than essay to col- lide with the industry problem in advance. The Commission said that standards are indispensable now be- cause of the “state of flux” in the art.

Recent Developments

A number of respondents at the general television hearing before the Commission have indicated which has been in the forefront of experimentation, advocated immediate introduction of limited com- mercial. FM, for example, last the art- stified. RCA, it is reported, has launched manufacture of receivers on a regular production basis, with some 100 units being produced weekly, but with a production schedule that can be stepped up to 500 or more.

Meanwhile, impetus was given television not only by recent suc- cessful demonstrations by RCA of motion picture television, using RMA standards of 441 lines and 30 frames, but also of networking of television by GE and RCA. Other impending laboratory developments, not yet publicly revealed, it is re- ported, have come to the Commis- sion’s attention and are seen as in- dications of a trend destined to hasten improved transmission and reception. Moreover, testimony by leading manufacturers that sets can be produced at an “economical” mass production basis, has tended to soften official reaction to prompt, though guarded, commercial intro- duction of the medium.
Engineering Group Discusses
FM Growth and Reallocation

Columbus Conference, Attended by 250, Hears
Ring Predict Future Broadcast Structure

WHAT will go down in radio history as a "sensation of 1940," and the advent of frequency modulation, which is destined to have its onset this year too, proved the absorbing topic of the Third Annual Broadcast Engineering Conference at Columbus Feb. 12-13, held under the auspices of the Department of Associated Broadcast- ing, Ohio State University, in cooperation with the Engineering Department of the NAB. Attended by some 250 engineers and broadcast- ers, the conference was regarded as the most successful and complete of the three thus far held.

While FM captured the fancy of the engineer-broadcasters and resulted in a steady fire of questioning in its regard to its future broadcast picture, together with the forthcoming reallocation, precipitated lengthy questioning of Andrew D. Ring, assistant chief engineer of the FCC, who conducted a repeat performance of last year's "question box." Mr. Ring set himself up as the target for the fire of questions of his audience and, before he was through, had unfolded a picture of the future broadcast structure embracing the ultra high frequencies as an added sphere in which regular stations would perform.

Room for More
Mr. Ring asserted he felt a good many more stations could be supported economically, particularly if assigned the conventional broadcast band 550-1600 kc., which now accommodate some 815 stations, can 1,000 to 1,500, and it before saturation. Asserting the country probably could economically support even more stations than this total, he indicated that additional outlets would of necessity have to be accommodated in the ultra-highs.

When inquirers pried with questions as to the modus operandi under the Havana Treaty allocation, Mr. Ring asserted the applications for facilities, whatever their nature, would be considered on a regular basis for the rules and regulations. He emphasized, however, that those not compatible with the treaty could not be considered in regular high frequencies than this total, he indicated that additional outlets would of necessity have to be accommodated in the ultra-highs.

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ONE-ARM BANDITS
Tested at WKRC to Show
Fullfillty of Playing

WKRC, Cincinnati, staged a novel experiment Feb. 22, with its "One-Arm Bandit," more familiarly known as the slot machine, was put on the air. The machine was turned on in operation from 9 a.m. to 11 p.m. The experiment was arranged to bring out the fact that the player must not.—"They continue to play.

Judge Joseph H. Woeste of the Cincinnati common pleas court, formerly of the police court, was interviewed by George Sutherland, WKRC, regarding his experience with gambling cases. Throughout the day, reports on the play were received.

Following is a summary of the results, which were kept by a corps of workers: 420 nickels went through the machines—a total of 8,400 nickels. The average amount put into the machines during one hour was $30. The average return for each hour was $12.

The day's percentage of returns put out to figure the win: 43 cents back to the player on each dollar invested. Throughout the day, the jackpot was hit a hit in each which, on the basis of 8,400 nickels played, indicates that a person's chance of winning the jackpot is 1,397 to 1. The average amount secured from the jackpots was $3.30.

ASK 50 KW. OUTLET
IN SAN FRANCISCO

A NEW 50,000-watt station for San Francisco, KSFO, is in the making of the Atomic Treaty terms, was requested in an application filed with the FCC by KFBK, a Class IV station for the city of San Francisco, seeking assignment on 740 kc., a Class I-A channel which is now assigned the United States in the regional, or KSFO, for which no application was offered. The station, which channel under the treaty goes to Canada as an exclusion, is being assigned to Canada as an exclusion.

The treaty specifies that on 740 kc. there can be assigned a Class II station to be in operation in California. Power of up to 60,000 watts, provided proper protection is given the downtown of San Francisco, are permitted to accommodate Class II stations. KSFO, by virtue of the loss of the 1010 kc. assignment, is permitted to the new frequency, which type of station is assigned to Canada as an exclusion.

The station, which channel under the treaty goes to Canada as an exclusion, is being assigned to Canada as an exclusion. His observation was that there would be a minimum duplication of routine handling of affairs so as to make an allocation criticism. His observation was that there would be a minimum duplication of routine handling of affairs so as to make an allocation criticism. His observation was that there would be a minimum duplication of routine handling of affairs so as to make an allocation criticism.

NEW CHAIRMAN of the board of governors of Canadian Broadcast- ing Corp. is Rene Morin, of Montreal, who was elected vice chairman for over four years. New vice chairman is Brig. Gen. Victor Od- lium, of Vancouver, also a board member since its origin.

WJSV Arranges
50 kw. Celebration

Capital Orders Special Week
Honorng $300,000 Project

WITh a model 50,000-watt plant for the Nation's Capital, WJSV, Washington, will formally take the air on March 6 with its special week proclaimed by the Commission- er of the District of Columbia. Eight days, March 6-13, will see the transmitting plant with directional antenna is at suburban Washington.

Housing the Western Electric transmitter, of latest model, is a circular building said to involve unusual construction. The structure is of reinforced concrete and fabricated so that it could be turned over by circular promenade three feet above the board level. Equipment is glazed.

A "centerpiece project was built under supervision of James Middle- brooks, CBS liaison engineer. Three high power lines are said to impart the signal toward St. Paul where KSST, also on 1460 kc., is authorized to use 50,000 watts. The stations have similar antenna systems.

Emergency Facilities

Power for the WJSV transmitter is supplied by two separate 4,000- volt lines from two power plants, and in case both fail, a gasoline auxiliary automatically goes into operation. The transmitter radio telephone line carries program service from the Earle Bldg.; studio, of course. The station is of the shortwave relay in case both fail.

Highlight of WJSV Week will come the evening of March 7 when the FCC grants a Class II license to Willard Jr., general manager of the CBS station. This license will permit the station to operate on 10,000-watt transmitter and closes another to the new transmit- ter. The station is scheduled to broadcast the ceremonies from 10:15 to 11 p.m. As an announce in 1932, Willard's was the first to establish the station. Willard Jr. will be the first heard over the new transmitter.

Newspapers Cooperating

Other specially arranged features of the celebration include the appearance of CBS stars, headed by Jane Froman and Prof. Quiz, on the stage of the Earle Theatre, Washington vaudeville-movie house in a "Circus of Riding" radio show.

Both the Washington Post and the Washington News are dedicating special sections to the event, the News carrying an 8-page section in its March 1 issue and the Post an 8-page rotogravure history of the newspaper. A special show headlining CBS personalities who got their start at WJSV, including Bob Trout, Larry Elliott, Warren Earle, Jane Froman and Prof. Quiz, the network will salute the station March 6. WJSV plans a half-hour salute with a cross-section of a typical WJSV day, includ- ing hits by T. L. McDonald and Albert Warner, as well as a representative from offi- cial Washington.

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Ditter’s Measure Offers Protection Against Arbitrary Power

DESIGNED to redefine the views of Congress against encroachment upon radio broadcasting, "An Act to Amend the Communications Act," a bill (HR-8509) to amend the Communications Act “in order to preserve and protect liberty of expression in radio communication” was introduced in the House Feb. 16 by Rep. John William Ditter (R-Ind.). The measure has won support of the broadcasting industry.

Despite the anticipated early adjournment of Congress, expected by June 15 in view of the national political conventions, there were indications that efforts would be made to hold hearings on the bill. Hope for enactment at this session, however, was slight though Congressional leaders were of the opinion that if experimentation were developed, action might be procured.

Censorship Ban

Coming at a time when unrest in the broadcasting industry has raised a problem of attitude toward use of radio, the bill was viewed as a check on all who might definitely limit the power of the FCC and provide maximum protection against arbitrary action. The keynote of the measure was to assure freedom from censorship.

While introduced by a minority member, who ranks high in Republican councils, the bill was said to be non-partisan in nature. As a matter of fact, it was reported that a companion measure would be introduced shortly in the Senate, probably by an outstanding Democrat.

The NAB board of directors, at its meeting, March 19-20, discussed the measure in detail and while it did not resolve in its favor, was understood to support it in principle. Individual broadcasters, deeply concerned over the regulatory trends, said they favored section 2 of the bill.

Ditter, introducing his measure, Rep. Ditter inserted in the Congressional Record a detailed explanatory statement. Contrary to the clearly expressed intent of Congress, he said, the FCC is claiming the power to censor radio programs, apparently having found a gap in the present law. That is to say, the FCC would make it difficult to comply with the FCC’s present conception of what programs should or should not be, under threat of having to go through hearings and with the hazard of losing their rights to continue in business.”

Mr. Ditter declared the present law also gives too much power to the Commission. A station can be put out of existence or severely crippled by assigning its frequency to a Government station without any benefit to the station whose power for hears and in time of national emergency the President could take over the entire broadcast structure and assign operations to a Government department.

Explains Its Provisions

This particular provision of the law, Sec. 301 of the Communications Act of 1934, is one sharply criticized by Frank Gannett, upstate New York publisher and broadcast station owner, who is a member of the House Committee to amend the Communications Act for the Presidency. In an address Feb. 23 at St. Petersburg, Mr. Gannett voiced his support of the bill, introduced to attack the President’s power to censor broadcast and to “close or control” stations under the limited emergency proviso.

Explaning his bill section by section, Mr. Ditter said:

Section 1 is a clear statement of the purpose of the Commission to prevent legitimate expression of free radio so there can be no doubt in the matter.

Section 2 places a limitation on the power of the President to assign a frequency used by a privately owned station, or a Government station, by reason that either is equal to or is the same as a frequency given to the privately-owned station or that there be a hearing.

Section 3 prescribes a minimum license period of five years for stations, with a maximum of five years, and eliminates a clause which makes it possible for the Government to promote giving the Commission power to order a program service on renewal applications.

Section 4 removes an ambiguity in the hearing provisions of Section 3 under which the Commission is said to close a station or control or in any case effectively affect the existence of stations without giving their owners any rignt to be heard.

Section 5 eliminates an “unduly heavy standard of review” for renewing licenses to make it clear that the hearing is to be held and in the case of stations regularly engaged in broadcasting (other than a station of special usefulness for educational purposes) upon application therefor, a renewal of such license may be granted from time to time for a term not to exceed five years and, in the case of stations regularly engaged in broadcasting, not less than three years.

Section 6, described as the “most important” of the bill, states that the Commission is not to refuse renewal, or to modify or impose any condition against licensees on the ground that a station’s programs do not meet the requirements of what is called “public interest, convenience or necessity.”

Section 7 limits the power of the President to take over stations to cases of emergency such as national war or a state of insurrection equivalent to war.

In his extension of remarks in the Congressional Record of Feb. 16, Rep. Ditter said it had flouted the law and the intent of Congress, particularly in connection with censor-ship. He said that while interest, convenience and necessity clause has been used by the Commission as giving it power to censor programs, it is not the back door method.

Cracking the newly-formed Commission majority, Rep. Ditter declared that fortunately there is a minority on the Commission (presumably referring to Commissioners Craven, Brown and Case) “which still understands fundament-a "Text of Ditter Bill to Protect Freedom of Radio . . . ."

BROADCASTING • Broadcast Advertising

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Some Lessons From the ‘Mars Invasion’

Wells-Welles Drama Discloses Some Interesting Audience Habits

No other broadcast has produced a panic comparable to the one which bound several thousand families all over the country gathered around their radios listening to reports of an invasion from Mars. These reports were brought to them over a national network (CBS) from New York City, our greatest metropolis, where the people should have known better. Both the form and the content of the broadcast seemed authentic. As one listener put it, “I really thought it was real. Why shouldn’t it?”

Even this program did not affect more than a few hundred thousand listeners. If we are to explain the reaction, then, we must answer two basic questions: Why did this broadcast frighten so, people when other fantastic broadcasts do not? And why did this broadcast frighten some people but not others?

An answer to the first question must be sought in the characteristics of this particular program which arounds the situtation, the standards of judgment in so many listeners.

Realism of Program

In spite of Dorothy Thompson’s remark that “Nothing whatever about the dramatization was in the least bit credible,” I believe that any reader of the script printed in the Herald Tribune would have had no difficulty in believing that the broadcast was so realistic that it would have been hard to believe that this was a show unless it was supported by actual events. In fact, many people thought it was real. The broadcast fell within the existing standards of judgment in so many listeners.

The first wide use of radio in the country was to broadcast election returns. This was soon followed by the announcement of local, national, and international significance which have been repeated daily. A few short weeks before this broadcast, millions of listeners had kept their radios tuned for the latest news from Europe, apparently about to go to war. They had learned to expect that musical programs, dramas, broadcasts of all kinds would be cut off in a serious emergency to inform or warn an eager and anxious public. A large proportion of the listeners, particularly those in the lower income brackets, have grown to rely more on the radio than on the newspapers for their news. The consequence proves this. A great deal of news is shown in the answer to a question asked by the Fortune poll: “Which of the two—radio or newspapers—gives the news freer from prejudice?” Seventeen per cent answered “newspaper,” 50 per cent believed radio news was freer from prejudice, while the rest either thought both media were the same, or didn’t know which was less prejudiced.

Realistic Background

On this particular night when the listener tuned to the Mercury Theatre to hear the series of “Ramon Raquel and his orchestra” coming from the “Meridian Room” in the “Park Plaza Hotel” of New York City, the first piece had begun an announcer broke in: “Ladies and gentlemen, we interrupt our program of dance music to bring you a special bulletin from the Intercontinental Radio News.” With our present discussion of placing radio with the organs of “intercontinental” news.

But in the context of the program, such skepticism is reduced.

At least six million people heard the broadcast. At least a million of them were frightened or disturbed. The program was Orson Welles’ rendition on CBS of an old H. G. Wells thriller, under the radio title War of the Worlds; the time, 8 p.m. Oct. 30, 1938. The affair is an object lesson of value to broadcasters, and an interesting study in human behavior. The best analysis of l’affaire Welles-Welles is due in the book marts April 1 when Princeton University Press releases The Invasion From Mars—A Study in the Psychology of Panic [§2/50], written as a Princeton Radio Project undertaking by Hadley Cantril, with research assistance of Hazel Gaudet and Herta Herzog. By special permission, BROADCASTING reprints a condensation of Chapter III, ‘How the Stimulus Was Experienced’, a discussion on causes and reactions in a broadcast so fantastic it seemed true.

This report brought the story of the first explosions on Mars. The muses was only kept going for a few minutes by an announcer break: “Ladies and gentlemen, following on the news given in our bulletin a moment ago, the Government Meteorological Bureau has requested the large observatories of the country to keep an astronomical watch. . . .” This bulletin contains the information that “a huge flaming object, believed to be a meteorite, fell on a farm in the neighborhood of Grovers Mill, N. J.” The sound is heard 20 seconds more. Then the invasion continues uninterruptedly.

Almost all of the listeners, who had been frightened and who were interviewed, mentioned somewhere during the course of their recollection of course, could they have in radio and their expectation that it would be used for such important announcements.

It is a well-known fact to the social psychologist, the advertiser, and the propagandist that an idea or a product has a better chance of being accepted if it can be endorsed by, or if it emanates from, some well-known person whose character, ability, or status is highly valued. The dramas which were reported by the announcers in this broadcast were so far removed from ordinary experience and yet had such potential and personal significance to the listener that he was both bewildered and in need of some standard of judgment. As in many situations, where events and ideas are so complicated or far removed from one’s own immediate everyday experience that only the expert can really understand them, here, too, the layman was forced to rely on the expert for his interpretations.

The logical expert in this instance was the astronomer. Those mentioned (all fictitious) were Professor Farrell of the Mount Jennings Observatory of Chicago, Professor Malcolm of the McCormick Observatory, Professor Morse of MacMillan University in Toronto, Professor Indelkoff of the California Astronomical Society and “astronomers and scientific bodies” in England, France, and Germany. Professor Richard Pierson (Orson Welles) was the chief character in the drama.

Even a General

When the situation called for organized defense and action the expert was once more brought in. Gen. Montgomery Smith, commander of the State Militia at Trenton, Harry McDonald, of the Infantry of the Red Cross, Captain Lansing of the Signal Corps, and the Secretary of the Interior described the situation, gave orders for evacuation and attack, or urged every man to do his duty. The Secretary of the Interior noticed that only the office of the Secretary of the Interior was named. Here the listener was affected entirely by the institutional role and status of an unnamed speaker. The institution-al prestige of the other experts and authorities is obviously more meaningful and important than the individual whose name is cited.

The realistic nature of the broadcast was further enhanced by descriptions of particular occurrences that a listener could vividly imagine. Liberal use was made of the colloquial expression to be expected on such an occasion. The gas man said: “Just a minute, Officer. You forgot to put the cop warned, “One side there. Keep back. I get you.” A voice answered, “the darn thing’s unscrewing.”

Particularly frightening to listeners in the New Jersey and Manhattan areas were the mentions of places well known to them. And listeners throughout the country would certainly recognize many of the places mentioned.

The events reported proceeded from the relatively credible to the highly incredible. The first announcements were more or less believed although unusual to be sure. But as the less credible bits of the story began to enter, the listener had difficulty in believing what he sees. When we learn that the object is no meteorite but a metal casing, we are told that the whole picture is “a strange scene like something out of a modern Arabian Night’s” that “more dourl souls are venturing near.”

Martin Vangard

After the battle at Grovers Mill between the soldiers the announcer gives the listeners a final justification for the incredible reports to follow: “I have a grave announcement to make. Incredible as it may seem, both the observation of science and the evidence of our own eyes lead to the inescapable assumption that strange beings who landed in the Jersey farmlands tonight are the vanguard of an invading army from the planet Mars.”

Careful observation of everyday life behavior or careful introspection of one’s own reactions in the course of an ordinary day, indicate that in social life the normal individual experiences patterns or configurations of social stimuli. It is the “atmosphere” or the “effect” of a social situation that we notice long before we are able (if we happen to try) to analyze precisely what it is in the situation that creates the particular characteristic impressing us.

The possibility of creating the proper atmosphere conducive to any desired action is, of course, well known to the revivalist, the advertiser, the salesman, and, especially today, the dictator.

Tuning in Late

In spite of the realism of the broadcast, it would seem highly unlikely that any listener would take the fight to the announcers that were clearly made at the beginning of the hour. He might then have been excited. (Continued on page 70)
"Don't stop the presses—
double the danged things!"

Being as how we’re fairly accustomed to miracles, we don’t get overly excited about big mail-returns out here at WHO—
—but on a recent Saturday night, we put on a 30-minute program which pulled exactly 21,511 letters and postal cards for one of our advertisers. And we do think that’s pretty good!

Yes, sir—this advertiser simply offered a booklet showing photos of various radio stars. On Monday, we got 2,701 responses. On Tuesday, 7,588. On Wednesday, 4,963. By Saturday, it had mounted to over 16,000, and the booklets were coming off the presses so fast that they arrived practically still warm!

What’s your idea as to the percentage of listeners who will actually act on an offer of this sort? One out of 100? One out of 500? Whatever figure you assign, you’ll probably come to the conclusion that WHO’s 50,000 watts reach a lot of people—more people than can be reached by any other medium in “Iowa Plus”! If you want big mail returns—big sales results, WHO is the station that can get them for you!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

March 1, 1940 • Page 21
NAB Board Discusses Means Of Checking Federal Restraint

Selects Aug. 4-7 for San Francisco Convention; Orders Unit Income Study and Program Survey

IN ITS FIRST meeting of the year, held Feb. 19-20 in Washington, the NAB Board of Directors evidenced deep interest in regulatory trend and discussed means of checking what was regarded as an impending siege of unbridled governmental regulation.

After authorizing the 1940 NAB convention to be held in San Francisco Aug. 4-7, the board devoted much of its introductory session to the Washington scene. It authorized several other projects dealing with industry activity and heard a progress report from President Neville Miller on Broadcast Music Inc., now a going concern, designed to establish a wholly-owned music reservoir for radio.

In selecting the first part of August for the convention, the board took into account the dates of its contiguous political conventions, and concluded they would be out of the way by Aug. 4. The actual hotel was not selected, though the board had given some thought to the St. Francis. Also under consideration was the Palace, but prior convention commitments were expected to make it impracticable.

FCC Attitude Discussed

It was apparent from the outset that the board was deeply concerned over the uncertainty on the Washington scene as it affected the FCC. A main topic of discussion was the article published in the Feb. 15 BROADCASTING reporting a new siege of deadlock regulation of broadcasting, growing out of the apparent division of the FCC into two factions. Board members discussed the report that Chairman Fly had given indications of switching the so-called minority, heretofore made up of Commissioners Paul A. Walker, F. T. Milligan and John H. Myers, to establishing it as a majority. Commissioners T. A. Craven, Thad H. Harum, and Edwin M. Kirby were pegged as supporting a middle-of-the-road viewpoint, with industry and broadcasting organization cooperation.

Throughout the sessions, reports of the new FCC philosophy, together with the tightening up of other regulatory procedures, were debated. The free competition theory—licensing of new stations without considering economic factors as deprecated. The view was freely expressed that indiscriminate licensing of new stations in existing markets could only result in a type of competition that would deteriorate program and service, since in order to survive stations would be forced to cut corners.

With a campaign year underway, the board discussed at length the issue of when a political campaign should begin. It was far from unanimous as to whether time should be sold commercially for political purposes at a specified date for all candidates, or as the actual qualification of a candidate for public office, or whether it should begin as in the case of the networks, with the national nominating conventions.

Winter Apple Drive


After setting the Aug. 4-7 date for the NAB convention in San Francisco, the board launched a general discussion of the regulatory picture. Chairman Fly attended a luncheon Feb. 20, but did not address the members. He discussed casually Commission procedures, emphasized the public service aspect, and took up radio regulation, and policy questions which remain to be determined.

Executive Staff

Questions involving NAB executive personnel were discussed but, as at the meeting of the board last September, were left to the judgment of President Miller. Mr. Miller was empowered, as he sees fit, to retain an assistant to the president, who would presumably cover the Washington scene in the interest of the industry. This post would be separate from that of secretary-treasurer, held by Edwin M. Spence. It was considered likely that the post of secretary-treasurer, as that of second-in-command, might be reduced to the practical status of chief clerk, with a routine appointment made.

The board approved a resolution for amendment of the by-laws, whereby each of the three major networks would have representation on the board, with its membership increased from 23 to 26. Because of difficulties encountered at the last convention in connection with network representation on the board, it was concluded that the networks should be in a position to have actual representation asserted, rather than run the gauntlet of nominations by various district groups.

Under the by-laws, the NAB membership will be notified 60 days in advance of the San Francisco convention of this and other proposed changes. In that fashion, members will be in a position to acquaint themselves with the issues prior to the convention vote.

Among other things, the board authorized studies by the NAB staff of several business-of-broadcasting matters, to be considered by the board at its next meeting or possibly at the convention.

One of these was development of a unit plan for the measurement of radio advertising and the various commodity classifications in local markets. The NAB several years ago abandoned measurement of radio advertising in terms of by-line volume. Eliminating the business index, on the ground that an impression was given the public at large that radio literally rolled in wealth.

At the suggestion of Paul F. Peter, research director, and Edwin M. Kirby, public relations director, the board approved development of a proposed unit plan. The present plan is to develop a daily station log sheet, which would be uniform for all stations, under which they would record their commercial activity, along with log data required under FCC regulations.

Child Program Study

A national survey of children's programs, jointly sponsored by the NAB and the newly-formed Radio Council of Children's Programs, was also authorized by the board, which allotted $1,500 for partial financing. The survey encompasses visits by representatives of the Radio Council, headed by Edwin M. Kirby, to the leadership of the general Federalization of Women's Clubs, to stations, and to the Know-Your-Radio group in women's groups throughout the country during the next eight months. Information uncovered would be made available to stations, sponsors, and program building agencies.

Also sanctioned was a plan for a coordinated industry-wide effort to inform the public of improvements to be expected under the re-allocation of stations to be made this year pursuant to the Havana Treaty. This embraces dissemination of data by all industry units to assist in an orderly switchover and prevent listener confusion and loss of audience.

On the consumer-relations front, which has become particularly active in recent months by virtue of activity of the Federal Trade Commission and other Governmental agencies, the board discussed development of a program in cooperation with representative industries and business groups, envisaging preparation of transcriptions designed to foster listener relations. Mr. Kirby was instructed to follow through and submit the project to the board at its next meeting.

In the light of the impending political campaign, the board authorized the publication of an influential campaign circular around the theme "Listen before you vote". Major networks and others would support such a plan and thereby build audience.

The NAB executive committee met in Washington March 19 to discuss budgetary and other matters. Present at this meeting in addition to Miller, were Secretary-Treasurer Spence, were John Elmer, WCBM, Baltimore; John C. W. Wilson, KSL, Salt Lake City; Herb Hollister, KANS, Wichita; and John A. Kennedy, West Virginia, all members of the board, and chairman of the legislative committee.

Paul W. Morency, WITC, Hartford, a member of the executive committee, was unable to attend the board sessions, while Harry C. Wilder, WSYR, Syracuse, missed the meeting because of illness, but attended the general session.

Capital Problems

The board convened with the legislative committee following the conclusion of the whole Washington regulatory picture was reviewed. Present at this meeting among the board members, were Mark Ethridge, WHAS, Louisville, T. C. Streibert, WCKY, Cincinnati, Frederick Wooten, Washington vice-president, and William B. Dolph, WOL-MBS.

At a dinner session, Senator Johnson (D-Mo.) formerly met with the board and was introduced by Director Gene O'Fallon, KFEL, St. Louis. Author of the highly controversial bill to prohibit advertising of alcoholic beverages over the air, now pending in the Senate, Senator Johnson discussed informally the legislative situation and is reported to have suggested that passage of his amended bill by the Senate. The measure is being bitterly contested. Senator Johnson is ex-pressing himself as a possible opening wedge toward program regulation and limitation. He favors the support of temperance organizations and parent-teacher groups throughout the country.

KFBK, Sacramento, representing District 15, which includes Northern California, was named chairman of the local convention committee for the San Francisco convention. It is expected the program will be handled by a committee of local broadcasters to develop plans.

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Rates on WXYZ did not go up when daytime power was increased to 5000 watts. Furthermore... you get extra value from the improved watts night time.
Talent Fees Passed to Client Deemed Not Taxable to Station

NAB Advises That Internal Revenue Bureau Rule Is Applicable to Labor and Security Taxes

Talent charges passed on by stations to clients under contract specifying the services of particular announcers or artists are not construed as regular compensation under the provisions of the Fair Labor Standards Act or for Social Security tax purposes, it was decided by the NAB following inquiry.

Joseph L. Miller, NAB labor relations director, on Feb. 24 advised Milton C. Denbo, chief opinion attorney of the Wage & Hour Administration, that following the study he was advising members of the NAB to proceed under a two-year-old Internal Revenue Bureau ruling in computing overtime under the labor statute as well as for Social Security tax purposes. He said he construed the ruling as meaning that talent charges need be included in regular compensation only if the announcer or artist is an employee of the station according to the Internal Revenue Bureau rule.

This rule in effect stated that where advertisers contract with the station for a particular announcer at a specified sum per broadcast, that sum, plus the regular management commission of the broadcasters' artists service, is paid to the announcer in addition to his regular compensation from the broadcaster. Under such an arrangement, the broadcaster retains direction or control over the performer by the announcer of his services, acting merely as his agent in procuring the engagement and is therefore “not considered to be the employer of the announcer with respect to those particular services.”

Package Programs

Where the broadcaster agrees with the sponsor to furnish a program and agrees to deliver to the sponsor a “complete package” including announcers and artists for a predetermined price, the sponsor was said to have nothing to do with the selection of the artist or presentation of the program or direction and control over the talent. In such “studio built” programs furnished to the sponsor as a complete package for lump sum payment, the individuals performing the services may generally be said to be employees of the broadcasting company, the Bureau ruled.

In an earlier exchange with the Wage & Hour Administration, Mr. Denbo had cited a case where, in addition to the charge for time, the broadcaster charged the sponsor for talent but did not retain them as a permanent contract or pay the announcer. He inquired whether this was a “promotion bonus” and thus to be figured in the computation of the overtime rate. He pointed out that in many instances the sponsor hires and pays his own talent while in others the advertising agency which handles the account hires and pays the talent, and the declared it did not seem fair to penalize the station on its overtime rate charges because it gets more money for its employees or saves them the deduction which advertising agencies make from their pay when the agencies handle talent.

On Feb. 7 Mr. Denbo advised the NAB that the talent charge passed on to the announcer is really part of his regular compensation and must be included in determining his regular rate of pay on which he must be paid time and a half.

Mr. Miller said it appeared that the increased hourly rate could be avoided only if the sponsor or advertising agency hires and pays the announcer directly. This would involve payment of Social Security taxes by the sponsor or advertising agency, he pointed out.

Following Mr. Denbo’s ruling, Mr. Miller wrote the Wage & Hour official regarding the question of the applicability of the previous ruling of the Internal Revenue Bureau and said he presumed he was correct in advising members to follow the Revenue Bureau’s ruling.

Entertaining Troops

Broadcasters are now providing weekly entertainment for Canadian soldiers in training barracks throughout the Dominion. Stars of the Canadian microphones go to the barracks to put on their acts. The show put on recently by entertainers of CKLW, Windsor, Ont., was voted by the local papers as the best show staged in that city. Ken Sobie’s Metropolitan Broadcasting Services is another regular entertainer of troops stationed at Toronto.

Botany in East

Botany Worsted Mills, Passaic, N. J., on Feb. 12 started a campaign for Lanolin cosmetics using five-minute programs featuring the singing salesmen, Nelson Case, on WHAM WGR WBAL WJR WGY KDKA WCAU WTIC WPTF WBZ-BWZA WTDJ. Also for Lanolin, the company is sponsoring a 20-minute weekly feature, beginning March 13, on WQXR, New York, called “Column of the Air program,” twice weekly on WQXR, New York, on which the broadcasting firm of Beecham Quinlan Co., New York, is handling.

DIES AT THE MIKE

Pries Succumbs at WGMT in Middle of Program

LISTENERS to WGMT, Manito-
bow, Wis., experienced a new kind of spine-tingler as death rode the airwaves during a broadcast of Lenten services on St. Valentine’s Day. The Rev. O. K. Espehset, 70-year-old local minister, stepped to the microphone and began his sermon with the words “This is the glorious Lenten season,” gasped and fell prey to the floor before WGMT staff men on the job could reach his side or the controls.

The minister had arrived at the studio several minutes late for the broadcast, but despite treatments he rest briefly before taking the air, he insisted on proceeding immediately. Getting the go-ahead signal, he started to talk, following an introduction by An-
ouncer Bill Coats. Engineer Ken Page, who was leaving the studio, saw the minister grasp the microphone and rushed forward, but was too late to prevent him from fall-
ing, carrying the microphone along.

A doctor and ambulance were summoned at once, but meantime the studio was deluged with phone calls from listeners who had heard the whole thing before the program was cut off.

The announcer made no further explanation of the event than the usual “due to circumstances beyond our control” an-
nouncement.

Swift Drives Promote Margarine and Sausage

SWIFT & Co., Chicago, started in late February a six-weekly one-
minute radio spot campaign on its All-Sweet Margarine on 41 sta-
tions, and a varying schedule of station break announcements for its Brookfield Sausage.

The list of stations promoting the margarine include: WALA WDBQ WCWO WIBB WMCW WBNK WCSC WEOA WSBR WFMW WBBN WSAZ WLOM KGLI KWPT KPRC WAOI KTSU WLBZ WGY KFPPW KLRA KOA WHER WRCL WJBC KBCE KMBC KFAB KORE KFJJ KLBM KFOO KRED KGW KSLM.

Stations advertising the sausage campaign started Feb. 29, include: KLRW KXO KOA WTCX WJAX WIOD WFNT WGST WBOB WMBS WIBE KSCJ KWKW WFBF WACN WWJ KSTP KMCB KSD WOW WBUS WYYS WYSL WSSC WJYK KDKA WPRO WREC WSM KRLD KBEF KBPZ KBRC KWNC KUOD, and the following in the Chicago area: Walter Thompson, Chicago, is the agency.

Park & Tilford Series Covers 58-Station List

PARK & TILFORD Co., New York, has continued a 26-week campaign for its Tintex dyes and Park & Tilford cosmetics on 58 stations throughout the country in the “Helpful Harry House-
hold Hints,” a five-minute program, transcribed by World Broadcasting System, in cooperation with the company.

The program, featuring valuable home hints and money-saving suggestions, was produced by the company “in answer to the plea of women listeners for more informative broadcasts in daytime hours.”

Stations, with the exception of an unscheduled New York City station, are: WADC WREC WCHS WBAI WBSN WJMA WJJA WWVX WAXR WRGB WIBW K roma WCAE ROY WHAM WDTW WBBM WBBN WBTM WTIW WYSS WIPM WBBW WATM WGGO WHO KJW WHJW WJBC WIKI WPTF KPTW KTHA WGY KFPY KFBF WHK WGRN WJAK WJWS WIBW WRL WACU WJRA WYRA WWK KFRC WIBF.

Chas. M. Storm Co., New York, is agency in charge.

WSAY Joins NBC

WSAY, Savannah, effective Feb. 26 joined NBC as the network’s 184th affiliate. Operating on 1310 kc. with 100 watts, half of WSAW becomes a supplementary affiliate available to advertisers using the NBC southeastern group.

The staff of WSAW will be composed of an executive director, formerly commercial manager of WSM, Nashville; N. J., advertising manager, formerly of C. P. Clark Inc.; Meredith Thompson, chief engineer, formerly chief engineer of WAPO, Chattanooga; Jack Wa-
ters, program director.

BROWN & WILLIAMSON Tobacco Corp., Louisville, Ky., announced considering a new half-hour NBC network program, airing Feb. 19 in Hollywood featured by Gill & Demling, comedy team, with Martha Titus, vocals, and the group’s orchestra. The audition program was pro-
duced and transmitted under supervision of Jack Smalley, Hollywood manager of BDYO, agency servicing the account.
New

- TRANSMITTER SITE
- 400-FOOT TOWERS
- TRANSMITTER BUILDING
- RCA TRANSMITTER
- 5000 WATTS DAY
  coming soon
  5000 WATTS NIGHT

CHERRY and WEBB BROADCASTING CO.
PROVIDENCE • RHODE ISLAND

REPRESENTATIVE:
PAUL H. RAYMER CO.
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

BASIC CBS • 630 kc.
Reinsch Is Named Manager of WSB
LeGate Named Head of WHIO; Kay, Brown Get New Posts

PROMOTIONS of staff executives, under which J. Leonard Reinsch, manager of WHIO, Dayton, has been named general manager of WSB, Atlanta, and James LeGate, promotion manager of WIOD and the Miami Daily News, takes over the helm of the Dayton station, were announced Feb. 19 by James M. Cox, executive of the Cox stations.

Mr. Cox announced appointment of Reinsch, who succeeds James M. Cox of Ohio, of WSB along with the parent Atlanta Journal [BROADCASTING, Feb. 19].

Reinsch Makes Survey

Mr. Reinsch has been manager of WHIO for the last six years and prior to that was with WLS, Chicago. He was named manager of WSB months ago, purchase of the station, to survey its operations.

The junior Cox is vice-chairman of the board of the Atlanta Journal. The latter is in supervisory charge of WSB and WHIO. He is an applicant also for acquisition personally, of WAGA, Atlanta, in which the Journal owns a 40% interest, with the balance owned by Mr. Winston, of New York, and Harold A. LaFount, former radio commissioneer.

Mr. Reinsch, who has been identified with WSB since its beginning in 1928, will coordinate and expand the extensive public service work of the station, according to Mr. Cox. Mr. Reinsch is one of the best known figures in radio.

Mr. LeGate was born in Elgin, Ill., but spent his youth in South Bend, Ind. Before joining the staff of the South Bend News Times for eight years and in 1932 became promotion manager of the South Bend News Times. Two years later he became promotion manager of the Dayton News, and when that paper was opened in 1955, served in a similar capacity for the station. In 1952 Mr. LeGate was transferred to Miami as promotion manager of both the newspaper and WIOD.

Olson’s Schedule

O LSON RUG Co., Chicago, has started a varying schedule of five and six-minute programs, offering commercial talent, on 60 stations throughout the country. Contracts are for $25 to $100 a week, depending on the size of the station.

Mr. Olson, manager of WIS WNAK KERGO WDBJ KQYK WMNN WWVA WEAU WAWB-WGTR WHLW WATL KFPH KFH KEYE WEDR WJR WCCO WDGY KMBC KFEQ KOKY KNX WDNX WMSR WJZ WOJO WIBC WOC KXMO KTO WKLW KFRA WHAL WGY WBT WPTF KPVT WDAY WLG WAGR WHKC KIN YKW RDKA WCSC. Freeba, Fellers & Freeba, Chicago, is agency.

Figures in Cox Station Promotions

Mr. Reinsch Mr. LeGate Mr. Brown Mr. Kay

Recordings Bought in Regular Channels Playable Without Tribute, NIB Holds

THE OPINION that stations can perform the law of fair competit- out paying tribute to various groups seeking compensation if they purchase the records in regu- lar channels of commerce and if they refrain from use of the name of the recording artist or the rec- ord manufacturer as described Feb. 20 by Andrew W. Bennett, counsel for National Independent Broadcasters, are not covered by the recent decision of the Commission.

Recording in the form of weekly slot announce- ments for a one-year period is carried on WIRE, Indianapolis, under sponsor- ship of four Indianapolis mu- sic stores. One transcribed piano rendition of "Stardust," which fades for a musical background, the spot provides general promo- tion for piano sales, admon- ishing listeners to "see your Indianapolis dealer." Cost to each sponsor is $42 a month, on a 40% split, and the plan is being recommended to the piano industry as a whole.

Some Exceptions

He added, however, that he did not believe this lawfully may be done if the records are purchased from a wholesaler who has con- tracted with the record manufacturer to sell only for home use, or if the station in any way makes use of the name of the artists or the rec- ord manufacturer, as the station then is using for its own benefit another property which was not required with the purchase of the records. The latter, he declared, in- vades the copyright and prob- ably also the law pro- tecting one's right to privacy.

Suits already brought to enjoin the broadcasting of phonograph records in each instance cite the station as making use of the artist's name as well, as performed by the record. The courts have already demonstrated the distinction between mere sale of the contents and the sale of the contents coupled with the goodwill attached to the name of the recording artist or the manufacturer, but the sound which the record produces is quite another thing.

"The right to play the record in my opinion is acquired by the station at the time of purchase in the regular course of trade, notwithstanding the attempt to restrict its use in the notice on the record. But not the right to use the name of the artist or manufacturer."

The claims of recording artists and others are based on an alleged "common law copyright" and not upon any statutory law now in effect, Mr. Bennett said. Such com- mon law rights, if they exist at all, can only exist under the laws of each individual State, since there is no such thing as Federal com- mon law, Mr. Bennett pointed out. Consequently, he said, the State legislatures have the right to modify or abrogate any such right which may exist as an infringe- ment of the recording artist's rights.

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FCC to Consider Disc Rule Change

Heeds NIB, NAB Requests For Easing of Requirement

MODIFICATION of recently revised rules on the identification of transcriptions and phonograph records by either of these two specific terms is desired by the NIB and NAB, but FCC in response to industry requests, it was announced Feb. 10.

Replying to a letter from Andrew W. Bennett, recently appointed counsel for National Independent Broadcasters, the FCC, which the record producers which do not comply with the present requirements and in- quires if it would not be pos- sible to suspend application of the rule at least as applied to trans- criptions which do not include the name of the record artist, the report was described as "significant in light of the fact that disc transcription is a big business and this is a major problem."

Claims Hardships

Russell P. Place, NAB counsel, on Feb. 9, asked the FCC to consider reversal of its ruling that the use of the "name" of the artist be reviewed by an independent ruling body. He said that the "name" in this case is just "a reference to the name of the artist," and that other methods of identifying the transcription were available.

In his letter of Feb. 5 [BROAD- CASTING Feb. 15], Mr. Bennett had stated that the rigid requirement would result in a "serious hardship" to 100 or more independent stations and pointed out that all NIB members are dependent on the use of both of these industries. He said that the lack of a system that could be used by all stations having available live talent.

It was expected that the requests would be referred to the Rules Committee, made up of department heads, and submitted to the Commission for action. Reconsideration of the request was ex- isted prior to its amendment Jan. 4 would eliminate all difficulties, it was pointed out.
WSAV Goes NBC

Savannah goes wild!

The Situation: A city with a metropolitan population of 125,000 people who have never had the opportunity of getting NBC programs with any degree of regularity or clarity.

The Solution: WSAV brings NBC to Savannah, and becomes the fair-haired station to this radio minded city which has waited more than ten years for the programs of NBC.

The Sales Opportunity: WSAV's local popularity plus INS News plus Savannah's enthusiasm over getting NBC plus the market's lowest rate per person of any medium, makes WSAV a must on every spot and network list.

WSAV "THE VOICE OF SAVANNAH"
LIBERTY NATIONAL BANK BUILDING - SAVANNAH, GEORGIA

Selling Georgia's second largest metropolitan market
Contest Programs And Quiz Series On Major Chains

Wide Range of Prizes Found In Resume of Net Offers

WITH cash prizes ranging from $1 to $1,000, as well as merchandise awards including radios, dials, automobiles, and other gifts, an increasing number of contest and quiz programs are being sponsored on the networks by national advertisers. Following is a list of current network programs in this category, as of March 1.

John Henrys were afixed in the National Biscuit Co. Birmingham office for the Make Believe Ballroom series on WSGN promoting the sponsor's new line of cookies and crackers. (NBC-wc)

BROADCASTING

Voice of the Smog

PITTSBURGH radio men took a dose of their own medicine as advertisers. Greater Pittsburgh Speaks quiz program Feb. 26, broadcast from the main ballroom at the William Penn Hotel, was a highlight of the annual Chamber of Commerce banquet. Three station managers opposed three radio staff men in answering questions pertaining to the broadcasting industry, designed to give listeners an insight into radio's operation. Station managers appearing were Leonard Koppner, WCAE, Frank Smith, WJQ, and John Leaux, KQV-WJAS; staff members included Lee Sellers, KQV, Dick Sieckler, WTP, and Cliff Daniels, WCAE. KQV was represented by Dave Garroway as quiz master.

Cunningham Drug Chain Blankets Detroit Area

With 123 News Program

IN ONE of the largest purchases of newscast periods in the Detroit area, Cunningham Drug Co., retail chain, for one year, for $5,000, has expanded its sponsorship of 123 news programs weekly on five stations in the Detroit area, starting March 17. Airing during 5 to 6 a.m. newscasts, the drug firm will sponsor 30 broadcasts weekly on Cunningham News Network's WXYZ, WWJ, WDB, WWJ, 25 on WJBC and 25 on WCAR, Pontiac.

Cunningham Drug will use its individual national and local network service, with one of each station's regular newscasts now designated as Cunningham's News Ace, who will handle all the firm's newscasts introduced an introduction to the program. Represented among the stations are the services of INS, UP and Transradio in addition to individual local newscast organizations.

The broadcast schedule, comprising 21 separate newscasts each weekday, with five on Sunday ranges from 5 to 15-minute programs, which are expected to blanket the Detroit market. Cunningham management of the Cunningham organization are being placed behind the project including store directors, freight men, News Ace promotions from individual items; News Ace fountain specials, Cunningham Drug delivery trucks and wranglers and bags promoting the programs. Simmons-Michelson Agency, Detroit, handles the account.

Standard Oil of Indiana

Using 99-Station Spots

STANDARD OIL Co. of Indiana has selected 99 stations for its spring advertising campaign, using six-weekly one-minute transmitted announcements for 13 weeks, effective March 18. Agency in McCann-Erickson, Chicago. Stations and newscasts are:

Colorado, KXO KGF: Illinon, WMBO WDB. El Paso, KTQW KRAM. Lakeland, Kamy KAS. Cleveland, WCBC WJYX WBMO WET. Detroit, Wabe WAPK WQZ. Cincinnati, WBCO WSHC WBON. Columbus, WTBQ WCBQ. Indianapolis, WSBIB WDBT WJIB WTHB WJIB. St. Louis, WJPA WBNL WCLI. Dallas, KJHT KQFM KXTW. San Antonio, WYCD WAVE WOAM. Kansas City, WABC WJZ WDBT WJZ. Minneapolis, WCCO WBUD WCO. Philadelphia, WBCO WUPN. New York, KFAB WINS. Washington, WJZ WTBK. Boston, WJXB WJYX WADO WOR WOR. Chicago, WGN WLS. Detroit, WXYZ WWJ. Hartford, WEL WAFI WJSW. Cleveland, WJW WJU. Cleveland, WTAM.WKPD. St. Louis, WBNW WLSW WPHS. Buffalo, WGRW WGRW. Detroit, WMDP WJZ WJZ. Boston, WSB WBCO. New York, WOR WABC. L.A., KNX KFI.

Paquin on 50

PACQUIN Inc., New York, in late February, is launching a campaign for its hand cream, using two to five spot announcements on 50 stations a week throughout the country. Wm. Esty Co., New York, is agency.

TO GIVE the public a better understanding of the Government census, the Census Bureau is launching a $100,000 radio advertising drive in cooperation with U. S. Office of Education and the Survey Research Center. Stations include 110 stations a series of eight quarter-hour transmissions titled "Uncle Sam Calling."

The program will be broadcast once a week, one hour a week, eight weeks a program day a week during the eight weeks ended April 8.
The Murmansk Surprise Party that was no Surprise

NBC news broadcast told City of Flint crew of their captor's plans... amazing example of efficiency of news service made possible by RCA

When the City of Flint arrived at Murmansk with a German prize crew on board, the local officials removed the Germans. On leaving they took the ship's papers. Without papers they could not sail, so the officers and crew waited four days, twenty-three hours and forty-five minutes for some definite action. Then they learned the decision, but the news came from NBC.

Gathered around their radio, the crew was listening to Lowell Thomas giving a news broadcast over the NBC Blue Network. Transmitted also by short wave this program was easily heard at Murmansk. One of the announcements was that the German prize crew would be returned to the City of Flint and would start the ship towards Germany.

Twenty-five minutes later the German prize crew came on board. But it was no surprise party for the Americans. They expected their unwelcome visitors. Long experience had shown them that NBC news reports are reliable whether the news be good or bad.

This incident which became known on the ship's return to Baltimore recently is a remarkable example of the service that is performed by NBC. The news about this particular decision was learned by an NBC representative in Murmansk. It was sent to Radio City, New York via the facilities of RCA Communications. Then the news went to Mr. Thomas who put it on the air so promptly that it reached the City of Flint before the Germans returned to take possession.

NBC has been directly concerned with many historical events. But never before has radio played such a great part in international affairs as it does today. It is the determination of NBC that it shall provide the greatest possible service in the broadcasting of news, and that all such activities shall be impartial, factual and swift.

NATIONAL BROADCASTING COMPANY
The World's Greatest Broadcasting System • A Radio Corporation of America Service
Entire FCC May Draft Net Report

Change May Mean Conclusions Will Be Less Stringent

LIKE LIKELIHOOD that the FCC en banc, rather than its Network-Monopoly Committee, will publish the long awaited report on the network-monopoly hearings and also that its conclusions will be as strong as indicated, was foreseen as a result of developments during the last week.

On the heels of published reports, never refuted, that the majority of the three-committee group would publish a report, conclusions in network operations and procedures, came the report that high Administration officials had threatened to veto any draft, felt to be too strong, issued by the committee. FCC Chairman James Lawrence Fly, it is understood, is now fostering the idea of a full Commission report rather than a preliminary committee recommendations which will later be acted on by the seven-man body.

Further Delay Possible

The Network-Monopoly Committee, which conducted hearings in late 1938 and again over a six-month period, is now composed of Thad H. Brown, acting chairman, and Commissioners George McConnell and F. I. Thompson. The latter two are understood to favor sweeping recommendations which will establish industry methods in revolutionarv fashion. Originally FCC Chief Counsel Richard M. Brown, chairman of the committee but upon his retirement last September, Col. Brown has been re-appointed chairman.

Chairman Fly did not take over the chairmanship of the committee, since he had not participated in the hearings.

While no formal word has been forthcoming from the Commission, it is indicated that acceptance of the committee idea has been ac-

The fact that hearings already have been ordered [BROADCASTING, Feb. 15] on management contracts, which embrace the fundamental question of the network control of a number of stations, indicates that much of the same ground may be covered in the hearings. Moreover, the question of network contractual relations with affiliated or independent stations, right or wrong, are being closely scrutinized within the scope of these hearings, it is pointed out. Whether the Commission would be inclined to de-

United States Circuit Judge Lawrence G. Heiser, an associate, FCC Chairman James Lawrence Fly, it is understood, is now fostering the idea of a full Commission report rather than a preliminary committee recommendations which will later be acted on by the seven-man body.

What will happen to national selling if States continue to erect trade barriers is explained to (1 to 2) Harry W. Witt, CBS Southern California sales manager, and John C. Morse, vice-president of Dan B. Miner Co., Los Angeles, by letter of Feb. 17 from R. A. Sizemore of Foster & Kleiser Co., that city, who illustrates with a chart. They are pictured at a recent luncheon meeting of the Los Angeles Advertising Club where efforts of state and local home industries by bar-

Will XFN be the call letters assigned by the FCC for the new local station in Washington, D. C., which recently authorized license to Howard M. Leitner, attorney, to construct [BROADCASTING, Feb. 18].

Recapturing of 'Excess' Radio Profits
By Government Is Advocated in Article

CONTROL of radio profits by Uncle Sam, with the "excess profits of broadcasters," recently to be allowed by the Government to be diverted to any of a number of suggested uses, is the theme of a new scheme of ap-

Changing the hearings, it is understood, will be able to provide a proposal to restrict the profits of users of a natural re-

FCC Recommends

Majority Advocates Federal

Representation on Boards

By A SPLIT vote of 4 to 3, the FCC Feb. 25 recommended to Congress, in consolidating telegraphic facilities, embracing cable and radio facilities in a single sys-

FCC Recommends

Telegraph Merger

The Federal Trade Commission on Feb. 22 recommended the merger of the Agency with the Federal Trade Commission, constituting the indicated alignment on all fundamental management policies. The group represents the "crackdown" majority under-

Red Rose Tea Discs

T. H. ESTABROOKS Ltd., St. John, N.B. (Red Rose Tea), starts on March 11 weekly half-hour dramatic series. Description is being read for "The High Seas" on CFCY, Charlottetown, P. E. I.; CHNS, Halifax; CJFO, Sydney, N. S.; CFCY, St. John; CFCY, Montreal; CBL, Toronto; CKY, Winnipeg; CFRL, London, Ont.; CBO, Ottawa; CPCH, North Bay, Ont.; CKB, Guelph, Ont.; CKB, Chicago, Ill.; CPX, Lake, Ont.; CFSO, Sudbury, Ont.; CFCR, Kingston, Ont.; CCP, Charlottetown, P.E.I.; CKY, Winnipeg; CCKK, Regina, Sask.; CFCQ, Saskatoon; CKNG, Mogollon, N. M.; CFAC, Calgary; CCJ, Edmonton; CFDF, Greenwood, Ind.; CFP, Chicago, Ill.; CFP, Quebec City; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que. As of today, it is placed at A. McKeen Ltd., Toronto.

New Alabama Hookup

WHAT will happen to national selling if States continue to erect trade barriers is explained to (1 to 2) Harry W. Witt, CBS Southern California sales manager, and John C. Morse, vice-president of Dan B. Miner Co., Los Angeles, by letter of Feb. 17 from R. A. Sizemore of Foster & Kleiser Co., that city, who illustrates with a chart. They are pictured at a recent luncheon meeting of the Los Angeles Advertising Club where efforts of state and local home industries by bar-

WinXN are the call letters assigned by the FCC for the new local station in Washington, D. C., which recently authorized license to Howard M. Leitner, attorney, to construct [BROADCASTING, Feb. 18].

RCA-Victor Campaign

A NATIONAL advertising and promotion campaign for RCA Victor console instruments to last through the April 10-11 Grand National Round-up, will be launched in about 50 radio stations throughout the country carrying the RCA-Victor Musical Clock programs and the record review programs, titled "Music You Want."
Billion dollar harvest? You bet! More than a billion-and-a-half dollars are spent annually with retailers in the primary area blanketed by The Cowles Money Belt stations.

It's spent by radio listeners. Ninety-one per cent of the families in the area own radios. And they listen to them, as proved by our steadily mounting mail returns.

Singly, any one of the four Money Belt stations will do the job for you in the sections you choose. But a combination, spotted at strategic points, entirely blankets this rich area.

So, we have a special combination offer . . . WMT and WNAX with either of the Des Moines stations, KRNT or KSO—a triple threat lineup—at a rate that's attractively low.

Let us help you get your share of the rich harvest of sales in America's Money Belt. For rates and details on how we promote and merchandise your program, write today to The Cowles Stations, Des Moines, Iowa.
“OUR BLUE NETWORK SALESMEN LAUGH WHEN

What’ll I use for

SAYS KEITH KIGGINS, NBC Blue Network Director

No laughing matter for Keith Kiggins, was getting up the wherewithal to foot his Stork Club bill a few nights ago. However, with true Kiggins philosophy he declared, “There’s nothing more worth paying for than a good time—except any time on the Blue Network, where costs are the lowest of any national advertising medium.” With Mr. K. are Mrs. Kiggins, Sattevepost contributor Jack Alexander and Mrs. Alexander.
You don’t need a million dollars to do a national advertising job on the Blue. It gives you Money Market coverage at lowest cost nationally!

To our sensitive ears not long ago, came word that wherever advertising men get together...on trains or in taverns...at home or along “Advertising Row”...they are saying a lot of complimentary things about the NBC Blue Network. So we shooed our Inquiring Photographer out into the wintry winds to take photos, ask questions and, in general, find out about the Blue kudos.

His report verifies our own sentiments that the Blue is 1940’s best advertising buy. And here are three quick reasons why:

Low Cost Coverage, the result of the famous Blue Network Discount Plan, which enables the size of your network to grow with your business—economically!

Concentrated Coverage of America’s Money Markets, the places where 72% of the country’s effective buying power is located.

Blue Circulation Bonuses — periodic, substantial, extra audience dividends at no extra cost, due to continuous station improvements.

Best proof of the Blue’s ability to “up” sales for its clients—at all-time low costs—is revealed by the fact that during 1939 70% of this network’s 1938 advertisers renewed—and 17 new clients joined up!

We are eager to show you that sales begin where the Blue begins! And at the amazingly low cost of less than $5000 for a night-time half hour, coast to coast! If you haven’t carefully reviewed today’s Blue Network facts, you’re overlooking America’s outstanding low-cost sales maker! National Broadcasting Co., A Radio Corporation of America Service.

Considering himself a bit of a sleuth, the NBC Inquiring Photographer stopped off at Louis & Armando’s in search of the advertising clan. Standing at the entrance in chin-fest were NBC salesman John McNeil and cafe owner Armando. In response to the I. P.’s query, Armando grew eloquent. “The Blue Network? Oui! I have notice that name much lately. The boys, they talk about the Blue in veree nice way. It reach, what you call, Money Markets at lowest national cost—no?” Oui, Mr. A! Oui!

Boarding the evening choo-choo for home, NBC V. P. Roy Witmer, still exulting over recent news that 17 new clients have joined the Blue, lost no time telling his advertising companion about the Blue Network bonuses. “It’s a fact, Ed,” he said, “the NBC Blue Network constantly increases its audience for advertisers—at no extra cost—by improving station facilities.”

Jacob Thaller (left) is “Jack,” and Isadore Popick is “Irving” to the agency men who ride their cabs. To Jack and Irving, their ad-men faces are “Gus.” Said Irving as he held the cab door: “The men I take to NBC regular say lots of fancy things about the Blue Network. You oughta know that, Jack. This here Gus I just rode wanted to pass three red lights yesterday, he was in such a hurry to take up an option on a Blue half hour!”

Puss in the corner (right) being stuffed with shortbread, belongs to Jimmy James, NBC Adirector. Reason for his and secretary Mary Coyne’s gaiety is found in this James quotation: “I just heard some good news. Another of our Blue advertisers said he was going to renew because the Blue gives him profitable coverage at a cost no other medium can match! Have a cup of tea”. 
Tribute Is Paid To John Benson
Okahoma Pub. Co., Smelser
Get Advertising Awards


Mr. Benson Honored
Among the radio awards, D. P. Smelser, vice-president of Procter & Gamble Co., received the gold medal for distinguished services to advertising was presented to John Benson, president of American Assn. of Advertising Agencies since 1927, with silver medals also awarded to Mason Brown, vice-president of Granger Hill Publishing Co., and Ralph Barr, vice-president of General Foods Corp. Thirteen bronze medals also were awarded in six other classifications.

Smelser Honored
Along with the radio awards, D. P. Smelser, president of Procter & Gamble Co., received the gold medal for "contribution to the knowledge and technique of radio advertising"; J. M. Mathes, president of Mathes Publishing Co., received the silver medal for "excellence of commercial announcements" (General Foods' Jello program), and an honorable mention for advertising by Oklahoma Publishing Co. for its advertising in business publications, and an honorable mention by Walter F. Burn & Associates for its studies of metropolitan areas as published in Printer's Ink Monthly.

In an address at the dinner on "The Place of Advertising in the American Scene," Mr. Benson outlined the numerous ways advertising fits into the American economy. He cited its service to news media and entertainment available at trifling costs; its power to create valuable sales and make the consumer prices of the commodities, and its usefulness in stabilizing business and making available new inventions and services which only the favored few could enjoy without this modern method of cultivating broad markets.

New Carolina Net
ESTABLISHMENT of Carolina Broadcasters Cooperative, a permanent basis under a five-year contract, was announced Feb. 23 by WRAL, Raleigh, key station. Others in the six-station group are WFTC, Kinston, and WGTI, Wilson. It was announced permanent lines would be leased with WRAL to act as key and agency for the group. Arrangements were consummated by WRAL; H. W. Wilson, of WGTI, and Jonas Willard, president of WFTC.

WGOY are the call letters assigned to the new outlet in watts, Ga., which the FCC has authorized. Gov. E. D. Rivers of Georgia is to construct (BROADCASTING, Feb. 10).

KOA'S NEW THEATRE TIEUP
Publicity in 97 Units of Fox Chain Is Obtained Under Cooperative Promotion Plan

SIGNING the papers that sealed the biggest theatre-radio hookup in Mountain States history—in which 97 Fox-Intermountain Theatres exchanged film trailer plugs for time on KOA, Denver—was Harry Huffman, of the theatre firm (pen in hand), to the satisfaction of Lloyd E. Yoder, (seated, right), general manager of KOA. Standees looking on are (1 to r) Manager R. Hynes, of the Paramount Theatre; Manager Tommy Ramsey, of the Denver Theatre; and James MacPherson, of KOA.

STARTING one of the most comprehensive theatre-radio projects for mutual promotion on record, KOA, Denver, and the Fox Inter- mountain Theatres organization recently effected an agreement whereby, in exchange for two daily programs promoting the theatre, the station will receive screen publicity via film trailers and lobby displays in the 97 Fox Intermountain theatres. It is estimated the station will get 8,000,000 visual program plugs annually in Denver theatres alone, with several times this number from the other 96 theatres in the large theatre chain. The idea was developed by Lloyd Yoder, general manager of KOA, and Director Harry Huffman, of the theatre organization.

As part of the promotion, KOA broadcasts a daily series of five-minute Theatre Reporter programs, covering screen news and comment, together with midnight organ recitals. The program is scheduled for each appearance at the theatre also will be interviewed on KOA programs.

New Orleans Local
A NEW local in Orleans, La., to operate on 1300 kc., with 250 watts unlimited time was granted Feb. 20 by the FCC without a hearing. Haslwood Inc., former licensee of WJNO, West Palm Beach, was given the construction permit. Principals are George B. Hill, consultant, H. C. Jones, of Jacksonville, holding 60 shares, George A. Haslwood, with 31 shares, and W. J. Sears, 10 shares. All were listed as Jacksonville residents. Haslwood Inc., previously had sought a regional station on 1390 kc. but on Dec. 1 amended its application for the local assignment. The grant was made with transmitter and antenna to be determined subject to FCC approval.

WOR's 18th Birthday
IN COMMEMORATION of its 18th birthday on Feb. 22, WOR, Newark, broadcast a special program featuring Gabriel Heatter in a description of the station's growth from a pioneer station on 500 watts, broadcasting from the roof of L. Bamberger & Co.'s store in Newark, to its present operation on 50,000 watts.

NBC WOULD ASSIST KTHS 50 KW. PLANT
A TOTAL of $190,000 would be raised at KTHS, Hot Springs, to install a proposed new 50,000-watt transmitter, with NBC advancing a substantial proportion of the transmitter itself, according to an application pending before the FCC. As reported by the Hot Springs Chamber of Commerce, seeks FCC approval of its application for fulltime with 50,000 watts on the 1690 kc. channel, in lieu of its 10,000-watt special experimental fulltime operation.

The application, filed by S. A. Kemp, president of the Chamber of Commerce, states that the submitting will be $150,000 for the transmitter itself, to be paid for by the city, and the balance of $40,000 in the form of a 5% interest-bearing note. The total indebtedness therefore would be $190,000.

The FCC, in a similar agreement, the FCC was informed, was drafted by a popularly elected radio board of the Chamber of Commerce.

General Tire Officials
Seeking Station in Miami
A NEW station in Miami to be owned by officials of the General Tire & Rubber Co. of Akron, is expected to be filed for with the FCC on Feb. 15 with the FCC. Seeking a construction permit for 1330 kc. or 250 kw., Miami, becomes effective, with 1,000 watts day and 600 watts night, unlimited time, the application was filed by General Broadcasting Inc.

T. F. O'Neill, of Miami, is president and would hold 50% of the stock. He is a partner of General Tire & Rubber Co. of Akron, Ohio. His brother, William O'Neill, president of the company in Akron, and of the Barber-Tonka Co., would be vice-president of the Miami company and would hold 30% of the stock. Gerald T. O'Sullivan, public relations director of General Tire in Akron, would hold 1%.

Seek Key West Outlet
FORMER Gov. David Schultz of Florida is disclosed as president and 50% stockholder in Keys Broadcasting Inc., which has applied to the FCC for a new 250-watt station on 1310 kc. in Key West, a community of 10,000 residents. Schultz would have a separate radio station. Also a 25% stockholder is George H. Bowles, former Florida station operator. Carl J. Roberts, one of the former governors, is 15% stockholder; Nellie M. Joyce, secretary, 17%, and Gladys R. Smith, general manager, 1%. Carl Schultz is also an applicant for a 250-watt outlet on 940 kc. in Fort Pierce, Fla.

CLARK CLEVELAND Co., Binghamton, N.Y., has announced a new test campaign for its toothpowder using a varied number of ads to run weekly on Southern California stations. Street & Finney, New York, is agency.
"You never heard of that young salesman of mine—Joe Doakes. Quietly, without any fuss or feathers, he covers three states—like a blanket!

He knows what people like there. They trust him because he's one of them. They give him their business because he talks their language and never kids them.

"Well, I remembered Joe Doakes when I was considering radio to sell my product. I couldn't afford a Big Name on a spectacular show, coast-to-coast. Just too wasteful, for me.

But I could afford to give radio support to territories producing sales and deserving added oomph—like Joe's and a dozen more.

"So Joe and I got together and worked out some SPOT RADIO. Joe knew the right stations for his territory; helps fit each message to each market, ties it into every selling drive, all geared to our distribution.

And you can't imagine how those folks responded to the local appeals and the merchandising of those programs! When it comes to SPOT RADIO, mister, I'm sold!"

SUIT EACH PROGRAM TO ITS TERRITORY WITH SPOT RADIO

No two sales territories are alike. Each one calls for different strategy, different local merchandising, and therefore a different radio approach.

Whether live or transcribed you can use the right kind of program for each strong station, at the right time for listeners—all tied to your Distribution—when you buy SPOT RADIO.

SPOT RADIO IS ADVERTISING THAT YOU CAN SPOT ANY TIME, ANY LENGTH, ANY WHERE

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

EDWARD PETRY & CO. INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK - CHICAGO - SAN FRANCISCO
DETOIT - ST. LOUIS - LOS ANGELES
22D PORTABLE SPEECH INPUT EQUIPMENT FOR REMOTES OF EVERY KIND

Here's the latest version of the famous 22 type family. In addition to the time-proven features of its older brothers—rugged construction, deluxe appearance, high fidelity, AC or battery operation, 4 mike mixers and master gain control—it now offers a choice of the new "conference" type volume indicators and other improvements.

One man can handle it with ease. It's easy to set up—simple to operate. And it's ready for immediate delivery.

Start the season off right. Get full details from Graybar—or better still, order yours now.

Western Electric

Frank’s GOP Report Favors Limiting of Federal Control
Promote Rather Than Depress Enterprise Through Regulation, Republican Document Proposes

ALTHOUGH devoid of mention of radio as such, the report of the Republican Program Committee, headed by President Frank and made public Feb. 18, outlined policies respecting Government regulation which were sympathetically received by the broadcasting industry.

The 33,000-word document, prepared under the direction of the former president of Wisconsin U. cited that a cardinal principle of regulation is to promote rather than depress enterprise through definite and easily ascertainable regulations. It charged the New Deal with the “restrictive type of regulation” which has throttled new enterprise and promoted the atmosphere of “doubt, confusion and uncertainty”.

The Administration, said the document, is responsible for the movement toward the flexible and competitive system of American enterprise into a politically dictated and politically dominated system, despite its belief in private enterprise.

Under Suspicion

Proposed as a foundation for the platform of the Republican Party in the forthcoming Presidential campaign, the Frank report, based on a two-year study, concluded that a sovereign national leadership would restate the case for American Free enterprise. The Roosevelt Administration was accused of having assumed that business was essentially anti-social, “the more successful it is the more sinister it must be,” and of viewing the primary relation of Government to business as that of a policeman “shadowing a suspicious character.”

The only indirect mention of communication in the report was in connection with a discussion on the possibility of new American enterprise. The G.O.P. committee declared that from the interrelated and technological results was lying unexploited in the research files of the nation, awaiting an atmosphere of confidence to launch new industrial activities. The report added that these scientific and technological results were to be found in communication, as well as in a number of other industrial fields. Presumably this expression encompassed television, still held an experimental status under Governmental regulation.

Defining good regulation and bad regulation, the committee concluded that in the former classification falls that type of protective regulation which protects the free enterprise system from maintaining persons in practices that would divert its energies from the creative functions of producing wealth to the more acquisitive function of producing wealth, already created by varied forms of manipulation. Regulation is justified, the report said, when it goes beyond its protective purpose and hampers the freedom of enterprise for the more efficient performance of its creative function of producing wealth in the form of more and better goods at lower prices, which alone living the standards of the nation can be lifted.

Espousing some “ordered policy” as a substitute for administrative power, the report said, “Some instances Congress has legislated in detail, leaving little discretion to administrative officials. In other cases, however, when administrative officials have been given, in effect, the broad power to make law. Power so fundamental should be carefully safeguarded as to its extent and its exercise, the committee said, asserting that the precise limits of the power conferred should be given by law and that the exercise of the regulatory authority confined to questions, the answers to which cannot in the nature of things be foreseen by Congress.

In particular, the committee said, the functions of legislator, prosecutor, and judge should, as far as possible, be separated. The idea added there should be general procedures in all regulatory agencies that will insure to every person or group subject to regulation a full and fair opportunity to be heard in his or its behalf. The committee declared there likewise should be some standard policy, applicable to all regulatory agencies, respecting the right of appeal to the courts from decisions of administrative authorities.

Buys ‘Breakfast Club’

MCKESSON & ROBBINS, Bridgeport, Conn., on March 3, will launch a half-hour period of the Saturday morning broadcast program of the Blue stations WJZ, New York; WBZ, Boston; and KDKA, Pittsburgh, on behalf of Albonele Cleansing Cream. The program is set to be produced and furnished from New York, to be transmitted through Saturdays from 9 to 10 a.m. on 90 NBC-Blue stations, and was recently split into quarter-hour packages so that local stations might sell the program to sponsors.

J. D. Tarcher, New York, is agency.

More Gen. Foods Spots

GENERAL FOODS Corp., New York, which has been testing the quarter-hour program, "Kake Hopkins, Angel of Mercy for Maxwell House Coffee" on eight Southern stations since last fall in April 2 plans to add about 20 stations to the list, although station list has not yet been disclosed. Joe Benton & Bowles, New York, is agency.

Omegena Oil Tests

OMEGA CHEMICAL Co., Jersey City, is testing a six-weeks campaign of six spot announcements on stations in the New York area. Oil samples are being used in the East. Brown & Thomas, New York, is agency.

A RODEO parade in Phoenix, Ariz., offered KTRV a chance to promote and build up the image of its WPEN, which is the only enterprise through which the broadcast enterprise promulgates the broadcast for an hour.

PHILA. MUSICIANS MAY SHIFT TO CIO

A REVOLT in the ranks of Phila- delphia musicians of the AFM Local 93 has caused the failure of the parent organization to give it full support in its fight with WPEN, Philadelphia, whereby reports following a meeting of the local Feb. 23.

Word emanated from the session that a resolution had been adopted depressing the failure of the AFM International to give it full support in its fight. Kept out of the resolution but apparently discussed at the session was the possibility of dropping affiliation with AFM, an AFN union, and set up a musicians branch within CIO, headed by John L. Lewis.

WPEN, following months of negotiation which failed to produce an agreement with the local, dropped its staff musicians and since Jan. 13 the Union has been striking WPEN. On Feb. 15 National Assn. of Performing Artists filed suit against WPEN seeking to prevent playing phonograph records on the air.

One report, unconfirmed, was that Local 77 had paid counsel for a 12-hour-a-week agreement in connection with this litigation, out of a $7,500 “war fund” allotted by the parent union to the Philadel- phia local for its WPEN fight.

Lava Soap Discs

PROCTOR & GAMBLE Co., Cin- cinnati, has started a test campaign for Lava Soap using 15-minute twice a week. A 14-minute spot, in addition to the nine which release its NBC-Red program, Houseboat Hank, for the same product. Stations selected for Bill Elliott, the Singing Cop, include WEEI WBFB, WQAD, and WJSA, which has been placed on WBEN KDKA WTAM WDAF KOA WQX WWAF KPKC WFAA, Blackout-Storm Hummert, Chicago, is agency.

Servel Dealer Discs

SERIES of 30 one-minute transcribed dramatized announcements has been prepared by the Transcription Service of WOK, Newark, for release to local dealers by Servel Inc., New York, which recently appointed BBD, New York, to handle its advertising for Electro- lux refrigerators. The discs are available to dealers on a co-operative basis to be used on local programs sponsored and arranged with the station. The announcements promote gas refriger- ators for city use, and 16 are designed to compete kerosene refrig- erators for rural use.

Alcock Discs

ALCOCK MFG. Co., New York, since Feb. 1 has been conducting a campaign for its porous plasters using one-minute transcribed announcements thrice weekly on KPRC Houston; JARK, Little Rock, Ark.; WQAI, San Antonio; and WYBC New York, all markets. Small & Seilfer, New York, is in charge.

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COMPROMISE BILL ON RECORD RIGHTS

Proposed at New York State Hearing

RECOMMENDATION that proponents and opponents of the Perry Bill [Broadcasting, Feb. 1], which will limit the right to record in New York any broadcast without the consent of the performers, join in a compromise bill. The compromise measure, was the result of an open hearing of the measure in Albany Feb. 28 before the combined code committee of the State Senate and Assembly.

Suggestion, made by Assemblyman G. Barry, followed discussions of the measure by representatives of the American Federation of Musicians, the National Assn. of Performing Artists, organizations supporting the measure, and by Sydney Kaye, opposing the bill in the name of the NAB's New York State Committee of Broadcasters, and after the committee members had indicated that the Perry Bill in its present form had little chance of being reported favorably.

Rights of Broadcasters

Arguments for the bill were presented by Jacob Rosenberg, president of AFM Local 825, New York; Windowing House, manager of the Studio Band; and Don Lee, head of AFM's-8:30 a.m. serial, Our Daily Warning. Mr. Lee made a few remarks and the audience were given a chance to make their feelings known.

Mr. Kaye did not dispute the purpose of the bill, but contended that the provisions of the bill are not needed and that these are not mentioned in the measure. He pointed out that the wrong is not in making recordings but in the misuse of such records, and cited the section of the Communications Act which explicitly forbids the broadcasting of any program without the consent of the originating station.

He also stated that it is not always practicable to get the written consent of all performers, as in some instances stations show remote pickups of sporting events in which bands and cheer leaders may not have the permission of the station to broadcast to the country, and the like. His main contention, however, was that the rights of the broadcasters should be clearly recognized by any legislation of this nature.

In conversations following the hearing, musicians and performers are said to have shown little willingness to recognize that the broadcasters have any property rights in the performances they broadcast or that the recording companies have any property rights in the recordings. They are said to have maintained that all rights are vested in the record companies. This attitude lends credence to a belief in broadcasting circles that genuine real property rights of the Perry Bill is to enable performers to cite a law of New York State as evidence that they have sole performance rights in recordings. If this contention should be upheld, it is said, the musicians, for example, could then prohibit the use of musical phonograph records on any station which refused to pay for such performances. It is expected that the measures will be heard before the committee.

Dr. Miles on Coast

DR. MILES CALIFORNIA Co., Los Angeles (Alka Seltzer), through Associated Adv. Agency, that city, on March 4 starts a five weekly quarter-hour serial, Our Friendly Neighbors, on 21 Don Lee network stations, Monday through Friday, 11-11:15 a.m. Contract is for 52 weeks and is said to be the biggest ever signed in West Coast radio, representing a total expenditure of $128,291.20. The series will supplement the sponsor's five-weekly quarter-hour Alka Seltzer News, on the same network, according to Frank Clancy. General manager. P. O. Narverson and James McCormack are agency executives on the account. Sydney Gaynor, commercial manager of KJIH, Los Angeles, represents the network.

Quaker Oats Out

QUAKER OATS Co., Chicago, is discontinuing two of its weekly NBC programs early this spring, because, it is rumored, of an effort to revive the merchandising and packaging of its cereal and puff'd wheat and rice goods. Milton Berle's *Stop Me If You've Heard This One*, which airs on the NBC Red Saturday nights, 8:30 p.m., was discontinued Feb. 24, and March 25 will see the close of the Tommy Riggs Country program, now on NBC-Red Mondays, 8-8:30 p.m. Ruthtraufl & Ryan, Chicago, is agency.

Cotton Week Plans

RADIO programs sponsored by non-grocery chain store companies served by the Institute of Distribution will be used the week preceding and during Cotton Week, May 17-25, to help the Cotton Consumption Code nationwide. "More Cotton" campaign. Spot announcements promoting the campaign and the broadcast plans sponsored by such companies as Adam Hat Stores, Melville Shoe Co., or Goodyear Tire & Rubber Co., will be on the air.

Henry's Fiddle

BECAUSE Henry Ford admired his playing, Henry Stier, manager of WJR's studio band and the Ford Symphony Orchestra, is playing in the several "Guarnery" programs, a collection of music from the Greenfield Village collection of rare instruments. The season, which is located in the Michigan City in 1741, has been loaned to Siegel for an indefinite period.

SIPDNY M. STROZT, vice-president of NBC, Chicago, takes over the gavel from his predecessor upon the inauguration of St. John's Military Academy Club in Chicago. Harry Dellenback (r), retiring president, presents the gavel at an installation banquet held in the Merchandise Mart.

Sale of 100,000 Shares Of CBS Stock by Paley Submitted to the SEC

A REGISTRATION statement covering the proposed sale of 100,000 shares of CBS stock was files Feb. 25 by the network with the Securities & Exchange Commission in Washington. Sale does not represent additional financing for the network, but is a sale by William S. Paley, CBS president and largest stockholder, the result expected to be a part of his holdings. Mr. Paley currently owns 448,688 shares, or 39.6% of the company's outstanding. Following the sale he will continue to hold 348,688 shares, or about 30% of the stock.

Statement reveals that at a recent board meeting Mr. Paley, who has been active head of CBS since a year following its inception in 1927, has been given a new contract to continue as CBS president for a five year period, commencing Jan. 1, 1941. Statement also shows that in 1939 net income of CBS costed $5,001,059, or $2.19 per share, as against a 1938 net of $3,541,741, or $2.07 per share.

Offered to the Public

Stock proposed to be sold consists of 20,000 shares of Class A stock and 80,000 shares of Class B stock. Threm, are outstanding 950,799 shares of Class A stock and 768,264 shares of Class B stock, with all rights the same except in electing directors. Holders of Class A stock, voting separately, have the right to vote cumulatively for the election of half of the total number of directors, and holders of Class B stock, voting together, have the right to vote by a majority of a quorum of Class B stock for the election of the remaining directors.

Stock, listed on the New York Stock Exchange, will be offered to the public by a banking group consisting of Harriman Ripley & Co., Lehman Bros., Glore, Forgan & Co., and W. E. Hutton & Co. Price was $15 per share, but the sale is now to be at the market (24% for each stock on Feb. 23). Dividends on both classes is $1.50 per share, and a divided of 45 cents per share has been declared for the first quarter of 1940.

Page 38  •  March 1, 1940  BROADCASTING • Broadcast Advertising
No galaxy of imported network radio and screen stars lured the crowds above to San Francisco's Civic Auditorium Friday, January 26. The attraction: resident artists exclusively from KGO and KPO. The occasion: Diamond Jubilee broadcast of the San Francisco Chronicle, co-sponsored by that newspaper and San Francisco's two NBC stations. The turnout: record-shattering.

Despite discontinuance of invitational announcements 10 days before the event, and the release of tickets only upon written request, the SRO sign had to be hung out while 28,000 were still clamoring for admission. Two repeat performances were staged February 28 to accommodate the overflow.

The show was overwhelmingly successful, definitely established two things for the radio-wise:

1. San Franciscans listen to KGO & KPO — are enthusiastic over their entertainers.
2. KGO & KPO are ready with audience-assured talent to do a real selling job for you in this prosperous World's Fair market.
PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts and peanut oil), new to West Coast radio, through Broadcast Co., Hollywood, on Feb. 26 started a weekly half-hour new type of quiz program, Harder's Orchard Mind on KNX, Hollywood. Providing an outlet for suppressed ideas, the weekly program concerns Gary Breckner, invites listeners to submit pet theories and problems. Eight are selected and presented weekly.

Series is equipped with a merchantadizing "broad- cast effect" to stimulate enthusiasm of both consumer and dealer. With evidence of purchase attached, listeners are invited to submit 10-word "theologically-phrased" reasons why they like Planter's peanuts. Winner attaching an empty five-cent Planter's peanut bag to the message receives $5.

If metal strip from the 25c vacuum pack can of peanuts is attached, $10 is the award. Entry composed of broadcast from the label of a Planter's peanut oil jar is given $15. Prizes are distributed by Western Union at the start of the program with roar of motorcycles broadcast as messengers leave KNX.

As an inducement to dealers, Western Union messengers secure the store name from where the order is received, and then Western Union advertisers, select the stores on which commercials are to be run. The sign is run on radio, accompanied by a postcard with a message to the store that is receiving the order and inviting the store to sell the product. If the store order is rerun, a second sign is run, and so on.

Besides counter cards, in stores selling Planter's products, 34 Western Union cards, printed in Los Angeles, constitute an elaborate window display as additional promotion for the program. Series is produced and distributed by Samuel Pierce, program director of Raymond R. Morgan Co.

Camera Tricks AS STATION promotion, KMTR, Hollywood, Calif., has added a half-hour Camera Clinics, which has a membership of more than 2,000 amateur photographers. Prior to the broadcast, members interested in meetings where lectures are given and photographic problems discussed. Presented by Walter Lyman Smith who also arranges weekly free expeditions for the members to various parts of Southern California. Camera Clinics members hold a monthly art exhibit at the KMTR studios.

Junior Fun WITH admission set at an empty cup of milk me not included, M. A. Nickel, a local cooperative dairy association has started a four-hour Saturday morning broadcasting kids show, an outgrowth of the Junior Circle of Fun Saturday afternoon feature heard for several years on KDYL, Salt Lake City, entertainment consists of a spelling bee with cash prizes and movies—two cartoons, two features, a serial.

To Find WCKY TO AID account executives in quickly finding the broadcast schedule of WCKY, Cincinnati, among the sheets of such papers on their desks, has added an attention-compelling cover page to its schedule. The cover is in bright red, the space blue background and carries a picture of a WCKY vertical antenna.

Merchandising & Promotion Minds and Nuts—Dishes and Theatres—For the Druggists

Genuine Bean—Equally Genuine Penny

Cleveland Awaivers

TWO new merchandising plans have been started by sponsors on WHK, Cleveland. Jacob Lobert Baking Co., sponsoring Eleanor Han- son's daily morning show, gives away a "Poster and Prize pack of pre- miums" by home-makers that enable them to do household chores more conveniently. Shoppers by bread wrappers may win $3, those without a wrapper $1. Winner-designated bread wrappers contain "The Real Bakers" and "The Real Bakers' Biscuits," are offering 1,000 free grease jobs in one month to auto- owners writing in promptly. Work and grease is all gratis, with no strings attached, and the firm has hired an additional grease-monkey to work on listeners' cars.

Anniston Chicks WHEA, Anniston, Ala., raising 28 baby chicks for Purina Mills in a special brooder provided by the feed company, is getting some good publicity on the story through tie-up with the Anniston Star and weekly newspapers in the station's service area. Report of the chicks' progress are made twice-weekly on special broadcasts, during which microphone is placed by the brooder while the report is coming read. The brooder, placed in the WHEA lobby, has attracted considerable attention from station visitors.

Druggists Week THROUGH proclamation of Cin- cinnati's Mayor Stewart, the Feb. 18-25 period was declared Neighbor- hood Druggists Week in the city, under auspices of the Ohio Valley Druggists Assn. in cooperation with WCKR, Cincinnati. During the week the association and WCKR set up a large display of old and modern pharmaceutical equipment, including the country's newest, the Fifth Third Union Trust Co., while the station also distributed posters to 200 local neighborhood drug stores.

From Soybean Hqrs.

GENUINE soybean pod attached by red soybean tape to the latest printed promotional letter produced by WSOY (formerly WHK) in Decatur, Ill. The promotional message brings out the ex- panding place of the soybean plant in the national economy and the "world's new soybean center, Central Illinois", covered by the station.

Mrs. Baird's Bread CALLING attention to the new week-by-week series sponsored by Mrs. Baird's Bakers on KGKO, Fort Worth, and Long Beach stations, Baltimore, 1,000 of the sponsor's salt-free crackers have been distributed in Fort Worth, Dallas and Houston. Tracy- Lockwood, sales manager handles the account.

Streitmann's Samples ALL PERSONS interviewed by Warde Adams on his Streitmann's Street Man program, heard three- weekly on WIVA, Richmond, Va., receive a letter entitling them to a package of the sponsor's product from the Richmond office. Intended to support Streitmann Baking Co. is the sponsor.

Fu and Film

COOPERATIVE radio-promotion of Fu Manchu, involving about 50 station-theatres throughout the country, has been arranged between Radio Attractions, New York, and its current program series The Shadow of Fu Manchu and Republic Pic- tures. For radio as an industry, "Drums of Fu Manchu." Theatres will contribute screen trailers, lobby displays and advertisements calling attention to the local broad- casts of the program. Sponsors of the program will reciprocate with spot announcements of the picture's release dates, while both produc- tion organizations are supplying the station-promotional material for the joint campaign.

Feather new sponsors of the program have recently been announced by Radio Attractions, as follows: Dodge Dealers, Western Union on WFR; Spear & Co., Pittsburgh (department store), on KDKA, through Western Union; Rich- mond; Canton Provision Co., Can- ton, O. (Pioneer meats), on WHBC, and Ross Proctor & Cone Co., Clevel- and, WIK, through Lang, Fisher & Kirk, Cleveland.

KTAR Shows Films PLUGGING the industry, the promotion department of KTAR, Phoenix, Ariz., has exhibited a 16mm sound film, "Looking at Radio on Sound Film", to 20 service and educational organi- zations in central Arizona in the last month, according to Richard Fatin, who makes introductory and closing remarks at each showing, estimated that 3,000 persons have seen the feature. KVOA. Tucson, has a similar program slated for March.

Film-Radio Tieup W. M. WRIGLEY Jr. Co., Chicago (cheewing gum), the weekly half-hour CBS Melody Ranch with Gene Autry, as exploita- tion for the program, is cooperat- ing with WCKY in advertising the film, Rancho Grande, which features the singing cowboy. In connection with it, written for the film, plugs which picture the logo and also ties in with the radio program. In addition, musical numbers from the picture will be sung by Autry on his weekly program.

Last But Not Least "When you figure it down to the last cent (actual, and very shiny, to)," says WKBN, Youngstown, etc. The last cent was paid (as care- fully) to a card on which was printed the sales message. W. R. Link, local sales manager, directed the promotion stunt. Since the penny was of the Lincoln type, the card was start- ed on Lincoln's Birthday.

BROCHURES

CKAC, Montreal—Cartoon booklet promoting station personalities and promotions in both English and French.

NBC—Two-color promotion booklet, "Four Fun Facts," an industry motif chronicling the popularity of NBC programs.

WLW, Cincinnati—Reprint in brochure^ form of Broadcasting 1940 Yearbook advertising issue.

WOAI, San Antonio—Die-cut folder of heavy paperboard promoting NBC stations. Produced for its population as reflected in lis- tener polls.

WEDC, Chicago—Brochure present- ing data on rates, coverage, programs and listeners. A folder with a "Mailbox" theme.


KOMA, Oklahoma City—Folder listing morning, afternoon and evening programs on the station during the week.

WNAX, Yakuton. D.—Second edi- tion of planographed picture booklet promoting station, with program schedules.

KMMJ, Grand Island, Neb.—Four- page file-size news folder with success stories, programs, etc. The Reporter, as it is titled, is expected to be a week- ly role.

WCCO, Minneapolis—Broadsided pic- torial folder covering the second an- nual conference which was held as a station promotion by Rollie Johnson, WCCO sportscaster.

KTOP, Oklahoma City—New monthly program promotion folder for the station which included a red-white folder, titled "Designed for Listening", containing market and sta- tion information.

WJZ, New York-Blue-and-white fold- er, illustrated by Dr. Seuss, titled "Everything, Nothing & the Man who协同发展 Ed Est's Breakfast in Bed-


CBS PACIFIC NETWORK—Filing of spot block brochure promoting CPN "Coverage, where coverage counts".

Page 40 • March 1, 1940 • BROADCASTING • Broadcast Advertising
So The Advertiser May Know WHICH Station Is

FIRST in DENVER
in Everything!

*AUDIENCE • POWER • SHOWMANSHIP
ADVERTISING • PROGRAMS • SALES RESULTS
in*AUDIENCE...

Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver’s 12 leading movie theatres constantly remind 160,000 weekly theater fans in Denver of KOA’s splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West’s greatest listening audience on this 50,000 watt station.

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

BOSTON-SPRINGFIELD
WBZ & WBZA (990 KC)
CHICAGO—WENR & WMAQ
CLEVELAND—WTAM
DENVER—KOA
NEW YORK—WEAF & WJZ
PHILADELPHIA—KYW
PITTSBURGH—KDKA
SAN FRANCISCO—KGO & KPO
SCHENECTADY—WGY
WASHINGTON, D.C.—WMAL & WRC

KOA
50,000 WATTS • DENVER
Fight Looms Over Louisville Petition

ANOTHER free-for-all in Louisville was foreshadowed Feb. 19 with the filing of an application for a new regional station in that city by Mid-American Broadcasting Corp. A number of prominent Louisville business men, including the principal owners of Frankfort Distilleries, are identified with the applicant.

Seeking assignment on the 1040 kc. channel (and on 1080 kc. when the same channel is considered effective) with 5000 watts and 1000 watts night, the application lists seven Louisville radio stations as stockholders. Control apparently would not repose in any single individual. Largest blocks of stock would be held by Lawrence Jones, industrialist described as an important stockholder in Frankfort Distilleries, and Emanuel Levi, former business manager of the Louisville Courier-Journal and a recent winner of the Chicago Herald-Examiner. Each would hold 20 shares of preferred stock and 16 shares of common stock. F. Brownlee, of Frankfort Distilleries; Milton S. Trost, director of Kaufman Strauss Co., and Edward L. Altheimer Jr., president of the Shorts Tire Co.; L. T. Smythe, realtor; Edward F. Ashurst, manager; Mary Peabody Fitzhugh, and Willard Johnson would be the other stockholders.

H followed a fight were seen when WGRG, New Albany, across the river from Louisville, announced through its S. A. Cisler Jr., Feb. 27 that it is filing for the identical facilities, except that the operation is scheduled for 5000 watts and 1040 kc. Withdrawal of the WGRG appeal from the FCC decision granting the Kentucky Broadcasting Co., a construction permit for a new local in Louisville also was announced by Mr. Cisler. The proposed new station, WINN, is embroiled in litigation before the FCC involving reversionary grounds. The FCC is in the hands of the principal stockholder. In addition to WGRG, it has been strongly interested that KAS and WAVE, pioneer Louisville stations, will contest the new application.

Hot Springs Dismissal

DISMISSAL of the appeal of C. E. Palmer, application for a new station in Hot Springs, Ark., from the FCC decision granting the application of Clyde E. Williams and Howard A. Shuman, for a construction permit for a station in the same city, was granted Feb. 18 by the U. S. Court of Appeals for the District of Columbia. Action was taken on the motion of both the FCC as well as of Wilson and Shuman, who intervened. The Wilson and Shuman application, for a local station on 1610 kc. with a 1000-watt daytime and 660-watt nighttime operation, was granted last July. Palmer had applied for the same facilities.

DON LEROY, manufacturing chemist of Seattle, has applied to the FCC for a new 1000-watt station on 900 kc. in Ketchikan, Alaska, asking for the facilities of KBGU there.

A BANQUET marked the recent affiliation of WSAY, Rochester, with Mutual network. At the speaker's table was Fred Weber (standing), MBS general manager, who lauded the station's service and enterprise. Showed to him were: Mr. Weber; Morton Nussbaum, WSAY commercial manager; Gordon P. Brown, WSAY general manager. Affair was held at Hotel Rochester.

Grand Jury Charge Is Aired

COURT HOLDS Broadcast Beneficial to Public—By Bringing Proceedings Into the Open—JURIDICAL interpretation of the right of stations to broadcast court proceedings was advanced early in January by Judge Edward B. Ashurst, of the 13th Oregon Ju- dicial District, in permitting KFJ, Klamath Falls, to broadcast his instructions to the grand jury during a proceeding of particular interest to the community. Respond- ing to a request by the station, Judge Ashurst harked back to the principle of open trials and justice established under the terms of the Magna Charta.

"When this provision was written into the Magna Charta, the foundation was laid for the perpetuation of that conception of Anglo-Saxon liberty, a principle cherished wherever the English language is spoken," commented Judge Ashurst. "Those who laid the foundations of our Oregon Gov- ernment, and who wrote, ordained and established its constitution were not only well versed in the laws of the land, but well versed in the science of government as well; and in writing our Constitution adopted the most famous provision of the Magna Charta. Thus our Constitution con- tains a provision which reads, 'No court shall be secret, but justice shall be administered openly and without purchase, completely and without delay.' "

"As the radio has taken its place as one of the world's greatest, most important and most practical means of transmitting news, information and intelligence, it has become one of the most important, if not the most practical, means of bringing the American people closer to the courts of justice and the affairs of State. It is the firm conviction of this judge that it is to the public's advantage to have the public service in the court available to them at their request, and that the public is best and most properly served."

Would Buy WWAE

WWAE, Hammond, Ind., fulltime 100-watt station, 1000 kc., will be sold to O. E. Richardson and Dr. Fred L. Adair, equal partners, if authorization is obtained. Mr. Richardson, veteran district manager for Grayburg, WWAY sales manager, would own 60% of the station, Mr. Adair, 10 years ago became 32% stockholder in the Mr. Richardson Hammond-Calumet Broadcasting Corp., licensee of WWAE and WHIP, also in Hammond, and Dr. Adair propose to buy the station outright from the corporation in which George F. Currier is 50% stockholder and Doris Keene 17%.

Ask Northwest Outlet

AN APPLICATION for a new station at Ellensburgh, Wash., to operate on 1110 kc., with 1000 watts unlimited time, has been filed with the FCC by Symons Broadcasting Co., licensee of KFPY, Spokane. T. W. Symons Jr., chief owner of KFPY and KKL, Portland, Ore., is listed as president and treasurer with 86% of the stock; A. L. Brittain, vice-president and secretary, holds 33%, while E. B. Crane, director and half-owner of KGIR, Butte, is listed as a director.

Paramount Exploiting Movie Talent by Radio

CAPITALIZING on the radio pop-ularity of many of the Paramount Pictures stars, the motion picture company has arranged for special promotion on leading radio pro- grams prior to the release of ten of its most important pictures this spring. The radio promotion started in the Northland with NBC's Young News of 1940, sponsored by General Foods Corp., when Ronald Colman and his co-stars presented scenes from "The Light That Failed", a current Paramount picture. On 1080 kc. Wrn, in Los Angeles, the promotion is being handled by Penn Gillham, Paramount's advertising and publicity director, for broadcasts in connection with seven other productions.

Bakery Discs

ROMAN MEAL Co., Tacom a, Wash. (broad), through Barton A. Stebbins Adv., Los Angeles, in its Hollywood cars cast, is issuing a series of 20 one-minute transcribed announcements weekly to 56 bakeries nationally for direct placement on local radio and station concerts. Announcements feature Don Wilson, announcer of the NBC Kraft Music Hall for KXK, and Ken Carpenter, announcer on the NBC Kraft Music Hall.

Record Seeks WHAT

NEGOTIATIONS looking toward sale of WHAT, Philadelphia local, by Bonwit-Teller & Co., department store chain, to the late Mr. Taylor, published by J. David Stern, were reported in progress Feb. 26. The station is owned by Mr. Taylor's widow, Miss Betty Teller from the Philadelphia Pub- lic Ledger about a year ago for approximately $50,000. Mr. Taylor, a former Rosenbaum, president of WEFIL, is understood to be handling the transaction for Bonwit-Teller.

Paramount Contract

PARAMOUNT PICTURES, New York, on March 11 starts three-month spots on the 20,000-watt WHN, New York, on a 52-week basis to promote its current picture releases in New York. Charles H. Peterson & Co., New York, is in charge.

Ted Taylor in Applicant Group

O. L. (Ted) TAYLOR, general manager of KGNC, Amarillo, Tex., is 50% stockholder in Broadcast Advertising Co., Cameron County, Tex., applying to the FCC for a new 250-watt station on 1610 kc. He is secretary of the company, with H. C. Grant, Jr., president. Mr. Taylor and his associates are also owners of the large Lubbock Zenith Co., a local general agency. Mr. Taylor, is also a stockholder and general agent of the licensees corporations operating KBBG, Weslaco; KTSA, San Antonio; KFWY, Lubbock.
Nothing succeeds like success. The future success of radio station WRVA—like a man—may be judged by past performance. Here we present the audience-power of WRVA—by the people who know it best. The names of these advertisers who have selected Virginia's only 50,000 watt radio station (located near Richmond) will be furnished on request.

C. T. LUCY, General Manager

PAUL H. RAYMER CO.
National Representative
NEW YORK CHICAGO DETROIT SAN FRANCISCO

11 advertisers on WRVA for over 10 years!
1 advertiser on WRVA for 9 years!
2 advertisers on WRVA for 8½ years!
1 advertiser on WRVA for 7½ years!
1 advertiser on WRVA for 6 years!
4 advertisers on WRVA for 4½ years!
2 advertisers on WRVA for 4 years!
5 advertisers on WRVA for 3 years!

COLUMBIA AND MUTUAL NETWORKS

WRVA 50,000 WATTS

"VIRGINIA'S PREMIER RADIO STATION"
Perhaps you have not made full use of one of World's most useful services to advertising men. The opportunity to hear and study audition samples is available at World. Many agency men begin their plans for new radio programs by coming to World to study trends—to see what's new in the market place.

For this is Transcription Headquarters. Hundreds of ideas gravitate to World and we record the good ones for private audition.

What are you looking for? 30-minute musical programs, 15-minute script shows, 5-minute dramatizations, 1-minute announcements? A complete variety of shows awaits your audition in our studios. You may not find a ready-made program to suit, but you'll find dozens of patterns upon which to build, and that is the important thing.

Having hit upon your idea, by using World transcription facilities, you may make free use of our wealth of market data in planning your radio coverage. And you'll have extra satisfác
tional.

ADVERTISERS' BLUE BOOK

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

The New Advertisement

faction in the use of World vertical-cut Wide Range transcriptions, knowing they are the 9-to-1 preference of leading stations.

Your program-on the most lifelike recordings science has been able to achieve and broadcast to your choice of markets-will serve you with an efficiency and economy unmatched in radio advertising.

A ten-year record of service to the most prominent names in advertising constitutes World's strongest endorsement.
Daytime Paradox

THE PARADOX of the daytime serial is stamping radio's best program minds. Criticism of sub-sister serials, first bandied about within the industry, now is arousing outside agitation. "Not Listening" clubs are being organized by women here and there. A survey of daytime listening habits among women is being undertaken. Yet the program ratings of the serials continue to hold their levels and non-serials tried in opposition apparently have not clicked on anything approaching a convincing basis.

It is foolish to charge the broadcaster with attempting to foist on the public programs he thinks they should have. The public is the censor. If people do not listen, the broadcaster (and his client) soon realize it. There is an inevitable change.

It is generally recognized that the daytime serial is overdone. Moreover, because of the preponderance of such presentations, the quality of production has begun to slip in some instances at least. The fact that criticism has begun to spread certainly is indicative of something askew. And if the audience barometer begins to fall, it won't be long before the shift to other types of programming gets under way.

It is probably true that the present outside criticism emanates from a segment of the audience which is substantially above average. Club women are not average listeners. They reflect the "cultural" element. And they also do not constitute the housewife audience which actually buys the soap-flakes and the frying fats. National advertisers like Procter & Gamble and Lever Bros. are not spending their advertising money foolishly. By virtue of their own daytime surveys, they know full well whether their programs are popular and pull.

Despite this, broadcasters are agreed that an overdose of daytime serials constitutes bad programming. The movement is already under way toward a better program balance. The trend, however, has been almost too gradual.

Many stations are experimenting with diversified types of daytime programs. As in the past, they invite stations and agencies building programs which successfully compete with these daytime serials to tell us, so we can tell other advertisers, agencies and broadcasters about them. It all makes for a happier audience, satisfied clients, and better radio.

In Self Defense

UNREST in the broadcasting industry over capers of the FCC has about reached an all-time high. It springs from the indicated machinations of what is regarded as a new "crack-down" majority on the Commission, which evidently seeks to interpret the Communications Act as giving it absolute and unrestricted power over practically all phases of station operation.

There is talk of a reallocation under the Havana Treaty later this year which would involve wholesale revamping of assignments, instead of the expected moderate realignment contained in the treaty itself. There is wild-eyed speculation over complete elimination of clear channels. Broadcasters already have seen examples of indiscriminate licensing of new stations without regard for engineering standards heretofore more or less observed, nor for the effect upon existing stations (i.e., the grant of a new regional in Minnesota to former Judge John P. Devaney and of a new local in Georgia to Gov. E. D. Rivers). Then there is the revival of the censorship bugabo. In fact, every radio nightmare conjured up in the last dozen years of regulation appears to have become projected all at once.

These events have developed because of interpretations of the CommunicationsAct by the new rigid regulation majority on the FCC. Congress created the FCC to function for it as an administrative agency. It alone has the power to redefine, modify, or if it feels so inclined, repeal the Communications Act. Since there has been no doubt as to the intent of Congress, and since the existing situation is fraught with such danger to the public, let alone the industry, it is up to Congress clearly to instruct its creature—the FCC—to keep within bounds.

A bill designed to do precisely that is pending in Congress. It was introduced by Rep. Ditter, a Pennsylvania Republican. But it is not a piece of partisan legislation, and should not be permitted to become a political football. The purpose of the bill is to redefine the intent of Congress when it enacted the original Radio Act of 1927, and when it incorporated in the Communications Act of 1934 virtually all of the old statute. Majority and minority alike in Congress certainly can unite on such a premise, particularly since the FCC repeatedly has been under attack on both sides of the aisle for running out of bounds.

The FCC itself should welcome legislation designed to clarify its position. Such a law would eliminate the need of guesswork, as well as trial and error in determining its functions. There should be hearings. The whole subject should be explored. Such hearings might even entail a far-reaching investigation by a committee of Congress. Perhaps it would be a good thing for Congress to take inventory of radio and its regulators.

This is a Presidential campaign year. Congress hopes to get away by early June. Hearings on the Ditter Bill may be too much to hope for. But withal, Prof. Hadley Cantril's analysis and compilation of cause and effect for the thorough scouring of one million of the six million persons hearing the program, as set forth in the new Princeton Radio Project volume, The Invasion From Mars, reemphasizes certain points of direct value to broadcasters.

It is definitely established—and well illustrated in the explanations of the Mars episode—that radio listeners as a whole believe in the intrinsic dependability of radio as an information medium. Aside from the fact that actual sampling surveys, notably those of Fortune magazine, indicate not only that about a quarter of the public relies primarily on radio for their news, but also that they rate radio as the most reliable medium of newspapers. It must be taken into consideration that radio's news function is still developing and this tendency on the part of listeners may become even more pronounced.

With this in mind, it is interesting to note in Mr. Cantril's study that one of the chief motivations for the hysteria stemming from the Mars broadcast, to listeners' own stories, lay in the drama's use of the names of actual cities and imbuing the characters with titles suggesting authority. Without picking at any old bones, these first-hand accounts emphasize the advisability of qualifying real-life situations in the listener's mind not only by explanatory announcements, but by fictionalizing the entire picture.
JAMES VERNON McCONNELL

WHEN officials of Chicago's Loyola University asked James Vernon McConnell to relinquish his campus affiliation, it was okay by James Vernon because he had other things on his mind anyhow. What interested him more than ivy and the classics was the enticing appeal of the advertising business.

Today James V. McConnell, who looks somewhat like George Raft in his awkward way, is not an advertising tycoon, but he is a man who knows as much about spot sales on the radio as any other man. The proof: In six months as head of NBC's spot and local sales, revenue for the department jumped several hundred thousand dollars over the entire year of 1938.

Mr. McConnell, who has the formidable title of Manager of National Spot & Local Sales, NBC, worked up to this long handle in a perfectly logical order. His earlier experiences in advertising, promotion and selling made the job a "natural". Everything he did in his varied career pointed to his present position.

Shortly after he left school Mr. McConnell joined General Outdoor Advertising Co. in his home town of Chicago, where a few years later he found himself local sales promotion manager. This was a beginning—but only a beginning. The next step came when the Campbell-Ewald Co., in Detroit, put him to work as assistant director of outdoor advertising.

Two years later a telephone call from New York started him East. The call was from William H. Johns, president of the George Batten Co. which wanted McConnell to organize and head an outdoor advertising department in his own company. Jim did and he was still with Batten when a consolidation changed the firm's name to the present title of Batten, Barton, Durstine & Osborn Inc.

While vacationing in Chicago another phone call entered his life. The Hays MacFarland agency was being started and they wanted his ideas on an advertising campaign. Jim had the ideas and put them to work.

Later, in 1929, when Wall Street laid its big egg, McConnell's assignments and the depression ended, he agreed to resign from the young organization.

After a year with the Hearst organization as national sales representative of their "Quality Group" magazines, McConnell joined NBC as a network salesman. This was early in 1931 and here his background proved invaluable. In 1932, when NBC added a number of stations to the group, Jim was made eastern zone manager of the local service bureau. His job was to head local sales on all stations east of Chicago. He also set up the organization and operating procedure.

In 1934, when the bureau was discontinued and the department was absorbed by the regular network sales department, McConnell was made assistant sales manager of the eastern district. He didn't have much time to learn the duties on this job because 90 days later he was appointed assistant to the vice-president in charge of sales.

When asked to describe his duties on this post, Jim boggs down a bit. "It's hard to describe just what I did do," he says. "It was a little bit of everything, I guess. I had something to do with policies and the administration of policies. I am sure that I was concerned with spot sales, because when the national spot and local sales division was formed I was made its manager."

This was on July 1, 1939, and McConnell had reached the place that was made for him. He dug in and turned on the heat. During the first six months of 1939 revenue jumped 75 per cent and McConnell had fallen below the first six months of the previous year, but under the direction of McConnell and his staff, in the last half of 1939 revenue increased several hundred thousand dollars over 1938.

The year 1940 looks good to James V. McConnell and his department. He has several improvements in mind and already a couple of them are in operation. For instance, in 1939 spot sales were handled only by New York, Pittsburgh, Chicago, Cleveland, Detroit and Los Angeles. Now, for the convenience of advertisers, they are taken care of in all cities where NBC has stations. This, McConnell says, is resulting in more coordination in the department and a great deal more individual attention to individual sales. In addition, this innovation means that cities like Boston, Philadelphia, Washington and Denver are set up to sell spots on all NBC stations.

Jim, who is 38, is married, and he and Mary Jane have a wandering child. They plan to return in early March.

WILLIAM J. SCHIFFF, general manager of WWJ, Detroit, and Stanley E. Hubbard, general manager of KXCR, St. Paul, have been appointed vice-presidents of the network in charge of operations, which were formerly handled by Hal Lundell, an old-time broadcaster who has returned to Mexico City in early February and took in Havana and Key West on his return vacation trip. They planned to return in early March.

WILLIAM S. PALEY, CBS New York president and Lawrence Lowman, the network's vice-president in charge of operations, were in Hollywood.
When you think of NEW ORLEANS
you think of:

Duels Beneath the Oaks

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.

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A. M. MARTINEZ, who has resigned as New York manager of Conquest Alliance Co., foreign station representative organization, after nearly seven years in that position, is leaving New York for a motor tour of Mexico, planning to be gone about six or eight weeks. He plans to visit Monterrey and Guadalajara and to make an extended visit with his family in Mexico City. While in Mexico he will investigate the local advertising picture and especially the radio situation in that country.

SAMUEL E. ROSENBAUM, president of WFL, Philadelphia, and chairman of IRNA, was toastmaster at a testimonial dinner given Solicitor General Francis Biddle Feb. 28 at the Belvoir Stratford in Philadelphia. Speakers included Attorney General Jackson and former Senator James Wadsworth, Peper.

KEITH KERRY, formerly with KSFO, San Francisco, has been named assistant manager of KBOW, Oakland.

ALFRED H. MORTON, WBN television vice-president, will speak on television March 7 before the Illinois Federation of Women’s Clubs in Chicago.

ROGER W. CLIFF, general manager of WFL, Philadelphia, recently was awarded membership in the Philadelphia chapter of Rotary International, marking the first time in the history of the organization that a radio station has held a seat in the Philadelphia chapter.

FR. PERCY A. ROY, S. J., president of Loyola U., which operates WWL, New Orleans, Feb. 22 suffered a heart attack and is still seriously ill.

LESLIE RAY RHODES, account executive at KPO-KGO, San Francisco, on Feb. 29 married Mary Elizabeth Eggers in Berkeley, Calif.

ERNST WERNER, formerly in the research department of Young & Rubicam, has joined the sales promotion staff of the Columbia Recording Corp., in charge of record catalogues and supplements.

WILBUR EDWARDS, account executive of WBG, Charlotte, is to marry Jane Holman in March.

LLOYD E. YODER, general manager of KDO, Denver and Mrs. Yoder were honored recently with a reception given by Harry Huffman, general manager of the Fox Intermountain Theatres, that city.

FREDERICK DANIELI, executive director of the Australian Radio Co. Macquarie Broadcasting Network and other radio interest of Sir Hugh Denison in Sydney, is on leave-of-absence for six months to produce a film under government subsidy. R. E. Denison, managing director of the Sydney Sun, has taken over Danieli’s radio duties.

HAROLD GATES, in Arizona radio for several years, has joined the commercial staff of KFAK, Phoenix.

BILL RODTSEK, formerly publisher of the Sand Springs (Okla.) Sun has joined the commercial staff of KTOC, Oklahoma City.

HALE BONDURANT, sales manager of WHO, Des Moines, has been hospitalized while recovering from an operation for leg injuries received in a fall at his home.

Susan Flamm

SUSAN FLAMM, ten-month-old daughter of Sidney Flamm, assistant to her brother, Donald Flamm, president of WABC, New York, on Feb. 19 was found dead of suffocation in her crib at her home in Brooklyn. Another daughter, Carol, aged seven years, survives.

HUGH WILEY, author, lost an infringement suit against NBC in San Francisco on March 15 in the Federal District Court of A. F. St. Sure ruled against his claim that the NBC had infringed on his rights by using in a radio program a character named “Wildcat.”

RECENTLY appointed sales manager of KSFO, San Francisco, Charles Morin (center) was congratulated by Henry M. Jackson (left), CBS Northern California sales manager, and Lincoln Dellar, new manager of the CBS affiliate.

Frederick E. Murphy

FREDERICK E. MURPHY, president and publisher of the Minneapolis Times-Tribune and director of Minnesota Broadcasting Corp., licensee of WTCN, Minneapolis, died in New York Feb. 14 following a brief illness resulting from a cold and heart ailment. Mr. Murphy, also a director of the Associated Press and head of several Northwest companies, was well known as a newspaper publisher and a leading advocate of the so-called “Minnesota Plan” of crop diversification, which he developed. He is survived by his wife. WTCN owned 50% by Minnesota Tribune Co., of which Mr. Murphy was president, and 50% by Northwest Publications Inc., publisher of the St. Paul Dispatch-Pioneer Press. Mr. Murphy was a principal mover in bringing about purchase of the station by the newspapers and the subsequent development of fulltime operation for the outlet.

Harry Johnson

HARRY JOHNSON, well-known sports editor of Central States Broadcasting System stations (KOLP, KFB and KFOR), was buried Feb. 27 following his death after a nine-month illness from lymphatic leukemia. He had been given 24 blood transfusions.

Native of South Dakota, he was a graduate of Creighton U., in Omaha. He joined the Central States Broadcasting System as sports editor seven years ago after serving in the sports department of the former Omaha Bee-News. His baseball broadcasts won him the Sporting News citation as most popular sports announcer in the Midwest. Mr. Johnson is survived by his wife and small son.

Mrs. Hannah Walker

MRS. HANNAH WALKER, 33, mother of FCC Commissioner Paul A. Walker, died Feb. 23 at her home in Washington, Pa., from burns received when her clothing was ignited by flames from a fireplace in the house. Joseph Walker, the Commissioner’s father, had died about six months previously. Mrs. Walker lived about 24 hours after the accident. Commissioner Walker was en route to the West Coast on FCC business at the time of the tragedy.
Canada’s Wheat-Raising Prairie Provinces House a Market of 2,500,000 People!

From the International Boundary to the Arctic Circle... from Lake Winnipeg to the Foothills of the Rockies... a friendly audience listens to CBK... the 50,000 Watt Key Station of CBC and its affiliated Network Stations.

There are 328,526 Radio homes in the Prairie Provinces of Canada. The CBC, through CBK and a regional network, reaches 97.6% of all these homes... providing access to a market of 2,500,000 people whose yearly retail budget totals $384,872,000.

In the Provinces of Manitoba, Saskatchewan and Alberta, CBC network coverage is intensive. Listeners live with their radios. Nowhere in America is broadcasting a more vital factor in the daily lives of all the people. On the prairies of Canada, sponsors have a consistently loyal and receptive audience, responsive to the excellence of CBC programmes.
BEHIND THE MIKE

BILL BACHER, Hollywood producer, and Meredith Willson, musical director of the NBC Good News program, announced by Mr. Bacher for General Foods Coca Cola (Maxwell House coffee), have collaborated in writing a new song, "Ode to New York," which was recently sung by George Houston on that program. It was written in March, after the steak dinner at the Podiatry Club, which was recently attended by Mr. Bacher for the Association of Broadcasters. The CAB board of directors announced the selection of three prominent announcers for the new series, to represent the three major networks. Mr. Bacher will have the NBC network, Mr. Willson will have the ABC network, and Mr. Houston will have the CBS network. The song has been recorded by the NBC network, and will be heard on the radio every Monday night.

VIRGINIA ANDERSON of the traffic department of WOAI, San Antonio, Texas, has been married to Mr. Bacher, former radio announcer for the ABC network.

GERTRUDE DOSSENBAICH, secretary to Mr. Bacher, was recently married to Mr. Willson, former radio announcer for the ABC network.

TOM CARTER and Kenneth Brandt, new to radio, have been added to the line-up of announcers at WHFJ, Rock Island, Ill.

BEN GAGE, NBC Hollywood announces for the first time on Thursday, March 26, 1948, that he will be announcing a new series for the nine o'clock slot on the popular CBS network. The series will be called "The New Frontier," and will feature the talents of such well-known announcers as George Houston, Bob Hope, and Red Skelton.

ED COONEY, senior announcer of WKIL, Billings, Mont., and Mrs. Cooney became the parents of a daughter on Feb. 15.

CAB NAMES COUNSEL

JOSEPH SEDGWICK, K.C., long prominent in Canadian broadcasting, and a member of the Canadian Association of Broadcasters, has been named as the Canadian representative on the CAB board of directors. Mr. SEDGWICK has been associated with the CAB for over 20 years, and has served as its vice-president. He has been a prominent figure in Canadian broadcasting, and has been active in the CAB since its inception.

Maurice Hart, director of an after- noon program on WMCA, New York, narrated and wrote the commentary for a picture produced by Hoffberg Productions containing official Finnish Government films made prior to and during the Russian invasion.

J. J. (Rô) MOIDÉL, attorney, has been named chairman of the public relations committee of the Lawyers Club of Los Angeles. He has been a member of the club for over 20 years, and has been active in its affairs.

R. R. SPEARS has been named the writing staff of Radio Productions Inc., Hollywood.

BILL BROWN, sports editor, and Harold Fair, program director of WBO, Des Moines, accompanied WHO's championship Golden Gloves boxing team and its trainer, Benny Leonard, to the Chicago tournament, held Feb. 28-29.

FOUR popular songs written by artists of WHK-WCLE, Cleveland, have been accepted by publishers for sheet music. They are "Moods in Blue," by Helen Wyatt and Jack Russell; "Cherry Pickers Polka" and "Dancing Shoes Polka," by James Woodworth, and "Thunder," by Marvin Arnold.

W. A. L. YNN (Carrington Puling), formerly of WEL, Battle Creek, Mich., has replaced Rolland Van Vliet on WBOB in Chicago, where he has been a member of the announcing staff.

Mary Van Wyck opened a pharmacy in Muskegon, Mich., with a new brand of prescription drugs.

THOMAS D. RISHWORTH, educational director of STP, St. Paul, has been elected president of the St. Paul Junior Assn. of Commerce.

HENRY DUPRE, special events announcer of WVL, New Orleans, has been named chairman of the radio committee for the upcoming Mardi Gras, to be held March 7-9.

ED CALDER, announcer at KRW, Rockford, Ill., has been married to Mrs. Joan Conner.

HENRY SYLVERN, organist of WINS, New York, has been named assistant musical director of the station.

FOSTER WILLIAMS, announcer of WINS, New York, is at Saratoga Lake, N. Y., on his health, following collapse some weeks ago. WINS has announced that a station open on a leave-of-absence basis.

GEORGE THORP, formerly of the display department of the Brown Brothers, has been named as the head of the station's motion picture department. He was previously associated with the radio department of the Brown Brothers, and has been active in the industry for over 20 years.

The program "Becky of Carnaval," which was recently sung by Miss Michael Carson, has been named program manager of the Broadcasters of New York, production and recording office.

ART LINTON, freelance radio writer and m.c., featured on several national networks and local productions, has written the script for "Little Rock and the Carnival of a Nation," to be staged at the 1940 edition of the Golden Gate Exposition.

AL BARKER of the NBC continuity department, has been named as the leader of the Transatlantic Broadcasting and Televising Corporation, which has recently been formed to produce and transmit network programs throughout the United States.

BILL CAIN, former announcer of WBN, Des Moines, has been named announcer of WBO, Des Moines, following the resignation of Mr. BROWN.

MILDRED W. CARLSON

Now in her tenth year of broadcasting, Mildred W. Carlson, home of WBO, Des Moines, has presented more than 3,800 programs. Graduating from Connecticut University, Miss Carlson received her training in hospital duties, then became kitchen manager for an Alice Foote MacDougall coffee shop, and did food research work for Child's restaurants in New York. She joined the Boston to teach in Michigan's Farmer's School of Cookery. Always interested in writing about household matters, Miss Carlson studied elocution, then joined the St. Paul Junior Assn. of Commerce.

Mildred W. Carlson, home of WBO, Des Moines, has been named announcer of the new "Woman's World" program, to be heard on the network every Monday night at 8:30.

FRED BEETON, director of WOK, Rockford, Ill., has been married to Mrs. Joan Conner.

SANDY SPILLMAN, who recently resigned from KSFO, San Francisco to go to sea, has returned to the station as a continuity writer and sound effects engineer.

ARCH O'BOR, NBC Hollywood writer of Arch O'Boer Plays, concludes his three-year run on WBOB, Des Moines, Iowa, after which he will take a four-week vacation before resuming the weekly program April 13.

EFAY BEYON, director of woman's activities of WROK, Rockford, Ill., Feb. 17 was married to William Conner.
BETTY BRANG, daughter of R. L. Brang, General Mills vice-president, is conducting Mrs. Brang's Radio Journal on KFRT, Davenport, Mo. The series is heard Monday through Friday at 10-30 a.m.

M. DOW MOONEY, announcer of KFQ, St. Joseph, Mo., is the father of a girl born Feb. 21.

Baxter Pickering

BAXTER PICKERING, 42, radio-script writer under the name of Duke Baxter and m.c. on the It's Up to You program, last year on NBC-Blue, on Feb. 24 committed suicide by inhaling gas in his New York apartment with a letter of rejection for his last radio script, Rell Call, in his hand. He is survived by his wife, Edith Pickering.

SPURNING a contract as featured dancer with Edie Barker's Vanities, Evelyn Parsons, Cleveland dancer, decided to stay in Cleveland and marry Francis Pettay, WHK-WCLE announcer. She got the show offer while the Vanities was running at a local theatre. Announcement of the decision was made during a WHK program, with Pettay interviewing his fiancee.

BOB GARRARD, CBS Hollywood news commentator, is an accomplished linguist. Besides several foreign languages, he can speak 18 Indian dialects.

LOUIS J. LINK is named as manager of WSUN

WITH the formal resignation Feb. 29 of Harold H. Meyers as manager of WSUN, St. Petersburg, Fla., City Manager Glenn V. Leeland of the city's radio control board announced that Louis J. Link, chief engineer and assistant to Mr. Meyers, had been appointed as manager at $3,600 a year without commissions.

Mr. Meyers had managed the station, licensed to the St. Petersburg Chamber of Commerce, on a salary-commission basis since December, 1935. A native of St. Petersburg, he started in radio in 1929 at WCAU and WPEN in Philadelphia after graduation from Stetson University. He planned to go to New York to enter radio work. Mr. Link's duties as chief engineer have been taken over by William Mitchell, WSUN, shares 60% of his time with WFLA, Tampa. An application has been filed on behalf of WSUN for transfer of its license to the City of St. Petersburg.
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions

WFBR, Baltimore
Cherry Specialty Co., Chicago, candy, 5 ft weekly, thru Coe, Guy & Walter, Chicago.
Grove Labs, St. Louis (Bromo-Quinoid), thru Stack-Goble Agency, Chicago.
Omega Chemical Co., Jersey City (Omega Oil), 30 ft, thru Brown & Thomas, N. Y.
Joseph Testly & Co., New York, 13 ft, thru Blackett-Sample-Hum-erton, N. Y.

WHK-WCLE, Cleveland
Bedu Labs, Cleveland (cosmetics), 3 ft, thru Carpenter Adv. Agency, Cleveland.
Climas Cleaners Mfg. Co., Cleveland, 4 ft weekly, thru Carr Liggett Adv., Cleveland.
Congress Cigar Co., New York (La Falina), 12 sp, thru Marcus & Pratt, N. Y.

KCCL, Toronto
Drug Trading Co., Toronto, 2 sp weekly, thru J. Gibbins Ltd., Toronto.
Enoch Morgan & Sons, New York (Sapolio), 10 ft, thru Eyring & Koziarz, New York.
Centex Medicine Co., New York (Ar-rid), 15 ft, thru Curl, Boston, thru Spot Broadcasting, N. Y.
Adam's Biscuits (almond), thru Marsh & Co., thru Lorden & Holt, N. Y.

KIND, Toronto
Aurora Labs., Chicago, (Clear-Again) 12 sp weekly, thru Erwin, Wasey & Co., Chicago.
Joy Candy, Chicago, 12 sp weekly, thru Merchants' Library, Chicago.
Indiana State Bottling Co., (Pepsi-Cola), 24 sp weekly, thru Law.

KECA, Los Angeles
Shell Oil Co., San Francisco (gasoline), 2 sp, thru Walter Thompson Co., San Francisco.

WCMJ, Ashland, Ky.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C., 6 sp weekly, thru Wm. Esty & Co., N. Y.
Chesapeake & Ohio Railway, Cleveland, thru McCann-Brockman, Cleveland.

WOWO-WGL, Fort Wayne
Krogger Grocery & Baking Co., Cin- cinatti, thru Cincinnati (Climax Co., Cincinnati.
American Chico Co., Long Island City (Dentynol), 50 sp, thru Badger, Brown & Henrey, N. Y.

WNEW, New York
Ford Motor Credit Corp., Edgewater, N. J., 24 sp weekly, 2 weeks, thru McCann-Brockman, N. Y.
Trenton-Plymouth Co., Corp., New York, 12 ft weekly, one week, thru Kayton-Spier Co., N. Y.

KGO, San Francisco
Antrol Laboratories, Los Angeles (Sharol, Antrol and Stay-By Control), thru J. Walter Thompson Co., Los Angeles.

KPO, San Francisco

KSSR, Santa Rosa, Calif.
Southwestern Life Insurance Co., San Francisco, 4 sp weekly, thru John C. Penney, New York (chain depar- tment store), 5 ft weekly, thru Pellar & Ryan, N. Y.

KLSR, San Antonio, Texas

WKRC, Cincinnati

KMPG, Beverly Hills, Cal.
Vogel & Hathaway, Los Angeles (cosmetics), 6 sp weekly, thru Mayers & Co., Los Angeles.


Hoffman Food Co., Los Angeles (candy), 5 sp weekly, thru Mayers & Co., Los Angeles.


KARK, Little Rock


Albrecht's Union Union Co., New York (pork sausages) 3 sp weekly, thru Small & Seiffer, N. Y.

Raymon's Tobacco Corp., Louisville (Big Ben tobacco), 2 ft weekly, thru Russell M. Seeds Co., Chicago.


Procter & Gamble Co., Cincinnati (Ivory soap), 3 sp, thru Compton Adv., Cincinnati.


WROK, Rockford, Ill.
Ford Motor Co., Detroit, 18 sp weekly, thru Oneida, Ohio, thru Chies, Rockford.

National Tea Co., Chicago, weekly sp, thru Schwimmer & Scott, Chicago.

Steelcraft Products, New York, 6 sp weekly, thru Spot Broadcasting, N. Y.


Gibbs & Company, Minneapolis, 6 sp weekly, thru Standard Oil Co. of Ind., 6 sp weekly, thru Bibers-Stark Adv., Chicago.

Wander Co., Chicago (Ovaltine) 10 sp weekly, thru Blackett-Sample-Hum- erton, Chicago and MBS.

CNXW, Wingham, Ont.
McFadyen Seed Co., Winnipeg, Man., 100 sp, thru Norris-Patterson, Win- nipeg.

Bayer-Semenas Co., Wilmington, Del. (seed disinfectant), 40 sp, thru Thompson & Rock & C., Cincinnati.

Eastern Steel Products, Presto, Ont. (poultry equipment), 65 sp, thru Cockfield, Brown & Co., Toronto.

Fred A. Lalmann Co., Montreal (bread), 78 sp, thru Stevenson & Scott, Montreal.

Thos. J. Lipton Ltd., Toronto (tea), 255 sp, thru Vickers & Benson, To- ronto.


Ogilvie Flour Mills Co., Montreal, 65 sp, thru Wm. Gibbons, Ltd., To- ronto.

KSL, Salt Lake City

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BROADCASTING • Broadcast Advertising

"You might also tell Dr. Gallup that we reach the 60% who get 90% of Montana's payroll!"
WKY is the only station neither owned and operated by the National Broadcasting Company nor on the basic Red Network, which feeds a production program to the network. WKY furnishes two such programs. These two, Cameos of Melody on Tuesday and Southwestern Serenade on Saturday, mirror the network caliber of all WKY productions.

Without any request for mail on either program, Southwestern Serenade shows mail from 38 states, every Canadian province and the South American Republic of Colombia. Cameos of Melody has 21 states and two Canadian provinces represented in its mail count.

WKY's production department plans and produces the two shows WKY's staff furnishes the talent. WKY's announcers form a definite part of each production WKY's musical director creates the glittering special arrangements. WKY gets applause from coast to coast.

Because of such sparkling programming WKY is able to get noteworthy results for sponsors . . . is able to stay in the front rank of stations repeatedly cited for a power to win and hold listeners and for outstanding performance in product exploitation in the Southwest.
"It will earn beyond expectations
It will create listener interest beyond human conception"

— says Faust Couture, Treasurer of WCOU, Lewiston, Maine.

Stations of All Sizes... at All Points of the Compass... Are Praising the Novachord, as the Newest NEWS for Radio!

You can make the Novachord more than earn its way, building new listener interest for your station. For this most versatile of musical instruments is being acclaimed everywhere as the newest news in music for radio.

Your pianists can start using the Novachord the minute it is delivered to your studios. For it is played like a piano, on a piano keyboard . . . and it will produce beautifully clear piano-like tones.

Then, as the Tone Selectors are turned, you hear the musical effects of vibrapharp, 'cello, flute, trombone — and dozens of others.

Hear the Hammond Novachord. Play it yourself. Discover how it gives the musician an entirely new way to express his musical ideas . . . a new versatility that never grows old!

Telephone, or visit, your Hammond dealer TODAY. Or, for brand new presentation, especially prepared for radio stations, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago.

HAMMOND ORGAN STUDIOS:
New York — 50 West 57th Street
Los Angeles — 3328 Wilshire Boulevard

You just turn the Tone Selectors as you play. And the Novachord adds musical effects of French horn, violin, guitar — and actually dozens of others.

See... Hear... Play...

THE HAMMOND
Novachord

at the Hammond Organ Studios . . . in the Hammond Building, 50 W. 57th St., N.Y.

from WCOU,
Lewiston, Maine

"Commercially measuring the Novachord would be like breaking dawn on open door. The Novachord can not be measured. It will earn beyond expectations. It will create listener interest beyond human conception.

"Wherever the Novachord is used commercially it has tapped a charge. It is needless to admit that the charge has long since paid for the instrument. "The insistent demand of the listener for more Novachord programs has forced us to use it as a top sustaining station feature. We can well afford to do it after having pulled our coat out of it commercially. Now, our Novachord stands as the instrument for the unique, the different and the dignified."

Faust Couture
Treasurer, WCOU

from WEMP,
Milwaukee, Wisconsin

"We are happy to be able to tell you a few facts about the Hammond Novachord because it has brought us, personally, so much pleasure, and because our listener-response to it has been so favorable. We have been using the Novachord for a little more than six months, and in that time it has proven itself to be the most versatile musical instrument we have ever found."

"We are certain that the Novachord has already taken its place very near to the top of the list of legitimate musical instruments. By that I mean that the Novachord is definitely not a novelty instrument which will have its day and then pass into oblivion, but rather that it will continue to grow in popularity as new uses for it are found. We feel that it is not an "imitator," but rather that it is a very versatile musical instrument in a class all by itself."

Bert Mulroy
Asst. Program Director, WEMP

from WLAC,
Nashville, Tennessee

"While we have not had our Novachord long enough yet to determine just how we can make best use of it, we have already received from listeners the installation of this instrument is proving a creditable addition to our programming."  

F. C. Sowell
General Manager, WLAC

from KTSW,
Emporia, Kansas

"Without a question of a doubt the Novachord has added greatly to our programming facilities. We have been especially impressed with the fact that the instrument is so versatile and can be used for nearly every musical requirement from background to feature work."

K. W. Trimble
General Manager, KTSW
ADAM HATS, New York, has sponsored two more prize fights in its series on NBC with Sam Quah and Bell Stern describing the Conn-Lissowich light-heavyweight bout on Feb. 28 from Miami, and on March 1 the Pastor-Suvold heavyweight fight from Madison Square Garden, New York.

SHELL OIL Co., San Francisco, recently renewed its participation in the campaign for KMPC and three spot announcements for best solutions. Donald O’Keefe, New York, is agency.

VANTI PA-PH. A Corp., New York, is planning to add a station in Cleveland, as yet unselected, to the group now carrying weekly spot announcements promoting the company’s melon drink in stations of the South and on WNEW, New York. Erwin, Wasey & Co., New York, is agency.

MUTUAL OPTICAL PLAN, New York, which recently appointed Kline-ERV. Adv. Corp., New York, to handle its advertising, is using three quarter-hour and two five-minute programs weekly on WMA. New York, and five minute programs at intervals on Gene King’s recorded Midnight Jamboree program on WEVD, New York.

NEW strip show, Our Friendly Neighbors, was arranged for Don Lee presentation on the West Coast by C. S. Beardsdale (center), Miles Laboratories v-p, during a recent Coast visit. Here he congratulates Karl Kreisinger, of San Diego, new president of the Retail Drug Assn., as Frank G. Clancy, Dr. Miles California Co. general manager, watches. The new strip supplement, Newspaper of the Air on the same network. Associated Adv. Agency has the account.


Sunnyvale Packing Co., San Francisco (Rancho Sausage) recently signed for 362 five-minute participating spots five times weekly, Monday through Friday on the KFOC program on KFRC, San Francisco. Account placed through Lord & Thomas, San Francisco.

John Burlinson, director of Sheffeld Farms Co., New York, has been appointed advertising manager.

NO-SIREE! I WANT THE KIND ADVERTISED ON WIBW

Merchants throughout Kansas report that housewives insist on receiving brand names which are advertised over WIBW.

“We can tell almost to the minute when WIBW starts mentioning any of the products we carry,” they say. “Our sales start skyrocketing at once. That’s why we like to know about such advertising plans in advance. Then we can stock up to meet the demand that always comes.”

So, Mr. Advertiser, whether your problem is one of sales or distribution, WIBW is the quickest, surest and most economical way to get the results you want . . . and we’re ready to prove it to your satisfaction.

And half way across adjoining states.
Mr. Sol Taishoff,
Broadcasting Publications, Inc.,
Suite 870, National Press Bldg.,
Washington, D. C.

Dear Sol:

Those "six stars" that decorated WWVA's listing in your recent advertisement in BROADCASTING, in which you presented to your readers those radio stations that use your excellent publication to shout their wares, gave us quite a "kick".

It hardly seems possible that six years have slipped into the discard since we inserted our first single-column full in BROADCASTING. It must be the pleasant company that speeds the flow of sand!

And here's a confession: Six years ago we were of the definite opinion that you were doing a trade publication job for the broadcasting industry that merited an advertising contract from us. No, indeed: not charity, but honest-to-goodness appreciation! But as yearly stars were added to our account by you, our appreciation for the downright advertising value of BROADCASTING grew. Like your stars, our production figures increased, and today we are pleased to say that business is extremely good - in fact, it's been that way for a long time!

We are not going to hop into that limited classification of successful advertisers who can never quite take off the wraps and say: "You're doing a swell job for us"! But we are going to say that it is our opinion that BROADCASTING has played its specialized part well in taking our success stories into the right circles. After all, business has been and is good at "The Friendly Voice From Out of the Hills of West Virginia". Who dares ask for more?

Cordially yours,

WEST VIRGINIA BROADCASTING CORP'N.

[Signature]

GEORGE W. SMITH
Managing Director

gws/mc
... as yearly stars were added to our account by you, our appreciation for the downright advertising value of BROADCASTING grew.

Like your stars, our production figures increased...

today business is extremely good."

And speaking of “advertising value,” Fort Industry Co., stations, of which WWYA is an important unit, early in 1940 doubled their advertising appropriation for BROADCASTING.
Duff Cooper... 6 Months in the United States

But it took KSFO to put him on the air!

- Alfred Duff-Cooper, outstanding figure in international relationships! The famed British cabinet minister who resigned as First Lord of the Admiralty in protest of the Munich Pact!
- For six months, Duff-Cooper has packed audiences before American lecture platforms with his intimate behind-the-scenes pictures of international diplomacy, of causes and effects.
- But never in those months has he consented to putting his words into a microphone. Never, that is, until he came to San Francisco and Oakland. Then, for the first time, KSFO presented him to eager audiences beyond the lecture halls.
- That KSFO scooped the rest of the country with Duff-Cooper is unimportant. What IS important is that KSFO's alertness is typified by this feat...that KSFO showmanship, plus Columbia's outstanding features, keeps KSFO at the peak of popularity in Northern California.

SEE'S CANDY SHOPS, Inc., Los Angeles, West Coast distributors and manufacturers, will sponsor the five-week quarter-hour Headline Hour program on three Southern California Don Lee network stations (KHI, KPH, KFB), Monday thru Friday, 10:10-11:15 a.m. Program features Jimmy Doyle, commentator, who goes behind the scenes to expose propaganda in the news. A different type of letter contest is being conducted each week. Tony La Piana handles the commercials. Melvin A. Jensen is producer and account executive for the agency, Elwood J. Robinson, Adv. Agency.

CUDAHY PACKING Co., Chicago (Tang), consistent users of West Coast spot radio, on Feb. 12 started participation six times weekly in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Contract is for 52 weeks, with placement through Reiff & Wittenberg, Chicago.

MILLER BREWING Co., recently sponsored a full-hour blow-by-blow description on WTMJ, Milwaukee, of the final in the Milwaukee Journal Golden Gloves amateur boxing tournament, refereed by Benny Leonard, former lightweight champ. Russ Winiarski handled the running commentary. Rickard, Mulberger & Hicks, Milwaukee, handles the account.

DR. BALLARD'S DOG FOOD, Vancouver, has started five-minute animal friend talks twice weekly on CFRL, Toronto, as a test. Tandy Adv. Agency placed the account.

BARKER'S BREAD, Toronto (chain basis), has started a weekly test campaign on CFRB, Toronto, with Minute Mysteries. Account was placed by Tandy Adv. Agency in Toronto.

CENTRAL NATIONAL BANK, Des Moines, on Feb. 23 started sponsoring Robert Burdine's quarter-hour Sunday newscast on WHO, Des Moines. Agency is R. J. Potts & Co., Kansas City.

SEVEN-UP BOTTLING Co., San Francisco, recently started a campaign in Northern California, using KSRO, Santa Rosa, and KSEE, Santa Cruz. The firm is buying 12 spot announcements each of five minutes in English and Italian on KSRO and 16 hours of studio time weekly on KSEE. Account is handled by the agency.

STERLING PRODUCTS, Windsor, Ont. (Ayer's Pectolin), has started 15-week, twice-weekly spot announcements on CFRB, Toronto. The account was placed by Blackett-Sample-Hummert, New York, as agency.

BULLOCK'S Inc., Los Angeles, (department store with three outlets), in a two-week pre-Easter campaign on March 6 started using an average of 15 spot announcements daily on five Southern California stations—KFI, KNX, KHJ, KCO, KFWB. Agency is Dana Jones Co., Los Angeles.

MELARENS INVINCIBLE, Hamilton, Ont., (food products), on Feb. 15 a 13-week, twice-weekly spot campaign on a number of stations in Ontario, Quebec, Nova Scotia, New Brunswick, and Prince Edward Island. Account was placed by Russell T. Kelley Ltd., Hamilton, Ont.

LOMA LINDA FOOD Co., Arlington, Calif., (food products), through Lisle Sheldon Adv., Los Angeles, on Feb. 10 started using three-weekly participation in Morning Hostess on KFRC, San Francisco. Firm is also currently sponsoring a five-week quarter-hour transcriptional musical program on KMPC, Beverly Hills, Calif.

J. C. PENNEY, New York (department store chain) on March 4 will start a transcribed serial drama, "Adopted Daughter," on KFI, San Francisco. Program will be distributed by the agency.

IT WAS a serious moment for this group when Frank Graham (right), distinguished narrator, signed the contract to portray Prof. Cosmo Jones on the weekly quarter-hour program, One Man Theatre, which started Feb. 22 for 26 weeks under sponsorship of D. Girardelli Co., San Francisco, (chocolate products), on CBS West Coast stations (KNX KARM KOIN KTV KBO, KPNY), Thursday, 8:15-8:30 p.m. (PST). Watching Graham initial the document are (seated), H. A. (Doe) Stephens, executive vice-president of Erwin, Wasey & Co., Los Angeles, agency servicing the account and (standing), Clyde Coombs, CBS San Francisco account executive. A heavy user of billboards and newspapers, this is the chocolate concern's first major radio in several years. Graham, as Prof. Cosmo Jones, presents one-man dramatizations of mystery stories during his weekly broadcast.

Pyr-Pro Campaign

FYR-PRO CORP., New York, on Feb. 15 started an institutional campaign for its alarm fire extinguishers on WOR, Newark, featuring Arthur Tracy, the "Street Singer," Sundays, 11-11:30 a.m. The company is also using five-minute programs several times daily on WEVD, WMCA, and WOR, New York, in the direction of Angelo Palange, radio director for the account agency. An intensive sales campaign for the product is also being conducted by James Elliott of the Elliott Organization, New York.

ASSOCIATED GROCERY M F R S. of America will hold its annual midwinter conference June 18-20 at the Homestead, Hot Springs, Va. Annual convention of the National Retail Grocers Assn. will start June 17 in New York.

PALACE HOTEL SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

Page 58 - March 1, 1940

BROADCASTING - Broadcast Advertising
KEYSTONE BROADCASTING SYSTEM PLANS WAX HOOKUP WITH NET TYPE OF CONTRACT

A NEW "wax network" project, to serve independent stations under a network type contract, with optioned time provisions and exclusive affiliation, has been revealed in literary senten to stations by Keystone Broadcasting System of Los Angeles.

Naylor Rogers, former manager of KNX, Los Angeles, is vice-president and general manager of the Keystone project. Other executives, according to the company's prospectus, include H. E. Aitken of New York, former motion picture producer as producer; Kenneth C. Davis, a partner in Davis & Schweger, music publishers and recorders as secretary-treasurer, and Herbert H. Aronson, of Los Angeles, described as a member of one of California's pioneer banking families and engaged in radio recording for the past year, as the new firm's vice-president.

Mr. Rogers has advised stations that since the proposition was broached last month, suggestions have come from "over 100 stations" and that the "demand for immediate action" has been such as to indicate prompt development. Keystone proposes to furnish stations four hours of sustaining transcriptions, or recorded programs, supplied by Davis & Schweger, along with suitable sustaining continuity. Stations would supply Keystone without cost 3 hours daily for the use of sponsored programs, with the time distributed as between 8 to 9 a.m., 12 to 1 p.m., and 6 to 7:30, Local Standard Time. For additional time for commercial programs which might be furnished, the station would receive $15 per hour for the first 12 hours during any one week and $20 per hour above that time. Station-break announcements during the optioned time would be held open for Keystone sponsorship with rates to be mutually agreed upon later. The stations would not be permitted to use any identifying announcement in connection with any other transcribed service during its daily schedule. The proposed agreement specifies that the station will remain an exclusive Keystone outlet, except for occasional local, State or regional hookups.

Stations were advised by Mr. Rogers that a national sponsor already has been committed for a 15-minute program daily. Keystone plans to open sales offices in New York, Chicago, and Los Angeles.

Reactions from stations, in some instances, were objectionable on the ground that the proposition was "one-sided" and not conducive to the best interests of radio. L. R. Hilliard, owner of KGKY, Scottsbluff, Neb., advised Mr. Rogers Feb. 16 that he felt the plan was not "complimentary to the intelligence of radio station heads". The optioned time request in the agreement, he said, falls at the peak advertising periods of each day, making the cost of the service "much higher than the finest chain affiliation that could be procured". Rejecting the proposition, Mr. Hilliard said that the $15-per-hour rate for the first 15 hours was "misleading".

The recent RADIO DAILY Poll names 8 stars on KSD programs in the 9 firsts selected as the nation's Leading Radio Entertainers, shown at the left. This poll follows similar surveys by the MOTION PICTURE DAILY and the NEW YORK WORLD-TELEGRAM, in both of which KSD programs carried 7 of the 8 firsts. In St. Louis, listeners turn their dials to KSD, knowing they are sure to get radio's outstanding entertainment.
AAA Picks May 16
THE 1940 convention of the American Assn. of Advertising Agencies has been postponed for May 16-17 at the Waldorf-Astoria Hotel, New York. Sessions open to AAAA members only have been scheduled for May 16, with advertisers and media guests invited to participate in the May 17 meetings and the convention dinner. J. C. Cunningham, vice-president of Newell-Emmett Co., is chairman of the committee on convention program.

JEROME FOLKART, president of Folkart-Winston Adv. Agency, New York, has formed the agency's first Chicago office. Agency at the same address, 276 W. 43d St. Telephone is Wisconsin 7-5903. New office personnel has been appointed. Irwin Winston, chairman of the board and executive vice-president of Folkart-Winston, has formed the Winston Adv. Agency at 305 W. 42d St., but has announced no details on personnel and accounts.

HAL BURDICK, radio director of Broadcast Advertising Corp., New York, has become director of sales and advertising of Filmmax Trailer Co., Chicago, company producing film trailer shorts. Thomas B. Ellsworth, former assistant director of advertising at Ross Federal, has taken over Mr. Hall's position.

WARREN E. KRAFT, vice-president and manager of United, Wasey & Co., Seattle, has been appointed chairman of the tour committee of the Seattle Chamber of Commerce, of whose board of trustees he also is a member.

JULES BUNDGUS, of Benton & Bowles Adv. Agency, public relations department, has been transferred to the agency's Hollywood office to handle exploitation of network shows. He succeeds Lewis Patterson, resigned.

CHARLES LEVITT, Los Angeles manager of Chas. R. Stuart, has been reappointed manager of the Los Angeles Bureau of the Golden Gate Inland Empire Division, which covers Treasure Island, San Francisco, and surrounding territory.

JOHN E. FINNERAN, formerly vice-president of Benton & Bowles, New York, has joined Warwick & Legler, New York, as a vice-president, stockholder and member of the board of directors. Mr. Finneran was previously national advertising director of the Scripps-Howard Newspapers.

JOSEPH HEBERSI, formerly with Ed Thorgersen at Movietone News, has joined the publicity staff of Benton & Bowles, New York.

BURT COCHRAN, formerly of J. Sittel & Boni, New York, and previously with McCann-Erickson for 14 years, has joined Benton & Bowles, New York, as vice-president. Mr. Cochran was appointed manager of Mid-West office in 1927, and in 1937 took charge of new business for that agency's Chicago office.

CHESTER WILLIAMS, formerly of N. W. Ayer & Son, San Francisco, has joined the agency as director of operations. Mr. Williams, as production manager and time buyer, he succeeds J. E. Griswold, re- signed.


JOHN D. MORGAN, formerly an associate of the Radiolite Co., Chicago, sound equipment firm, has been appointed radio director of The Phil Gordon Adv. Agency, 840 N. Michigan Ave., Chicago. Previously a direct mail and selling concern, this is the first venture into radio for the agency.

MEL WILLIAMSON, producer of Hixon-O'Donnell Adv., Los Angeles agency, on the CBS Calling All Cars program, was honored guest at a testimonial banquet Feb. 10, following the last broadcast of that series under sponsorship of the Orange Oil Corp.

HELEN SINCLAIR, formerly an account executive of Schwimmer & Scott, Chicago, has accepted a position in the radio copy department of Rutbrought & Ryan, New York.

TOM COOPER, account executive of J. Walter Thompson Co., Los Angeles, recently was transferred from the San Francisco office.

J. O. BAUER, manager of New York media for Lord & Thomas, has been named chairman of the agency's media coordination committee. Engrossed Fonseca, associate on Los Angeles account, Strike cigarettes, has been elected a vice-president of the agency.

TALBOT JOHNS of the publicity department of GM, New York, has been transferred to the agency's Minneapolis office, effective March 1, to work on the Northwest Airlines, General Mills and State of Minnesota accounts.

LIBERT, G. A. HAMBLIN, account executive of F. H. Hayhurst Co., Toronto agency, is now on active service as a member of the Toronto Scottish Regiment.

IVY MAISON has joined Benson Co., Toronto agency, as account executive.

GORDON ST. CLAIRE, formerly advertising manager of Albert Miller & Co., has joined Schwimmer & Scott, Chicago, as account executive.

APPROF PRODUCER!
JOIN UP with WAIR! Make SURE your product has a maximum audience of money-spenders! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!

WINSTON-SALEM, North Carolina
National Representatives
Sears & Ayer

Winograd, Illinois
•
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FARGO, N. D.

For A Big Chunk of Illinois—Use WSOY

392,000 listeners—Over half the population; 27% of all homes

Serve the World's Soybean Center
Central Illinois

WINSTON-SALEM, North Carolina

WEBER, Decatur, Ill.

WSOY

1200 WATT DAILY

BROADCASTING • Broadcast Advertising

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MAXINE UPHAM, formerly an account executive of Stack-Goldhe Adv. Agency, San Francisco, has joined the Los Angeles office of Sidney Garfinkel Adv. Agency. Mrs. Garfinkel has been added to the staff as copy writer. She was formerly with C. H. Baker Co., San Francisco (Cal.).

WILLIAM B. MOSLE has been elected a director and secretary of Morganretched & Co., New York, according to an announcement by M. S. Reichner, president of the agency.

MITCHELL J. HAMILBURG, who has been granted central offices of the New York, according to an announcement by M. S. Reichner, president of the agency.

DOLAN & DOANE, Hollywood talent office, has established New York offices in the M KO R. Ken Dolan is in charge and will divide his time between the two offices.


ARTHUR E. MARTIN Inc., Chicago advertising agency, has moved to 307 N. Michigan Ave. New telephone is Central 2929.

WMBC, Detroit, has appointed Foroe & Co., New York, as its national representative.

WLKH, Laconia, N. H., has appointed Joseph McGilvra as its exclusive national representative.

RADIO ADVERTISING Corp., national representative firm, announces its appointment as representative of WCAH, Pontiac, Mich.

CKSO, Sudbury, Ont., has appointed All-Canada Radio Facilities, Toronto, as exclusive representative.

JOHN LIVINGSTONE, Pacific Coast manager for International Radio Sales, recently underwent an eye operation in San Francisco.

WILLIAM K. DORMAN, manager of John H. Perry Associates, New York, has returned from a Florida vacation as guest on the yacht of W. G. Pape, manager of WALA, Mobile.

JAMES WADE, salesman of Free & Peters, New York, station representatives, on Feb. 26 returned to his desk after a week's attack of influenza.

Woodmen Anniversary

WOODMEN ACCIDENT Co., Lincoln, Neb. (life, accident and health insurance), has started a 13-week campaign on five stations honoring its 50th anniversary. Programs selected are built around local station personalities and include varied music. Quarter-hour, three-weekly shows and those featured are as follows: KNX, Homer Griffith; WHO, Bob Talyor & WCCO, Tom Breen; WLW, Paul Allison. The WLS Barn Dance, featuring Jack Stillwell, is the addition to the program and is heard for 15 minutes once-weekly. Presba, Fellers & Presba, Chicago, is agency.

ALL-TIME high of 68 subscribers to the services of the Co-operative Analysis of Broadcasting has been announced by A. H. Johnson, manager of the CAB. The CAB, maintained through the ANA and the AAA cooperative, starts its 12th year of activity in March.

Selinger's Affiliation

HENRY SELINGER, well-known in radio as a program creator, has joined Sherman & Marquette, Chicago, as radio director. For the last several years Mr. Selinger has been a radio executive of Blackett-Sample - Hummert, Chicago. Among the programs originally established on the air by Mr. Selinger are "Amos 'n' Andy", "Little Orphan Annie", the first children's serial; Clara Lu & Em; Painted Dreams, the first daytime serial; Lam & Abner and many others. In former years Mr. Selinger was manager of WGN, Chicago, radio director of Lord & Thomas and later director of the NBC Talent Bureau. He takes up his duties with Sherman & Marquette March 15.

Edward W. Hellwig

EDWARD WATKINS HELLWIG, 45-year partner of Hellwig-Miller Co., New York advertising agency, was announced on Feb. 19 died suddenly in his office. Mr. Hellwig founded the E. W. Hellwig Co. in 1920, changing the name of the firm to its present title in 1938, when Charles L. Miller became a partner. Mr. Hellwig is survived by his wife, Catherine, and one daughter, Mrs. Orleans Batson.

GEORGE H. HUMMEL, former executive vice-president of P. Lorillard Co., New York, has been elected president of the company, succeeding the late David H. Ball.

Expands Into Radio

SAWYER, FERGUSON & WALKER, newspaper representatives, have announced the opening of a radio department to act as sales representatives for radio stations. First stations to be represented are WGN, Robert, which is affiliated with the Richmond News-Leader, and WGN, Newport News, Va., owned by the Newport News Press and Times-Herald. Manager of the radio division in the company's New York offices in the Lincoln Bldg. will be Fred Anderson, formerly in the media research department of Benton & Bowles, and previously of NBC. Clark Stevens is in charge of the Detroit office in the New Center Bldg., and J. H. Sawyer is head of the Chicago office in the 338 Bldg.

Gellaty Also Rep

WILLIAM G. GELATY, president of Gellaty Inc., New York advertising firm, on Feb. 21 announced the addition of a station representation department to the program activities of the company. The new department will operate independently of the program division. First client was revealed Feb. 23 with the announcement by T. S. Marshall, president and general manager of Civic Broadcast- ing Corp., of the firm's appointment as national representative of the new WOLF, Syracuse. The new station is expected to start operating April 1.

WIRE, Indianapolis, inaugurated its nighttime power increase to 6,000 watts early in February.

Get Out from Behind the Eight Ball

Are Your Clients Singing "Behind the 8 Ball Blues"?

- That sad song never reaches our ears once sponsors use the WPEN logo, which is a way of reaching over a million English, Italian, Jewish and Polish-speaking homes.

- Listeners remind us constantly of the WPEN over a range of houses, when they call in to talk about the program over the radio.

WE'RE IN THE ARMY NOW!

THE SIXTH DIVISION, U. S. Army, 9,000 strong, is stationed at Camp Jackson, five miles outside Columbia, S. C. home of Station WIS. WIS plays an important part in the recreational life of this army community, and no small portion of its $235,000 monthly payroll goes to WIS advertisers.

Alert beverage and tobacco clients are cashing in on this bonus market created by Uncle Sam. Cigarette and proprietary advertisers will also find it a desirable medium to reach the nationwide audience already served by WIS.
Bill Clips FCC Authority

Make a Note of This...

KARK is consistently doing a bigger job—for bigger customers—than any other station in Arkansas! Before doing business in Arkansas, do business with KARK!

LITTLE ROCK, ARK.
890 KC—1,000 Watts

N.B.C. and Southcentral Quality Network. Comprising

WMC, KARK, KWKL, WSMB, KTB
Edward Petry & Co., Inc., National Representative

Strictly Stenchy
CONTEST to end all contests is being conducted on KYOO, Tulsa, by Ed Coontz on his daily 45-minute KYOO Morning Watch. Coontz is offering a set of Arctic Trimmers to the person sending in the "ouiest" joke of the week. Worst joke of the month earns him a $30 Nesco electric roaster. Mail count on the program is reported as having jumped more than 400% since the contest started.

seriously or repeated a nature as to show clearly that the licensee or applicant is not qualified in character to operate a station.

We do not put newspapers out of business because of occasional infractions of laws against libel, obscenity, defamation or any other improper utterances. We punish the persons responsible by fines, imprisonments or damages. Why should any other principle apply to radio station licensees?

New Station Grants
Hitting the mooted question of competition from new stations, Mr. Ditter said obviously a newcomer should not have the right to replace an established station unless there is some consideration of public interest involved. He charged that the Commission "under the influence of a deluge of authoritarian jurisprudence is taking the position that it may grant any application for a new station or for an increase in power or change of frequency for an existing station without hearing, no matter how disastrous its action may affect any existing station or the public served by that station."

Assuming it is not necessary to put a station off the air to ruin it, Mr. Ditter declared that if another station is placed on the same wavelength so close that interference is caused over most of the area served by it, then its usefulness is effectively destroyed. Until last year the FCC itself did not entertain any such notion of its powers, he pointed out.

To remedy this situation, he said his bill provided that the Act be amended to require hearing where the Commission's action would aggrieve or adversely affect the interests of any holder of a license or any applicant therefor.

Mr. Gannett in a letter Feb. 23, in St. Petersburg declared that since Sept. 8, when a limited national emergency was declared, the President has had the power of life and death over every station. The powers conferred on the President over radio were described by the publisher-broadcaster as the same powers with which Adolph Hitler is keeping the German people in the dark, the powers that Stalin and Mussolini have over the radio in Russia and Italy.

Urging enactment of the Ditter Bill, Mr. Gannett said freedom of speech over the radio "is another battleground for preservation of our civil and constitutional liberties." The President, Eli- liott Roosevelt, he said, "had the courage to come out against his father and oppose vigorously restrictions on freedom of speech on the air."

Baukhage Shifted
BAUHAGE, NBC Washington commentator, on Feb. 19 returned to a regular news commentary spot on the NBC-Blue National Farm & Home Hour, resuming his post on the program after an absence of nearly 17 months, during which he handled special NBC news assignments in this country and Europe. In the new series, Baukhage comments on the national news, on the light of his personal experiences on the European front and in Washington.

LENOX R. LOHR, NBC president, New York, has donated a large silver trophy which will be awarded for the best collection of United States stamps on display at the annual International Stamp Exhibit currently being held in Hollywood.
Equipment

STROMBERG - CARLSON has announced a new high fidelity wide-range speaker designed for monitoring both A-M and F-M broadcasts. The useful response range extends to better than 30,000 cycles per second, with a frequency response essentially uniform over an angle of 100 degrees. The cabinet incorporates three exclusive Stromberg-Carlson features — Labyrinth tuning, a spring-pin speaker cone edge support, and a coiled spring arrangement of the high frequency speaker within the hollow of the cone of the low frequency speaker.

GATES AMERICAN Corp., Quincy, III., has announced installations of Gates 250-kw transmitters at WATW, Ashland, Wis.; WPAD, Paducah, Ky.; KORN, Johnstown, N. Y.; WCI, Jonesboro, Ark.; WBUS, Anderson, Ind.; and WTM, Jamestown, N. Y. Also announced is the installation of Gates multiple input program amplifiers in the radio room of the House of Representatives, Washington, D.C.

RCA MFG. Co. has acquired building property at Bloomington, Ind., where it will establish another modern factory for producing “Nipper” table model radios. The new location was acquired as part of the company’s expansion plans, and manufacturing facilities are to be installed immediately, with the prospect of starting production by mid-year. Company officials indicated that all employees, except a skeleton supervisory staff, will be recruited in the Bloomington area.

BROADCASTING reports that the HAMMOND manufacturing plants in Chicago, Hammond, Ind., and Hollywood, in which it employs more than 15,000 persons, have increased their production of full time to 1,000- watt transmitters, which will be used for nighttime broadcasts. Although the equipment was not scheduled for delivery until April, it was delivered and ready for use prior to the expected time.

WMCA Starts Building Of Kearny Transmitter

WMCA, New York, is starting work immediately on the construction of a 5,000-kw transmitter at Kearny, N. J., which will replace its present Flushing, L. I., site on completion of the installation, expected in May, according to WMCA engineers. Authority to increase its power from 3,000 watts full time to 5,000 watts daytime and 1,000 watts nighttime power and to construct a transmitter at the Kearny location was granted Feb. 7 to WMCA by the FCC. Three 325-foot towers built in parallel formation and spaced 385 feet apart, will concentrate the signal in the metropolitan area.

Transmitter will be housed in a modernistic structure of white terra cotta, windowless but with partial glass brick walls. Building is completely air-conditioned and temperature-controlled, will house emergency equipment as well as the primary transmitter. Equipment was furnished by RCA to specifications drawn by Frank Mary, WMCA chief engineer, who will direct the transmitter installation. RCA engineers also cooperated in the design of the transmitter building.

An up to the minute control console that effects practically complete multi-rack control from the operator’s desk. A mighty smart looking bit of merchandise also, that gives that added commercial touch to the studio group.

Here is

“the other barrel”

Since recent announcement of several new Gates speech units broadcasters asked for “the other barrel”. Well here it is, in part at least, and you can obtain a swell 12 gauge load of information on the complete new 1940 Gates speech equipment by writing for the Gates catalog, just off the press.

Interviews Duff-Cooper

JOHN NELSON, who conducts Dally’s News on the YANKEE NETWORK, Chicago, Illinois, is a former speaker designed for monitoring both A-M and F-M broadcasts. The useful response range extends to better than 30,000 cycles per second, with a frequency response essentially uniform over an angle of 100 degrees. The cabinet incorporates three exclusive Stromberg-Carlson features — Labyrinth tuning, a spring-pin speaker cone edge support, and a coiled spring arrangement of the high frequency speaker within the hollow of the cone of the low frequency speaker.

Jonesboro, Ark., and Hollywood, in which it employs more than 15,000 persons.

WSAZ, Huntington, W. Va., has installed an automatic tone beat for time signal broadcasts. Designed by Glenn E. Chase, chief engineer, the device couples an audio oscillator with an electric clock so that a musical note is heard every hour. The note is A above middle C and lasts one second.

KIRV, Sherman, Tex., is erecting two 300-foot steel lattice towers and has let the contract for a free road transmitter building to be located between Sherman and Denison, to house a new 1,000-kw WE transmitter. The station received an authorization to change frequency from 1310 to 880 kc. unlimited. The complete antenna system was designed by A. Emil Cullum Jr., Dallas consulting engineer. Planning and construction by the new transmitter also will be WE.

HAMMOND INSTRUMENT Co., Chicago, manufacturer of the Hammond electronic organ, has introduced a new electrical “reverberation control” device to the tone cabinet which by producing echo characteristics is claimed to give the instrument a tone like that of a church organ.

A NEW MONITORING loudspeaker, employing a newly-designed permanent magnet mechanism which requires no power supply and housed in a cabinet permitting an unusually wide angle of sound distribution, has been announced by the Radiation Unit (Model 64-B) combines the double voice coil speaker mechanism with a folded horn cabinet, enabling full frequency reproduction of all frequencies between 60 and 10,000 cycles, RCA says, with cabinet resonance eliminated by the folded horn and closed back. Diffusing vanes in front of the cone spread the sound over a 100-degree angle at 10 watts and the speaker mechanism is equipped with a permanent magnet field requiring no power supply. Model is rated at 10 watts and has a 15 ohm input impedance.

Gates added two extra shields to the audio transformers in their new pre-amplifier series making them the answer for low background transmission. Small, high gain and universal in-out impedances make it the complete pre-amplifier.
COAST RWG, AFRA FORM JOINT GROUP

An INTER-GUILD council has been established between Western Division of Radio Writers Guild and Los Angeles chapter of AFRA, to coordinate relationship of the two organizations. A committee of three from each group will work out mutual problems. Representing RWG are Thomas Conn, Sawyer, True Boardman and Donald H. Clark. AFRA committee consists of Gayle Gordon, Donald Wilson and Fred MacAye. Establishment of the council marks the end of a long-standing feud between RWG and AFRA during which the latter refused to surrender jurisdiction over KNX, Hollywood, staff writers until their guild could show a majority of members employed on the station. Following several holdouts among them, the KNX writers recently voted unanimously to join RWG, paving the way for complete accord with AFRA.

Although major Los Angeles area transcription and production concerns have not participated, Western Division of RWG announced that virtual approval of its proposed minimum basic agreement was given at a meeting of representatives from all groups held in Hollywood on Feb. 16. Who represented the transcription concerns at the meeting shrouded in secrecy, but representing the writers were Forrest Barnes, president of RWG; John Boylan and attorneys George Bodie and Aubrey Finn. RWG also stated that several transcription concerns not represented at the meeting telephoned their approval of the proposed contract and announced that they would sign after suggested revisions had been made and languageclarified.

Leads Your Products to Increased Sales

WDZ ably covers one of the nation's richest farming, oil-producing, and industrial areas. It's almost evenly divided between busy urban areas and prosperous farming territory—an ideal set-up for consistently steady buying. Besides the rich agricultural region in its primary area, WDZ blankets Champaign-Urbana, Decatur, Danville and Springfield (Illinois) as well as Terre Haute, Indiana. Write for new brochure of facts!
COLUMBIA TO PRESS
LANG-WORTH DISCS
EFFECTIVE March 1, all transcriptions produced by Lang-Worth Feature Programs will be recorded and pressed by Columbia Recording Corp., CBS subsidiary. Contract, representing the first large account secured by the recording company since the formation of its new transcription and commercial record division a month ago, was signed Feb. 20 by Ralph Wentworth, president of the producing company, C. O. Langlois, general manager of that firm, and William A. Schudt Jr., head of the CRC transcription division.

Mr. Wentworth stated the new contract was made in anticipation of a large expansion in his company's tax-free releases. "We expect," he said, "that as a result of the proved success of Broadcast Music Inc. the industry will now see the tremendous advantages of securing a large reservoir of this music. Lang-Worth currently has more than 2,500 selections of tax-free music in transcription form, including 500 popular tunes under our ownership and control, many of which will now be recorded and released by Columbia. Our plans call for expansion of monthly releases throughout 1940, together with inclusion of new music from BMI as quickly as available and exploited by the networks."

CONTRACT to have all Lang-Worth tax-free musical productions recorded and pressed by the transcription division of Columbia Record Corp. is signed by Ralph Wentworth, president of Lang-Worth Feature Programs, while C. O. Langlois, general manager of Lang-Worth, and William A. Schudt Jr., manager of CRC transcription division, smile.

Haskins Soap Drive
HASKINS BROS. & Co., Omaha (Blue Barrel and Triiby soaps), has started a 26-week campaign of participation announcements and five-minute local programs on WHO, Des Moines; KFAB, Lincoln; KORN, Fremont, Neb.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KPEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb. Before starting the campaign, managers of all the above stations met in Omaha for a tour of the soap plant. Presba, Fellers & Presba, Chicago, is agency.

Krueger to Place
G. KRUEGER BREWING Co., Newark, is planning a spring campaign of transcribed announcements for Krueger beer and ale, which is distributed from Maine to Florida, on a list of stations not yet decided. Warwick & Legler, New York, is agency.

HARMONSON CHICKEN HATCHERY, Keller, Tex., sponsor of Baby Pullet Man on WBAF, Fort Worth, has expanded the program from three to five times weekly. Charlie Tabor as the Baby Pullet Man, handles early morning talks to poultry raisers.

Wells, Warner and Trout Subbing for Elmer Davis
WHILE Elmer Davis, CBS news analyst is on a two week's vacation in Key West, Fla., from Feb. 23 to March 10, Linton Wells, Albert Warner and Bob Trout are filling Davis' broadcast assignments. Mr. Wells, noted traveling foreign correspondent, is handling Davis' thrice-weekly five-minute news period on WABC, New York, under sponsorship of the Grace Line.

Bob Trout, CBS are commentators, is covering the daily news summary period, 8:56-9 p.m. on CBS, while Warner, CBS Washington correspondent, and Wells share the reporting on the CBS daily 8-8:15 a.m. broadcasts from Europe.

Recently appointed by CBS to cover news from the Netherlands is Miss Marvin Breckenridge, noted American writer and photographer. New assistant to Edward R. Murrow, chief of the CBS European staff in London, is Erlind Echlin, chief of the London Bureau of News-Week Magazine.

Lydia Pinkham Spots
LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), about March 1 is starting a campaign of one-minute spot announcements on New England stations not yet selected. Erwin, Wasey & Co., New York, is in charge.

TO DISCOVER how much propaganda radio editors throughout America are receiving from foreign bureaus, Russell E. Pierce, publicity director of Warwick & Legler, New York, is sending out a postcard questionnaire to all radio editors of newspapers and magazines.

Henry Selinger
joins
SHERMAN & MARQUETTE INCORPORATED
Chicago, Illinois
March 10, 1940
as Radio Director
Student Drama

LOCAL high school dramatic students get a shot at treading the boards in original plays on the weekly Campus Playhouse, sponsored by Monnig's, local department store, on KFJZ, Fort Worth. Casts of each of the half-hour plays are composed exclusively of high school students, with no student appearing more than once. Auditions are held each week for new aspirants. With the series giving an opportunity to a large number of students by the single appearance rule, both sponsor and station have a solid tie-in with schools and students through school paper and bulletin board notices and classroom announcements. The series was renewed for the remainder of the school year after a 13-week trial, and the sponsor is considering carrying the program annually during the school term. Wally Ford produces the shows.

Health Protectors

DEALING with local health problems, WPEX, Philadelphia, has started a new public service series, Guardians of Public Health, presented under auspices of the city department of public health and arranged by Dr. W. J. Dunton, director of the department. The series features talks by various health department heads and personnel prominent in directing the health activities of the city. All talks stress prevention and give information on the health clinics and public medical centers in the city.

Missing Letters

FIVE contestants are asked to name a word after a broad definition of it is given, together with the word's consonants or vowels, on the new Missing Letters quiz feature conducted by Jerry Belcher on WRVA, Richmond, Va. Belcher also is conducting America's Thinks, for which it visits conventions and meetings all over the state to solicit spontaneous responses on subjects of topical interest via personal interviews. The latter show is sponsored by Larus & Bro. Co. for Edgeworth Tobacco.

Pin Money

TIPS on how to make extra money on sparetime occupations and hobbies are furnished by Robert D. Newman, The Extra Income Counselor, heard on the new weekly quarter-hour How to Make Money series of WEEI, Boston. A former newspaperman, Newman has made a hobby of meeting and knowing people who have made money from their hobbies while unemployed. On the programs he not only relates actual cases, but brings the people to the microphone to tell of their experiences.

Sports Prizes

NEW prize feature on KTSY, El Paso, is Sports-Eye Treasure Chest, sponsored by the sports publication, Southwestern Sports-Eye. A local phone number is called during each program, and the party answering is offered a sports question. If he answers correctly, he wins $100. If he fails, or if no one answers the phone, he receives $5, and the remaining $95 is carried over to the next program.

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Knew the Answers

P R O D U C T I O N staff of KDKA, Pittsburgh, got red faces recently during one of the G R E A T E R Pittsburgh Speaks quiz programs. Right in front of a studio audience of 100 the contestants, made up of two teams of fish salesmen and meat salesmen, suddenly produced a script on which was written the correct answers. The contestants passed it back and forth among themselves before sur- prised Dave Garaway, quiz master. With the contest headed for a tie, each side scoring 100% on each question, Garaway finally broke up the stalemate by ad libbing the concluding questions.

Leap Year Music

A R E C E N T L Y launched program on KG, San Francisco, Lyric for Leap Year, is a light and sophisticated musical program, featuring Dorothy Allen, songstress and Ted White, tenor. The idea was conceived some years ago by Carleton E. Morse, One Man's Family author.

Sports Board

A N E W S Sports Quiz program, in which authorities take on all questions offered by the audience, has been added as a Wednesday night feature on WWJ, Detroit. The replying panel comprises Sam Greene and E. A. Batchelor of the Detroit News sports staff, Gus Doria, U of Detroit football coach, and Paul Williams, WWJ announcer.

IT'S RESULTS THAT COUNT!

Over 300 progressive retailers, in Peoria and neighboring cities, use WMBD regularly to cover this prosperous Central Illinois market . . . and they renew year after year.

It's a rich, concentrated area . . . half industrial, half agricultural . . . with higher-than-average income and living standards.

Only by using WMBD can this 600,000 “Peoria area” be covered thoroughly and economically. It's one station that belongs on every National list.

NATIONAL REPRESENTATIVES

Free and Peters, Inc.

Member CBS Network

WMBD

Peoria, Illinois

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Craven and Ring Inspect Television

LARGE SCREEN television, developed by RCA, was demonstrated Feb. 24 to FCC Commissioner T.A.M. Craven and Assistant Chief Engineer Andrew D. Ring at Camden, N. J., in a second inspection trip made by FCC officials. It was reported the officials were impressed with the strides made in projection of television to a 4 x 6 ft. screen, utilizing 441-line RMA standards.

Commissioner Craven, chairman of the FCC Television Committee, which recommended limited commercial operation of 'visual radio,' spent Feb. 26 in New York to inspect visual operations there, including CBS, Dumont, NBC and other experimental installations.

Meanwhile, W. R. G. Baker, manager of GE radio and television engineering, predicted that recent experiments with television relay between New York and Schenectady, indicated successful "networking" of television within a short time. He predicted the first extensions would be from New York to Chicago and thence to Boston and New England. Use of automatic "repeater" stations to overcome limited coverage characteristics of the ultra-highs would permit networking of television, GE, RCA and other witnesses had testified before the FCC at the recent hearings.

Actors-Chorus Equity Eject

WALTER GREAZA, member of the council of Actors' Equity Assn., and Ruth Richmond, executive secretary of Chorus Equity Assn., have been appointed as representatives of their organizations on the five-man television administration committee recently agreed to by the various talent unions who have been contending for jurisdiction over performers employed in the television field [BROADCASTING, Feb. 15]. Representatives of the Screen Actors' Guild and of AFRA had not been named at press time, but it was expected that the AFRA board, at its meeting on Feb. 29, would appoint Emily Holt, executive secretary, and George Heller, assistant executive secretary, as alternate committee members.

KICA, Clovia, N.M., was authorized Feb. 20 by the FCC to increase operations from daylight to unlimited time at 1370 kc. with 100 watts.

MIGHTY MIKE SAYS

YOU CAN'T COVER PHILADELPHIA WITH AN OUT OF TOWN STATION

HERE'S EVIDENCE • THANKS TO N. W. AYER

N-W-AYER & SON
HEMMISCAPED ADVERTISING HEADQUARTERS
PHILADELPHIA

February 9, 1940.

Mr. Roger R. Lipp, General Manager, WFL.

Philadelphia.

Dear Roger-

You will be interested to learn that we had C.A.B. officials make regular telephone interviews on the subject of the Lone Ranger program as applied to Philadelphia listeners.

The tabulations indicated that the Lone Ranger was heard in Philadelphia over Station WFL and also over WNB.

1. For the period of September, October and November, 1939, 70.6 percent of the listeners heard the program over WFL and 29.4 percent heard it over WNB.

2. During the period of October, November and December, 1939, 76.3 percent heard it over WFL and 23.7 percent heard it over WNB.

Another thing that will interest you is the information revealed that the Lone Ranger is actually more popular in Philadelphia than it is throughout the nation.

I thought you might like to know this.

Sincerely yours,

C. H. Cottengin, Jr.

Vice President.

FOR LOW COST CIRCULATION IN PHILADELPHIA, ADVERTISERS BUY WFL NATIONAL REPRESENTATIVES EDWARD PETRY, INC. N.B.C., BLUE AND MUTUAL NETWORKS

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BROADCASTING • Broadcast Advertising
LESTER H. CARL, formerly chief engineer of KSIT, St. Paul, has been appointed engineer in charge of the WBBM-CBS transmitter near Glenview, III., according to Frank B. Palmer, operations engineer for the CBS-Central division, and chief engineer of WBBM, Chicago. Carl was named to succeed L. A. (Pat) Paulson, who died recently. At the same time, Palmer named D. H. Little as transmitter supervisor for the Glenview plant.

DICK BAYLOR, CBS Hollywood sound effects engineer, and Winifred Gayle were married in Altadena, Calif., Feb. 11.

ROBERT NICHOLS, recently resigned as chief engineer of KSRO, Santa Rosa, Cal., and was succeeded by Howard McCauley, with the station for the past year.

WILLIAM ROPPELLE, chief engineer of WOR, Newark, has been elected president and general manager of International Graybar Corp., effective Feb. 19. He succeeds the late Lewis J. Brown.

ROBERT MINTON has joined the engineering staff of WREX, Columbus, Ga., succeeding Drew Adams, who left to join AT&T.


GILBERT MCDONALD, control man of WOV, New York, is the father of a seven-pound girl born recently.

R. R. OWEN Jr., for 14 months with the engineering staff of WAPT, Atlanta, has joined WAPO, Chattanooga.

A. S. PARRISH, formerly radio service man in Unionville, Mo., has joined the engineering staff of KWOC, Poplar Bluff, Mo.

GILLETTE OWENBY, engineer of KV0O, Tulsa, Okla., is the father of an eight-pound girl born recently.

FRANCIS H. BOISVERT has been named chief engineer of WKNY, Kingston, N.Y.

SPECIAL tribute to the efficient transmitter staff of WOR, Newark, for establishing a 1939 record of 8,231 hours of errorless technical operation was this trophy, presented an behalf of Western Electric Co. by F. R. Lack (left) to J. R. Popple, WOR chief engineer, who accepted for the staff. The presentation was made Feb. 21 at a luncheon in New York.

Federal Rule Clarifies Chief Engineers Status Under Wage-Hour Laws

CHIEF ENGINEERS of stations who do not perform a substantial amount of work of the same character as that performed by men working under them are classified as executives and therefore are exempt from the overtime provision of the Wage & Hour Act, according to an informal ruling Feb. 15 by Rufus G. Poole, associate general counsel of the Wage & Hour Administration.

Replying to Joseph L. Miller, NAB director of labor relations, Mr. Poole said that if the only "non-exempt" work performed by a chief engineer is four or five hours in a 42-hour week, it was his opinion that such non-exempt work does not constitute a "substantial amount of work."

Citing another case, in which a chief engineer spends one day out of five in doing the work of his subordinate, Mr. Poole said it was the Administration's opinion that the courts probably would consider 20% of an employee's work to be a "substantial amount" in which event the chief would be considered to be performing work of the same nature as that performed by non-exempt employees.

A third instance, in which a chief engineer does no regular work of the same character as his subordinate but irregularly relieves subordinates in an emergency and in cases of illness, Mr. Poole said involves a question of fact whether or not the "irregularity" of the substitute work performed constitutes a substantial amount of non-exempt work.

WOV Announcers to ACA

ANNOUNCERS of WOV, New York, who have been affiliated for two years with AGRAP, decided on Feb. 15 to terminate the affiliation when his contract expires March 15 and align in a combined front of announcers and engineers with the ACA. ACA will negotiate a new contract, effective March 15, with the usual ACA benefits. The WOV engineers have been represented by ACA for more than two years.

PHILADELPHIA local (No. 28) of American Communications Assn., CIO union with jurisdiction over radio, has moved to new offices at 1626 Arch St.
Lessons from the 'Mars Invasion'  
(Continued from page 20)

even frightened. But it would be an excitement based on the dramatic realism of the program. There would not be the intense feeling of personal involvement. He would know that the events were happening "out there" in the studio, not "right here" in his own state or his own county. In one instance a "correct" (esthetically depicted, dramatic) standard of judgment would be used by the listener to interpret events, in another instance a "false" (realistic or news) standard of judgment would be employed.

The number of listeners who dialed to the program after the public announcement varied from 300 persons who had listened to the broadcast. Among other questions asked were: "At what part of the program did you lose interest?" and "Did you realize it was a play or did you think it was a real news broadcast?" Forty-two percent said they had tuned in late. There was no pronounced tendency for those who tuned in late to accept the broadcast as news, and for those who tuned in at the beginning to take it as a play. Only 12% of the persons interviewed listened from the beginning and thought they were hearing a news report.

An Interruption?

In the survey made by the American Institute of Public Opinion the question was asked "Did you listen from the beginning, or did you tune in after the program had begun?" Sixty-one per cent answered that they tuned in after the program had started, 26% listened from the beginning, 4% did not remember. Here again we find that those who tuned in late tended much more than others to regard the broadcast as news. Only 4% of the sample tuned in from the beginning and believed the broadcast to be a news report.

Both of these studies lead to the same conclusion: That tuning in late was a very essential condition for the usual performance of a false standard of judgment. To be sure, many people recognized the broadcast as a play even though they tuned in late. But for our present purposes it is important to raise and to answer the question of how anyone who tuned in late could have made the correctly introduced play for a news broadcast.

Analysis of these cases reveals two main reasons why such a misjudgment arose. In the first place, many people who tuned in heard a play by the Mercury Theatre thought the regular dramatic program had been imported to give special news bulletins. The technique was not a new one a radio program exists for a few brief minutes and then disappears forever. The broadcaster can point out, however, that comparatively few people do much reading.

The disadvantage of radio has many practical consequences for the advertiser, the politician, or the educator. The advertiser does not want to send his expensive commercial announcement into an air thinned of potential customers. The clever politician does not want to waste his best oratory before he has attracted the greatest possible audience.

The great bulk of the late-comers consist of people who either turn their dials casually at the beginning of the broadcast or trying to find something that pleases them or of people who intened to listen to a specific program when it began but misjudged the time. The CBS survey showed that two-thirds of those who had tuned in late did not know what program they wanted to hear as they turned their dials, while 12% of the late-comers had actually intended to listen to the Orson Welles broadcast at the beginning.

New Techniques Needed

Tuning in late, then, is a normal aspect of the listening situation. But now we discover that tuning in late may lead to mass hysteria. Such a phenomenon is so far rare but might conceivably become important in time of crisis or national emergency. In such situations it may be necessary to use different techniques to listeners or information, perhaps wording a report in such a way that late listeners could understand it without becoming frightened. This problem is important for our purposes now since we must discover why approximately 50% of the unusually high proportion—of the listeners to this broadcast tuned in late, as the combined figures of the American radio institute and the CBS surveys reported above indicate.

The large percentage of listeners who tuned in on this special occasion after the broadcast had begun seems chiefly due to two reasons. In the first place, it must be remembered that the Mercury Theatre program was competing with the most popular program of the week, that of the versatile wooden hero, Charlie McCarthy. The regular weekly survey of Hooper Inc., a commercial research organization checking on the audiences of programs, estimated the radio program tuned into late on this special occasion. Among the most popular programs on the radio, the Mercury Theatre program, and the most popular program of the week, that of the versatile wooden hero, Charlie McCarthy. The regular weekly survey of Hooper Inc., a commercial research organization checking on the audiences of programs, estimated the radio program tuned into late on this special occasion. Among the most popular programs on the radio, the Mercury Theatre program was estimated to be listened to by 300,000 persons.

South Carolina's ONLY Regional CBS Station

WCSC  Charleston, S. C.  1000 watts
Free & Peters, Representatives

KFRU  COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri
arrivals.

the increase in the number of people who tuned in late were asked "Did someone suggest that you tune in after the program had begun?" Twenty-one per cent said "Yes." In a special telephone study made for CBS by Hoover, Inc., it was found that 15% of the 103 persons interviewed had tuned in late to the program because they were telephoned to do so, in the CBS survey 19% were found to have listened after the beginning because others told them to hear the news.

Tuning in late to this broadcast was, then, partially due to a well known radio habit and partly to the fact that the program was sufficiently exciting either to keep some listeners fixed to this program or to stimulate other listeners to tell their friends to listen to the strange reports. In any event, tuning in late was very decisive in determining whether or not the listener would follow the program as a play or as a news report. For the story of the Martian invasion was so realistic that misinterpretation was apt to arise without proper warning signals.

Shinola on NBC

HECKER PRODUCTS Corp., New York, has appointed Benton & Bowles, New York, to handle all products manufactured by the Shoe Polish division, including Shinola Paste and White Cleaner, 3-in-1 and Bixby's Jet-Oil. For Shinola, the company is planning an interview type program to start March 16 on 46 NBC-Red stations, Saturday, 10-10:30 p.m., although full details have not been completed.

Gen. Mills Shifts

GENERAL MILLS, Minneapolis, effective March 18 will replace its Betty & Bob serial with Light of the World on 28 NBC Red and Blue stations, advertising Softasilk. Gable Family, Arnold, Grip & Grace's Daughter will be transcribed and heard as spot on 22 stations for Corn Kix, Blackett-Sample, Hum- mert, Chicago, is agency.

CANADIAN Association of Broadcasters has moved executive office to the Victory Bldg., 80 Richmond St., West, Toronto.

MUSAK, wired broadcasting system, on Feb. 15 assumed the servicing of 72 outlets in New York City, which were formerly supplied with music by Tele-Music and Tele-Products, both of New York. All of the latter two companies' accounts are now serviced by Musak.

Candy Firm Testing

GENERAL SUGAR PRODUCTS Co., San Francisco, recently launched a test radio campaign on stations in three California markets—San Diego, Oakland and Sacramento—on behalf of its new product, Pref, for frostings and candies. The sponsor is using participations in home economics programs and one-minute transcribed dramas in daytime hours, placed through J. Walter Thompson Co., San Francisco.

DON'T Ever OVERLOOK

GREENSBORO, N. C.

Because it centers one of the most populous and wealthiest areas of the South.

GREENSBORO, N. C.

Because, at the 50-mile radius it tops even Richmond and Atlanta.

GREENSBORO, NORTH CAROLINA

Because it is still growing bigger and more prosperous.

WBIG

Because it is the only station in Greensboro, N. C.

WBIG

Because it adequately covers the Greensboro 50-mile radius and well beyond with 5,000 watts.

WBIG

Because it is the popular station of the South's No. 1 choice in spot markets, with CBS programs and a wealth of local talent that would surprise you.

5000 W. Day
1000 W. Night

C. B. S.

EDNEY RIDGE
Director

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY AND COMPANY

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO

DETROIT

March 1, 1940 • Page 71
Senators aide is head of Senate Radio gallery

D. Harold McGrath, for years secretary to Sen. Schwellenbach (D-Wash.), on Feb. 16 was named first superintendent of the newly established Senate radio gallery. Before coming to Washington with Sen. Schwellenbach, Mr. McGrath had spent 25 years in newspaper work in the Northwest. During this period he did some free lance sports announcing on KJJ, Walla Walla, Wash. His appointment to the radio gallery post was made following the recommendation of the standing committee of radio correspondents and acceptance of a special resolution by the Senate. William Vaughn, of Glascow, Ky., has been named assistant to Mr. McGrath. Robert M. Me-naugh is superintendent of the House gallery.

Wheeling Steel Co., Wheeling, W. Va., has been invited to bring its MBS Sunday Musical Steelmakers program to the New York's World Fair for a guest appearance in 1940, following the success of the program's origin from the Fair last June. Exact date has not yet been set for the entire cast of the program to visit the Fair, but it will probably be in June.

Where there's diversified industry, there's steady buying power.

Four hundred industries, almost 1100 individual factories are on a payroll basis within 2% of 1928. The 18th Industrial Area of the nation listens most to one station and only one — WTAG.

NBC Basic Red and Yankee Networks Edward Petry & Co., Inc.—National Representative Owned and Operated by the Worcester Telegram-Gazette

Engineers Ponder F-M, Reallocation

(Continued from page 18)

of switchover probably will have to be allowed. Because of the allocation complications, Mr. Ring advised engineers the FCC requirement that power be measured directly in the antenna will be postponed until some 60 days following the reallocation.

FM, which has permeated the industry like wildfire as the new vista of broadcast operation, consumed more conference time than any other subject. Maj. Edwin H. Armstrong, father of FM and inventor of wide-band operation, opened discussions with a general dissertation on the system. His keynote, as in past discussions, was that wide-band FM delivers to listeners a signal of high fidelity, free of interference.

Yankee, GE Progress

Yankee Network experience with FM, by virtue of its pioneering operations from Mt. Anebhum, was outlined by Paul A. DeMara, technical director, General Electric Co., also in the forefront of experimentation and manufacture, told of experiences through I. R. Weir and H. P. Thomas, engineering executives. Multiple operation of stations on the same channel, using FM, with a minimum of interference or mush area, was described by these engineers. R. F. Shea of General Electric Co., described FM receivers and circuits.

Mr. Ring, in his "question box" appearance, also found occasion to comment on FM, which will be the subject of a general allocations hearing, joint with the FCC Mass. He said there would be no further grants of FM stations before this hearing.

Use of ultra-high frequency for broadcasting, Mr. Ring said, opens three possible methods—amplitude modulation, narrow band frequency modulation, and wide band frequency modulation. He said that for practical purposes there is no difference in quality between AM in the standard band, AM in the ultra-highs and FM in the ultrahighs. The signal to noise ratio is better with FM, but he pointed out that if the shift to FM is made, approximately 40,000,000 receiving sets would require replacement.

Quality now received is limited mainly by the microphone and the loudspeaker, Mr. Ring declared, asserting that distortion was the main reason for the many complaints of listeners turning down tone control on their receivers. While the listener could tell FM was better than this, he also minimizes the most undesirable distortions, he pointed out. An anomyly connected with FM, Mr. Ring said, is that transmitters are less expensive while receivers are more expensive and that in view of public interest this hardly reflects the proper industry trend.

Television came in for a brief sitting and Mr. Ring asserted there still is some doubt whether visual radio is technically far enough along to be placed in regular service. He pointed out that FCC is engrossed in a detailed study and probably will have a decision on television shortly [see page 16].

The Noise Problem

Noise, one of television's most important but least pursued problems, was discussed by J. H. DeWitt, chief engineer of WSM, Nashville. Describing an extensive study at WSM in determining the limit of noise background to which the average listener can be subjected without disrupting reception, he said that atmospheres are responsible for substantial loss of quality and coverage. He advocated intensive study of man-made interferences with reception.

At a round-table on receivers, conducted by D. D. Israel of Emergent Radio Co. and William F. Cotter of Stromberg-Carlson, engineers were of one accord that much of the poor quality in reception could be traced to the acoustics system, rather than to transmitter output or the receiver chassis.

It was also substantially agreed that high fidelity transmission and high quality receivers are available, a large percentage of the population cannot afford high grade receivers and therefore for economic reasons many listeners are forced to content themselves with reproduction of a "degrading" nature.

On Feb. 18 a large group of engineers attending the conference visited S. W.ville, by special train. Orrin Towner, WHAS chief engineer, supervised the trip, which included an inspection of the WHAS 50 kw. Western Electric transmitter, with 500 kw. fittings. A "Kentucky dinner" was served at the transmitter.

The conference was conducted by Prof. W. L. Everitt, director of the Department of Engineering of Ohio State, in collaboration with Lynne M. Smith, director of engineering, and R. M. Wilmotte, New York consulting engineer and engineering advisor to NAB.

Tenants' Hopes

WHEN a new Federal low-rent housing project, Second Street Side Terrace, was opened recently in Omaha, KOIL built an effective broadcast around the hopes of prospective tenants. Bill Baldwin, special events announcer, worked out a series of broadcast cooperations with Carol Cohen, home visitor who had final say on admittance for the families. Together they went to a typical applicant's residence, asked them on the spot a broadcast interview why they wanted to move into the new quarters, explained the features of the family's selection as a tenant, with the broadcast fading out amid the real-life exclamations of the family's children. Later a second broadcast picked up their reactions as the family moved into the new home. Where one or even high gradeunits the project, the KOIL broadcast, with three thousand after the first, the number of visitors had reached 3,000 KOIL re-ported.

SALES of radio receivers in 1940 will reach about $140,000,000, according to a prediction made by Perry F. Hadlock, General Electric sales manager for radio and television equipment. The prediction was made at a series of distributor conferences. Mr. Hadlock said sales progress is bound to be slow and should not interfere with broadcast set sales in 1940.
Liquor Advertising Measure Stymied; Radio Bills Are Inactive in Congress

WITH the Johnson Bill prohibiting the radio advertising of alcoholic beverages effectively stymied by the threat of Sen. Clark (D-Mo.) for a filibuster, many Senate radioers have concluded that there is little likelihood of receiving Congressional consideration in the near future appears to be beyond hope. The Walter Bill proposal to revise administrative court procedure. This bill will be brought up in the Senate this week, probably early in May.

Although the immediate horizon indicates treatment of only the administrative court bill, there is reason to believe that the House Interstate Commerce Committee acts on the Ditter Bill to amend the Federal Communications Act of 1934 (see page 19).

Walter Bill's Prospects

In view of the House Rules Committee treatment of the proposal sponsored by Rep. Walter D. Pay (D-Pa.) to redefine administrative court procedure, it appears the bill will be brought before the House for consideration despite strong opposition of Administration critics holding the measure inimical to orderly functioning of Federal agencies. The Senate Judiciary Committee, after a brief appearance by Walter, during which it reviewed the provisions of his bill, substituted the House proposal for the original Senate bill sponsored by the late Sen. Logan (D-Ky.). This is believed to preserve an intensive effort on the part of Senate proponents to secure action on the legislation this session.

The original Logan Bill, differing only nominally from the Walter proposal, was passed by the Senate last session but called back for reconsideration at the request of Sen. Minton (D-Ind.) and Administration supporters, presumably to allow the Justice Department to suggest amendments. Although the Justice Department has indirectly indicated tentative attitudes on administrative agencies toward the monographs recently made public by the Attorney General's Committee on Administration, no amendments as such were offered during preliminary consideration of this bill.

In any event, Justice Department alterations to the proposal must necessarily come via the amendment route when the measure is considered on the floor.

Following a parliamentary point Feb. 19 with Sen. Clark (D-Mo.), during which he carried on a one-man filibuster against the bill by means of a six consecutive roll calls, Sen. Johnson (D-Col.), after protesting against the "obstructionist policy of the Senate," said he was temporarily postponing pressure for immediate consideration of the bill. Sen. Clark's move in serving notice that he would attack the anti-lynn bill as an amendment to the Johnson bill and if it came up effectively blocked the measure, at least for the time being, since Southern Senators in sympathy with the anti-liquor legislation would likely be forced to vote against it rather than support the anti-lynn measure.

Johnson Amendment

On Feb. 26 Sen. Johnson offered two amendments to his bill, designed to limit partially the effect of the measure as offered before. One amendment would prohibit broadcasts of alcoholic beverage advertising received or receivable in States having dry areas—of which there are 36, according to Sen. Johnson. The other would prohibit such broadcasts where they were received or receivable in States having individual prohibitions or limitations on liquor advertising via radio. The latter limitation also would reach several additional States, he said. Commenting on his bill, with the new amendments, Sen. Johnson declared the legislation is in accord with the 21st Amendment, the Democratic platform of 1932 and the National Prohibition Act. With its schedule for the next few weeks filled with other matters, principally transportation and petroleum legislation, it is not thought the House Interstate Commerce Committee will be able to consider the Ditter bill (HR. 5509) before April 1. Although its Senate sponsor has not yet been announced, there will be an identical companion measure to the Ditter bill in the Senate, it was learned.

Despite some opposition from critics taking issue with "snoping questions" of the Housing Census, particularly those touching on personal financial matters, the House on Feb. 26 approved a deficiency bill providing $6,000,000 as an initial appropriation for the Housing Census, which includes a question designed to indicate the number of radio homes in the country. Another item, amounting to $2,166,000, also is included for the Housing Census in the State, Commerce, & Justice appropriation bill for the fiscal year 1941, which has been approved by both houses of Congress.

The $5,000,000 initial appropriation is to cover expenses of the first year, while the smaller item is earmarked for the second year's expenses, and the remaining $84,000 of the $8,000,000 originally authorized for the Housing Census is for the third year. Senate action on the deficiency appropriation is expected within a few days.
THE CBS experimental dramatic program, Columbia Workshop, will originate from Hollywood at least once monthly under direction of William Robson and Irving Reis, and start in late spring, according to plans completed by W. B. Lewis, New York vice-president in charge of broadcasts. Reis, now a director of KKO Radio Pictures and Robson, who is Hollywood producer of the CBS Big Town series sponsored by Lever Bros., were founders of Columbia Workshop.

KDYL, Salt Lake City, has started a new policy of announcing just before the station breaks the name of the program to follow, between 9:30-11:30 a.m. and 4:30-9:30 p.m. on weekdays, and wherever possible Saturdays and Sundays.

ETAR, Phoenix, and KVOA, Tucson, have started a 52-week series of Sunday half-hours, Arizona Scrapbook, under sponsorship of Foxworth Lumber Yards, operating a chain of 15 lumber yards. The program presents historical information about Arizonas.

WRVA, Richmond, Va., has started a series of weekly interviews with J. B. Lawler, local FBI head, in which interesting FBI cases with a Virginia connection are studied in detail on the highlights of each case, the programs cooperates the listener, how the FBI cooperates with local law enforcement agencies. Irving Abeloff, WRVA announcer, conducted the half-hour interviews.

WOL, Washington, has completely redecorated its studios and offices, located in the Heurich Bidg., into what it moved three years ago.

WPTC, Kinston, N. C., is holding its third Brotherhood Day banquet in the Hotel Kinston March 1.

STAR RADIO PROGRAMS, New York, for the first time in its five years of script servicing will make its library of syndicated one-man scripts available to any broadcasting station free of charge. Starting Feb. 6 by KBFB, Great Falls, Mont., to dedicate its enlarged and redecorated studios. Hustling like never before, KBFB and entertain the 3,000 visitors who passed through the new layout between 1-3 a.m., the KBFB staff and their wives plied guests with tea and cookies. The program featured noted interviews with "The Role of Women in the War and in the Peace After the War", and were presented under the auspices of the International Federation of Business & Professional Women.

ONE of the largest gains in national and spot business for the period from Jan. 1 to Feb. 19, is presented by WRA , Morris, Minn., according to Fred Klesen, by W. B. Lawler, manager, of John H. Perry, Associates, New York, who reported gains for the stations. WRA showed a gain of 34.6% in national and 20.4% in spot business. These gains were not at all unprecedented, it being 51.5% for the period as compared to the same period in 1938. Local business, however, showed a gain of 17.4%, and WCOA a gain of 15.6%. Both station management and network business over this same period.

WFBL, Syracuse, on Feb. 23 held a Musical Bee program before more than 900 Musical Club fans in the Oonday Hotel ballroom, at which five radio and 15 baskets of food were given away during a musicidentification test. During the program three WFBL accounts staged special displays and Link-O-Key Vacuum Oil, Red & White Stores and Bond Clothes.

KVOO, Tulsa, Okla., claiming to be the first station in the Southwest to install a Hammond Novachord, presented a special first birthday anniversary program for the instrument Feb. 19. Marvin Ashbaugh, KVOO executive-secretary, held radio and fact and chatted informally about the instrument with Announcer Herb Leete.

MORE than 150 radio stations throughout the country cooperated in presenting this program, which was presented under the auspices of three Brotherhood Week broadcasts from Feb. 18 through Feb. 23, to further good will among Protestants, Catholics and Jews. The observance of Brotherhood Week is conducted under the auspices of the National Conference of Christians and Jews.

SPECIAL birthday program will be broadcast March 3 when the Catholic Hour, world's largest-year-round religious broadcast, celebrates its 10th anniversary. NECO, Lenox R. Lohr, president of NBC, will greet the Catholic audience invited to attend this broadcast, he will address the audience on the second floor of the hotel, where other WWL studios are located.

WESC, Chicago, recently completed a new radio studio under the supervision of Caleb Frick, chief engineer.

KCMC, Beverly Hills, Calif., has installed a six-piece orchestra with Oliver Alberti as musical director and violist.

For the Advertiser with something to sell to KRON looks through the list of the brightest opportunities on the national horizon.

AND YOUR BEST BET IS STATION
FISHING is the topic of discussion when Texas Oil Co. takes the WQAM air three evenings a week to describe angling news in the Miami area. Tommy Alitken (left), fishing authority, is the commentator. Recently he boarded a U.S. destroyer to broadcast news about the fishing fleet of the Miami Metropolitan Fishing Tournament, in which some 200,000 anglers participate. With Alitken (1 to r) are J.A. Tierney, torpedo advertising executive, Miss Mary Jane Degman, tournament queen, and Paul Monroe, of Buchanan Co., agency handling the account.

NATIONAL COUNCIL of YMCA, New York, is distributing to its local branches, some 250 of which are now using radio in one form or another, two series of programs prepared by the Transcription Division of WOR, Newark, under the supervision of Henrietta Harrison, radio director of the Council. One series, titled Leadership to Tomorrow, consists of quarter-hour talks by leading educators and organizers with Milton Cross announcing. The second series, Speaking of the Younger Generation, are short broadcast talks by such well-known figures as Edith Cauter, Gen. Hugh Johnson, Al Smith and J.Edgar Hoover.

WWL, New Orleans, again this year has started a series of weekly fifteen-minute Touring Reporter broadcasts in cooperation with the Automobile Club of Louisiana. Each week H.H. Trelfaer, ACL manager, is interviewed by Elibeste Key on an interesting motor tour in Louisiana and Mississippi.

WTAR, Norfolk, covered the first Virginia Legisature meeting this year, held in Colonial Williamsburg, at which Lord Lethlan, British ambassador to the United States, had an address.

FIVE Sports Final, new twice-weekly quarter-hour round-table sports discussion, has been started on KNPC, Beverly Hills, Calif., with Oscar Reichow, secretary of the Hollywood Baseball Club, as chairman.

WOSU, Charleston, S.C., unable to get its program schedule printed in local newspapers, recently started a miniature weekly newspaper of its own. With a circulation of 8,000, the new station publication contains information on programs, complete weekly schedule, pictures, feature stories and columns.

FILLING the Imperial Theatre, Montreal, in capacity, 1,000 persons paid to see the first Montreal broadcast of Ken Bobb's Amateur Hour on Feb. 15. Organizing in Toronto for a number of years, audiences were recently held in Montreal. So many were booked for the weekly show that it was found necessary to broadcast from Montreal instead of having the performers come to Toronto, as in the past. The show went to a network of 15 Canadian stations for Royal Canadian Tobacco Co., Toronto (Grads cigarettes).

LOWELL THOMAS, whose NBC news broadcasts are rarely given before a visible audience, presented two of his programs from banquet halls, on Feb. 18 before several hundred Parish Oil Co. dealers at Hotel Marly, Lake Placid, New York, and on Feb. 20 at the Advertising Club of New York, where he was guest at a dinner honoring his services as president of the Club in 1938 and 1939.

AHAR E. FOSTER AGENCIES, Toronto, has opened downtown studios in the King Edward Hotel, Toronto, for remote broadcasts and interviews from downtown Toronto over all three Toronto stations. Foster is a well-known sports commentator.

WWL, New Orleans, covering the $10,000 New Orleans Open Golf Tournament Feb. 22-25, sold the entire series of tournament broadcasts to the local Jackson Brewing Co. WWL used both direct lines and short-wave equipment in broadcasting the event, with S. Godwin, Jack Kelly and Henry Dupre handling on-the-spot descriptions. Aslinger Adv. Agency, New Orleans, placed the account.

WAVE DOESN'T BROADCAST FOR CHARITY(KY.)!

It's mighty nice of advertisers, no doubt, to broadcast entertainment for Charity (Ky.), and for hundreds of other tiny towns. But offer little or no sales results. But WAVE advertisers don't "give" to Charity! Their sales messages all go to paying customers in the Louisville Trading Area—which buys more goods than all the rest of Kentucky combined! That's our whole story—concentrated coverage, at lowest cost. Ask for the proof!
SALES RESISTANCE MELTS IN KANSAS

COMES THE SPRING THAW and with it moisture for the wheat fields in Kansas. Moisture here means money to spend for what you have to sell. So fresher fields will not be all that’s thawing this spring in Kansas. Family purses, too, will be thawing—purses that are consistently $248.00 fuller than the average American family purse will be even larger this year. Then when you figure that there are over 229,421 radio homes in the KFH AIREA—well, you can readily understand why more and more smart advertisers are putting in their orders now. Put in your call now to Edward Petry & Co. for more information (or your reserved positions).

THAT SELLING STATION FOR KANSAS

KSF

KITCHINA

KANSAS

WICHITA

OAKLIAHOMA

that upward climb in sales charts!

KNOXVILLE, TENN.

KXMK

Scripps-Howard Radio, Inc.

To Cover
Youngstown, Ohio

(31st city in the U. S. in size of payroll)

you need
Youngstown’s most popular station

WFMJ
SPRAGUE ANALYZES RADIO LIBEL LAWS

A TREND toward legal recognition of radio as a new and different kind of communication to which should be applied a standard of liability for libel and slander different from that applied to print media such as newspapers and speeches is described by Stuart Sprague, New York City attorney who has practiced in radio law, in a Contemporary Law Pamphlet, More Freedom of the Air, just issued by the University of Missouri School of Law ($1.00). Five States, either by court decision or legislative action, have already conceded the unfairness of applying radio laws to printed or spoken word, and now determine the liability of broadcasters on a fairer basis, the article states.

Decision of the Pennsylvania Supreme Court in the Al Jolson case [BROADCASTING, Sept. 15], "because it is the first case holding radio defamation to be a distinct new tort, possessing some of the attributes of both libel and slander, but differing from slander in that Mr. Sprague "an important milestone in the harmonizing of law with science." In this suit by a hotel company against NBC for an allegedly defamatory remark ad lib about Al Jolson during a broadcast, the lower court held NBC liable, despite its inability to prevent the broadcast and a jury awarded $15,000 to the plaintiff. Reversing the lower court and entering judgment for NBC, the Pennsylvania Supreme Court held that the "liability of 'liability without fault' should not be invoked in radio defamation cases," and the "standard doctrine of 'liability through fault' is this same rule of "liability without fault" should be applied to other radio defamation situations, Mr. Sprague states, and mentions political speeches, talks by the President or other statesmen, public forum programs, special event pickups, lists pending cases of this nature and quotes the statutes on radio defamation enacted by Indiana, Iowa, Montana and Florida.

Prize for Radio Play
THE 1940 Charles H. Sergel play contest prize of $500 will be given for the best 20 to 25-minute radio play, according to the announcement made by Frank H. O'Hara, of the U of Chicago, in charge of the competition. Closing date for the contest is June 1, and only original plays hitherto unproduced and unpublished, will be considered. Previous competition, held last two years, were for a one-act poetic drama and a one-act prosy comedy. Manuscripts and other examples of broadcasts in which defamatory remarks were uttered with negligence on the part of the broadcaster. The position of the affiliate station broadcasting a network program is also discussed in the article, which lists pending cases of this nature and quotes the statutes on radio defamation enacted by Indiana, Iowa, Montana and Florida.

RADIO INCREASES READING

Says 'New Republic' Writer, Pointing to Power Of Air Medium to Stimulate Curiosity

RADIO broadcasts lead to increased reading of the printed word, other than decreased reading. According to an article by Edwin Muller, "Radio and Reading," appearing Feb. 19 in New Republic magazine. The story, which declared that "radio may well become an increasing factor in popular education, but its ultimate effectiveness is not determined by the stimulus it gives to other means of acquiring information and knowledge," is based on material resulting from a Rockefeller Foundation study carried on for two years by the Princeton University School of public and international affairs. The study is to be contained in a forthcoming book, *Radio and the Printed Word*.

In a general discussion of radio listeners it was developed on the basis of the Princeton studies, that people in the lower income levels and those enjoying limited educational opportunities do more radio listening, while those in the higher brackets do relatively more reading. The article states that the study "makes it seem highly probable that radio increases the total amount of reading".

Radio Stimulates Curiosity

"It is obvious, from the study of the survey, that radio stimulates curiosity in the world outside the reader's habitual orbit. To get that background some of them turn to the printed word. The study suggests that more rather than fewer people read books because of radio. In Iowa 87% of 155 libraries reported an increase in the demand for books as a result of local radio reading and comment. In one town sales tripled in six days when a book was advertised. A survey of a Michigan network showed that every radio program stimulated bookstore sales and library lending. More remarkable is the fact that programs might suppose would compete with reading—such as the reading of novels over the air—have had a similarly stimulating effect. A general conclusion appears to be that almost every field of thought radio can encourage is interests which receive supplementary reading to be fully satisfied."

WPRO Ready to Begin Fulltime Use of 5 kw.

CLIMAXING an eight-year record of growth from a local to a 5,000-watt regional, WPRO, Providence, is now completing installations of the new 5,000-watt transmitter. The station was established in 1931, through a consolidation of two 100- watters, WWSI, and WPAW, operating on 1200 kc. In 1934 it was assigned to 630 kc. with 250 watts. Three years ago its power was increased to 500 watts and it became a basic outlet of CBS. WPRO's new 5,000-watt transmitter and 400-foot radiators were placed in operation Dec. 30, greatly increasing efficiency and coverage of the station. The executive head is William S. Cherry Jr., with Stephen P. Willis the general manager.

WHAT A BOOK! 446 pages of indispensable directory data for time-buyer, radio advertiser, station man. With your year's subscription to BROADCASTING.
MEETING in Washington recently, members of the Federal Council on Education, charged around the conference table (1 to 9 clockwise): Fr. George Johnson, head, department of education, Catholic University of America; William E. Givens, executive secretary, Mrs. Rose Monsen, director of adult education, University of California; Dr. Leonard Power, coordinator, FREC; Mrs. Gertrude Broderick, secretary, FREC; J. Kenneth Jones, director of information, FREC; John W. Bessler, chairman, FREC; and William D. Porter, attorney, FREC. George Steube, director of FREC Educational Research, FRES; Arthur D. Brown, director of FREC Educational Research, FRES; and J. O. Olson, director of FRES, FRES.

FURTHERING the interest in the CBS American School of the Air, Mrs. Frances Willard, the network's Pacific coast director of education, has visited Hollywood, has created a local board of consultants to cooperate in planning for the series. Board includes Mrs. Jose Sterner, radio coordinator of the Los Angeles City School; William B. Brown, director of secondary education, Los Angeles City Schools; Mrs. Elizabeth Goudy, radio coordinator, Los Angeles County Schools; Miss Evelyn Davis, supervisor of radio education, Portland (Ore.) City School; and Dr. Daniel, pioneer Los Angeles radio producer.

MAPS of Europe at war, distributed free as a service by WCKY, Cincinnati, have been adopted as the official map of Cincinnati's lecture series, "Behind the Present War." Lecturers refer to the map during their talks and will provide copies to followers in the discourse.

WNYY, station of the New York Board of Education, Brooklyn, and WNYC, New York's Municipal station, will broadcast IS classroom programs during the spring term, thus expanding the reach of the education curriculum started last year. According to Regina Burke, associate superintendent of schools, the question of whether school broadcasts will become a regular required part of the curriculum is now being settled by a special committee of educators.

BROADCASTING as a method of education for school children suffering from serious defective vision is advocated by Oliver S. Peck, superintendent of the Braille and Sight-saving classes. In Cleveland, in a recent report titled "The Radio in Sight-saving Classes," published by the National Society for the Prevention of Blindness, the effectiveness of this method, which affords a daily "eye rest period," has been demonstrated. Peck, who is in charge of the successful use of radio lessons heard by clearly seen children, is in charge of delivering a new school program that is "pioneered in this field."

ARRANGED by the Central Radio Workshop in Chicago, a group of students from Chicago public schools, under direction of George Jennings, are appearing in a new series of Saturday afternoon programs started Feb. 10 on WHIP, Hammond, Ind.

KENTUCKY U, which proposes to bring mountain people radio programs of cultural and educational value, on Feb. 20 was granted a construction license by the FCC for a new non-commercial educational broadcasting station to operate from Beattyville, Ky., with 100 watts power on one thousand uncontested frequency. The station is planned to furnish a program service of value to both children and adults, according to the University. The station also plans to equip between 50 primary schools with recorders, retaining ownership of all equipment and supervising operation of the transmitter through the rector's board of education, which will pay operating expenses. Transmitter installation is to be completed early in March, according to Elmer G. Stoltz, director of radio activities of the University. WBOE, operated by the Cleveland board of education, and WNYE, by the New York City board, are the two other institutions that have taken advantage of the 25-channel set aside for non-commercial educational broadcasts.

The 1940 edition of Audio-Visual Techniques for Schools, a presentation of sound products and services developed for educational use, has been announced by Elsvaets C. Dent, director of the RCA-Visont Education Department, and is being distributed to educators throughout the country. Radio and its related equipment, designed to aid classroom instruction and extra-curricular activities is illustrated and described.

KSTP, St. Paul, has published a regular monthly KSTP Educational Bulletin, edited by Thomas D. Ralston, KSTP educational director. The brochure, containing news of local and WNOB educational features on the station, is being sent to all schools and other organizations receiving the bulletin.

NORTHWESTERN U. School of Speech and Drama, has started a new series of dramatic productions on WDQ, Gary, Ind., titled "The Play of the Century." The program line up is to be produced by the University's Broadcasting Council; Parker Whiteley, radio director of Northwestern U. His faculty, all of whom have been working on programs for the last six months. Production will be in charge of Albert Crowe, of the Northwestern faculty.

Radio and Education

FREC TO Finish Research Project

WILL TAKE UP RESEARCH INVOLVING SETS FOR SCHOOLS

The Federal Radio Education Committee has agreed to complete research projects already launched by the Committee on Educational Aids to learning and aimed at establishing educational standards for radio receivers for use by Project engineers already have met with representatives of the Radio Manufacturers Assn., and specifications for test receivers have been worked out. In addition, broadcasters are working to establish educational standards for radio receivers. This project is to be completed by the end of the year. This action was part of that taken by the FREC at its recent meeting in the U.S. Office of Education. A number of the committee's studies have been published and made available to the broadcasting industry, and several new reports of completed studies now are in process of publication.

Complete Studies

Studies already published include Forums on the Air, a report of a study of radio programs by Dr. Paul H. Sheets; Local Station Policies, conducted at WMBD, Peoria, III., and covering a typical station's policies with regard to educational and public service broadcasting. The latter study was directed by Dr. Leonard Power, coordinator for research for the committee. Among reports of the Committee, which will shortly be released to the industry in printed form are: College Radio Work, a report subject indicated by the title: American Cooperative Broadcasting, a four-part study of national, regional, State and local educational and public service broadcasting; Teacher Training and College Courses in Radiology, a report to the subject indicated by the title; and a Manual on Script Writing.

The reports on radio activities reported to the Committee in addition to these are the fourth edition of the Educational Radio Handbook, Catalogue, listing 551 approved educational scripts available to broadcast and educators and loan, and a comprehensive listing of educational subject and universities offering courses in radio.

Walter Preston, NBC, has joined the FREC, replacing John F. Royal, NBC vice-president, whose duties have increased. It is expected that he will take an active part in the Committee's program. The committee will hold its next meeting in May.

Employees' Credit Corp.

Eddie Coonetz, program director of KVOO, Tulsa, Okla., has been elected to the board of the KVO Employees' Credit Corp., organized to enable employees to invest in savings accounts through a savings account with regular interest payments or by investing in materials and other obligations. They also may borrow at minimum interest rates. The credit corporation is set up under the laws of Oklahoma.
Operators Honor Industry Figures

Broadcast Industry Best in World, VWOA Declares

PAYING tribute to the American broadcasting industry as the "finest in the world", the Veteran Wireless Operators Assn. has presented its Marconi Memorial Service Award to the NAB as representative of the broadcasters of this country. Plaque was presented by William J. McGonigle, president of the VWOA, to Neville Miller, NAB president, at the association's 15th annual dinner-cruise, held Feb. 21 at the Hotel Astor, New York.

Further recognition for American broadcasting was given by the presentation of honorary memberships in the VWOA to Mr. Miller and to Lenox R. Loeb, president of NBC; William S. Paley, president of CBS, and Alfred J. McCosker, chairman of the board of MBS Marconi Memorial Medals of Achievement were awarded to O. B. Hanson, vice-president and chief engineer of NBC; E. K. Cohan, director of engineering of CBS, and J. R. Poppele, chief engineer of WOR, for their contributions to the technical development of the American system of broadcasting.

Hooper Honored

For his work in developing the radio communications service of the U. S. Navy, Rear Admiral Stanford C. Hooper was awarded the Marconi Memorial Medal of Merit. A code message, tapped out by David Sarnoff, president of RCA, and transmitted by RCA Communications to Admiral Hooper aboard the Brazil, returning from the Inter-American Radio Conference at Santiago, notified the officer of his award. Admiral Hooper himself took over the key of the Brazil to send his acceptance and thanks directly to the hotel banquet hall.

The Marconi Memorial Medal of Valor was awarded posthumously to Papas Theodorus, wireless operator of the Greek freighter Kylene, who remained at his key following an explosion which wrecked the vessel until all other members of the crew were saved, but was himself drowned while jumping for a lifeboat in the dark. Harold P. Westman, secretary of the Institute of Radio Engineers, and Capt. Charles H. Maddox of the U. S. Navy, who first communicated from an airplane by radio in 1912, were inducted as life members of the VWOA.

A portion of the dinner was broadcast over NBC-Blue and MBS, with Dr. Lee de Forest, radio pioneer and honorary president of VWOA, address the gathering from his home in Hollywood.

HAL STYLES, Los Angeles commentator on the weekly Don Lee network program, Help Thy Neighbor, has been elected president of Southern California Chapter, Veterans Wireless Operators Assn. Richard Stoddard, chief engineer of Hughes Aircraft Corp., and formerly an NBC New York technician, was made vice-president, with Leroy Bremmer, technical director of the National Radio Schools, Los Angeles, as secretary-treasurer. Dr. Lee DeForest was elected chairman of the advisory counsel.

WNYC

The new ultra high frequency transmitter for the Municipal Broadcasting Station is a high fidelity unit with many unique features.

WNYC

Asheville, N. C.
Full Time CBS Affiliate
1,000 Watts
ADVANCE NOTICE TO ADVERTISERS

... of what promise to be this resort region's biggest tourist season is decided. Several millions to be spent ... beginning soon! Plan your campaign now. For WNYC, the sole blanket coverage of this rich industrial-resort-farming-mining empire!

Let us estimate on your requirements for either amplitude or frequency modulated transmitters. We will be glad to send specifications on request.

Radio Receptor Co. Inc.
251 West 10th St., New York City
Est. 1922

Broadcasting • Broadcast Advertising
March 1, 1940 • Page 79
Copyright Activity on All Fronts

(Continued from page 13)

Tenn. Court Order Halts ASCAP Law Operation

A PERMANENT injunction, restraining Tennessee authorities from enforcing the State's anti-ASCAP law, was granted to ASCAP Feb. 21 by a three-judge statutory court. Decision, making permanent the temporary injunc-
tion secured by ASCAP in 1938 from the law which the State enacted in 1937, is the second
permanent injunction ASCAP has ob-
tained against State laws, the first being in Nebraska Dec. 27.

To date the State of Tennessee has made no appeal from the decree of
findings issued by Judges George C. Price and Elmer E. Davis of the U. S. District Court in Tennes-
see and Xenophon Hicks of the Sixth Federal Circuit Court.

ASCAP in its plea for a permanent injunction had charged that the
law was unconstitutional.

ZONING Board of Appeals at ad-
JIMMIE ALLEN says:

"I believe I can give you bigger
sales increases per dollar spent
than you can get by any other
method of mailing, including
radio.

Up to 650 transcribed episodes
(World transcribed) available.

Proven merchandising plan.

You can buy rights for any
book—65 episodes per book.

Write for price and informa-
tion—stating number of epis-
dodes wanted, radio stations, etc.

Audition record sent $4.00
C. O. D. Money back when re-
turned.

RUSSELL C. COMER CO.
111 W. 11th St., Kansas City, Mo.

JIMMIE ALLEN

PLTWY035

\(\frac{1}{2}\)\% to 20\% of your

telegraph bill waste?

Postal Telegraph can tell you! Just by
checking your communications files. This
free survey produces phenomenal results
for others. Provides easy-to-follow plan
to end waste permanently.

For Free Telegraph File-Analysis—With No Obliga-
tion to You—Wire Collect: P. B. Hinerfeld,
Postal Telegraph, 253 Broadway, New York City.
ROBERT E. JOHNSON, formerly of the West Coast office of McCann-Erickson, Inc., has been named Pacific Region Vice President for McCann-Browne Inc., Detroit advertising agency. He will have offices in the Western Pacific Bldg., Los Angeles, and will handle various phases of Dodge truck advertising.

JOHN M. ALDEN, vice-president and partner of Logan & Rouse Agency, Los Angeles, has resigned to become John M. Alden Agency at 1700 W. 8th St., Los Angeles. Accounts listed include Glo-Co Co. (hair dressing), Captivating Cosmetics, using regional radio, Mirror-Sheen, and Hoyt Heater Co.

MYRON A. ELGERS, formerly with Edward Petry & Co., William G. Ramboe Co. and the Barmel Co., has joined the sales staff of KTMS, Santa Barbara, according to a Feb. 22 announcement by Frank V. Webb, manager.

WPEN, filed in the name of NAPA as an organization instead of in the names of individual NAPA members, as is the usual procedure, names as defendants the William Penn Broadcasting Co., operator of WPEN, and its officers, W. White Co., Keil, Tailors, Royal Shoe Market, and Morris Eisenberg and Herman Schaeffer, individually and trading as Bailey's Furniture Co.

Four Discs Specified

Each of these advertisers is alleged to have sponsored programs used in recording invitations to members on WPEN, and the complaint specifically names four discs alleged to have been used on WPEN, the station on Jan. 25 and 26. The records are: "Bluebirds in the Moonlight" and "The Last Vickers Arm", both performed by Benny Goodman and recorded on Col. "What You Said", performed by Hal Kemp and recorded by RCA-Victor, and "All the Things You Are", played by John Collins and recorded by U. S. Record Co.

Charging that such broadcasting of records constitutes unfair trade and unconscionable use by defendants of plaintiff common law property rights in the "interpretations, renditions and performances", and that it is "unfair competition", "unlawful use of names and personalities", and "violation of the rights of privacy", the plaintiff asks for a permanent injunction after trial.

Opposition from the record companies is expected to be based on the claim that the property rights referred to by NAPA, if granted, have been assigned to the various recording companies, and the legality of the assignment question known to the plaintiff's common law property rights in the "interpretations, renditions and performances", and that it is "unfair competition", "unlawful use of names and personalities", and "violation of the rights of privacy", the plaintiff asks for a permanent injunction after trial.

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KPO-KGO Rate Cards

CHANGES in sales plans and policies are indicated by new rate cards recently issued by KPO-KGO, San Francisco, along with revised maps for both local and network coverage in the area. Under the new set-up sponsors may buy time on either station before 9 a.m. for one-third the gross evening rates, where formerly this reduction applied only until 8 a.m. The evening half-hour from 10:30 to 11 p.m., which formerly took full night gross rates, is now available for one-half gross evening rates on either station, while the 11 p.m. to midnight hour has been reduced to one-third full rate. Five-minute periods, except in particular programs, are now classified as programs instead of announcements, and are eligible for standard dollar volume discounts and rebates. Ten-minute programs also have been made available under the new arrangement.

Barbasol Adds

WASEY PRODUCTS, New York, in its Barbasol campaign of one-minute transcriptions six times weekly featuring Craig McDonnell, will add four stations to the list to make a total of 16 from Feb. 19 to March 16. Stations are: WABC, Washington; KDIA, Pittsburgh; KPO, San Francisco, and WFPA-WBAP, Dallas- Ft. Worth. Wasey & Co., New York, is the agency.

Kalar’s ‘Trading Post’

LARUS & BRO., Co., Richmond, on Feb. 21 started a quarter-hour weekly program titled Trading Post in the interests of Domino cigarettes on KGW, Portland, Ore., and KECA, Los Angeles. Program gives listeners an opportunity to offer various goods for exchange. Warren L. Piggot, New York, is agency.

KTRK, Kansas City, has appointed Howard H. Wilson, Chicago, as its national representative.

CLASSIFIED ADVERTISEMENTS

Help Wanted

Employees—Let us help you get a position through our National Employment Bureau, Farsumont Distributors, Box 844, Denver, Colo.

Wanted: Announcer-Operator, good delivery and diction, folk, and photo and transcription, references, character and business. Box A709, Broadcasting.

Salesman—acquainted with buyers of radio shows in the New York market. Must have experience and be in a position to work on commission basis. Box A716, Broadcasting.

Announcers, two, handle controls, news, continuity, send transcription, salary expected. Also have metal salesmen, protected accounts, must have good record, character. WGRG, Louisville, Kentucky, MBS.

Immediate opening for experienced announcer: stationed background with aptitude for newscasting and ad-libbing desirable. Please include voice recording and references with letter of application. WFVA, Fredericksburg, Virginia.

Continuity Writer—Position available immediately for man experienced in commercial, spot and program copy writing. State in letter if experience as an announcer. Apply in detail Box A706, Broadcasting.

Situations Wanted


Engineer with ten years experience five and fifty kilowatt stations, desire change. References. Box A726, Broadcasting.

Sportscaster wants position with station having ability to cover college sports commentary. Box A725, Broadcasting.

Announcer-News, programming and dramatic experience. Desire permanent situation with station having ambitious program commentary. Box A724, Broadcasting.

Announcer: Young and aggressive, southern voice; unusually good morning program; well qualified for program director; has handled findById. Box A727, Broadcasting.


Experienced stringer-college educated, attractive, classical pianist, knowledge phonograph-musical, history, music connection New York firm. Box A729, Broadcasting.

Announcer, 8 years experience, announces, newscasting, program and special events direction. Desires position with progressive station. Good references. Box A715, Broadcasting.


Program Director—Experienced in all branches of Programming. Employing Press Book—Photograph and Work with program ideas. Will work for reasonable salary. Box A719, Broadcasting.

Salesman: Ten years experience, 1897 sales, doubled $6,000, 1928 sales $65,000, 1937 sales $65,000 in small city. Now serving as assistant manager, desire a position where I can make use of my knowledge and experience. Box A723, Broadcasting.

Announcer, 3 years experience desires to make change at any time. Age 25. Will go anywhere. References. Box A717, Broadcasting.

WANTED

Help Wanted


Murator, network-affiliated station, desires new program. Seven years radio background includes all phases selling, production, writing. Married. 28, College man, Sale, recent send on request. Box A719, Broadcasting.


Employed Station Executive—manager, sales director. Knows promotion, public relations. Desires position with station where ability will bring advancement. Box A720, Broadcasting.

Announcer—specialist in commercials, copy writer, account servicing. Do special events, sports, 3 years with classical music, desire change. Record available. Box A712, Broadcasting.


Man and Wife team, both 32 years old, now employed. Ten years experience, managing, selling, programming and air work. Successful background. Best references. Will consider moderate salary or commission. Write Box A728, Broadcasting.

Mister New Station Owner: You need an able station executive. Network outlet, Program-Production head, wants to invest, with services in local station. Ten years successful operation, all departments. Highest references. Box A700, Broadcasting.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants. All references have been verified. No cost to you through National Broadcasting Bureau, Box 844, Denver, Colo.

Station Manager & Program Director now employed in East desires return West preferably. Coast. Many years radio from small station to network. Background experience includes management, engineering, music, announcing, copy, production, dramatic direction, round-tables, public speaking, promotion, origins and commentaries. Married. Age 30. Cat. Box A708, Broadcasting.

Wanted to Buy

Modern 1 kw. transmitter meeting FCC specifications for sale with 15 days. Box A714, Broadcasting.

Private individual wants to buy outright or controlling interest in station now in operation. Replies strictly confidential. Box A711, Broadcasting.

Local or regional station—whole or part of established Program Production Executive, basic network station, willing to back twelve years experience with his own hard cash. Full particulars will be held confidential. Box A716, Broadcasting.

For Sale—Equipment

LATEST WESTERN ELECTRIC 265 wide band transmitter, excels in all conditions. Available March 16, because of increase of power. KDAL, Salina, Kansas.

For Quick Action

USE THE CLASSIFIED AD SECTION

BROADCASTING • Broadcast Advertising
Stromberg-Carlson Gives Ray H. Manson New Post

RAY H. MANSON, vice-president in charge of engineering of Stromberg-Carlson Telephone Mfg. Co., has been elected vice-president and general manager succeeding the late A.A. Smale, according to an announcement Feb. 23 by president Wesley M. Angle. With 23 years with the company, Dr. Manson served as its chief engineer prior to his election to the board and is a holder of number of telephone and radio patents as well as a past president of the Institute of Radio Engineers.

Lee McCane, secretary and radio sales manager for the last five years, is succeeded in that office by Edward A. Hanover, vice-president in charge of production and executive of the company’s reorganized activities, continues in that capacity. George E. Eyer is general superintendent, broadcast operations while William Fay is manager of WHAM and its new companion, frequency modulation station WXYV. C. York, former manager of engineering, was named chief engineer to succeed Dr. Manson.

DON LEE’S VIDEO INSPECTED BY FCC

DON LEE television progress in Los Angeles was inspected in February by Bernard H. Linden, inspector in charge of the Southwest district. The visit was in connection with the FCC tour [Broadcasting, Feb. 15], Mr. Linden examining the results of Don Lee’s eight years of video research.

Taking the FCC inspector around were Thomas S. Lee, president of Don Lee, and Harry R. Lubcke, director of television. Mr. Linden made extensive notes in his complete examination of the Don Lee television plant, including both the studio and two-camera portable equipment. Since W6XAO went on the air Dec. 29, 1931, 2,517 programs totaling 6,000 hours have been televised.

Following his tour, the FCC inspector was apparently well impressed with the performance of the television show of W6XAO both in the studio and receiving ends. I marveled at the lack of interference with reception, and as long as I was there, at the home of Thomas S. Lee, seven miles away, the images were very clear and realistic and I enjoyed the performance as well as the skilled technique demonstrated by the staff

THE LISTENER SPEAKS HIS MIND

Along With Some 30 Others as KDYL Sounds the Sentiment of an Audience Cross-Section

AS A NEW aid to its program department, KDYL, Salt Lake City, early in February held the first meeting of its newly-organized Listeners Club, suggested by a representative of the Council. The club meeting was held under cover of the typical audience of the station. The Council panel was chosen by writing to a list of persons in a wide variety of professions, asking them to indicate their willingness to serve as representatives of the listeners comprising a cross-section of the typical audience of the station. The Council panel was chosen by writing to a list of persons in a wide variety of professions, asking them to indicate their willingness to serve as representatives of the listeners comprising a cross-section of the typical audience of the station. A majority indicated that more than the station’s present five newscasts daily should be improved, suggesting that a new program as late as 11 p.m. or midnight would be welcome. The group also recommended greater conformity on the part of announcers to lessen the tendency to overrun a commercial announcement.

Several novel angles were brought out by the Council, including the idea of a self-adressed postcard containing name, address and business. The group, as the chairman said, was impressed by the library manager, locomotive engineer, truck driver, minister, school principal, clubwomen, teachers, housewives and Parent-Teachers members.

Several novel angles were brought out by the Council, including the idea of a self-addressed postcard containing name, address and business. The group, as the chairman said, was impressed by the library manager, locomotive engineer, truck driver, minister, school principal, clubwomen, teachers, housewives and Parent-Teachers members.

Boon to Libraries

A “DOUGHNUT” designed to fit around the label of transcriptions has been developed by Ed Craney, manager of KDYL, Butte, Mont. It is a half-inch wide, with adhesive on the bottom, and is divided into six sectors to accommodate discs containing up to six selections. Each sector is ruled into 16 boxes, with a concentric dividing line in the center providing a total of 96 sections. By drawing a diagonal line across a section when one of the pieces on a library disc is played, a record of performances is provided so that the number of times each piece has been played can be determined at a glance. This avoids repeated playing of the first two or three pieces to the exclusion of the others on a side of a disc. Lang-Worth Feature Programs, New York, already has adopted the doughnut.

HEARD THE FIGHT

INTERNATIONAL division of NBC has received more than 4,000 letters from Latin America in connection with the Spanish shortwave broadcast from the United States on Feb. 9 of the Luis-Goyco heavyweight championship fight, which was sponsored by the Standard Oil Co. of New Jersey and its Latin American affiliates [Broadcasting, Feb. 1]. The fight was broadcast on NBC stations WNYL and WNLB, and in Latin America asked for and received permission from NBC to rebroadcast the program. A statement sent by Puerto Rico reported that practically every set on that island had been tuned to the broadcast, according to tests he conducted.

SUIT SEEKING DAMAGES FROM RCA IS DISMISSED

DISMISSAL in Los Angeles Federal Court on Feb. 21 of the $100,000 damages suit against RCA Mfg. Co., and Montgomery Ward & Co., instigated by Austin Corcoran, Montana cowboy, may have far-reaching effect on recording firms.

Corcoran, in the suit filed in December, charged that "Plain Bull," a song and the records sold for profit without infringing the plaintiff’s copyright.

It was brought out in Judge Holzer’s ruling that material affected is that which is not in public domain. The decision permits use of such material without payment to its author. Attorneys for the defendants pointed out that under provisions of the Copyright Act, recording companies have been paying royalties running into millions of dollars to set music to poetry, nursery rhymes and other forms of literary endeavor not in public domain.

It is understood an appeal is being planned and that the plaintiff will take the suit to a higher court.

ASCAP and writers organizations are expected to give their support to the suit against the recording company. Meanwhile a suit of $75,000 is still pending against CBS for broadcasting the musical version of Corcoran’s doggerel.

ABC Checks Proprietary

A CHECK-UP is being made by the Canadian Broadcasting Corp. and the Toronto Star, in connection with the Spanish shortwave broadcast from the United States on Feb. 9 of the Luis-Goyco heavyweight championship fight, which was sponsored by the Standard Oil Co. of New Jersey and its Latin American affiliates [Broadcasting, Feb. 1]. The fight was broadcast on NBC stations WNYL and WNLB, and in Latin America asked for and received permission from NBC to rebroadcast the program. A statement sent by Puerto Rico reported that practically every set on that island had been tuned to the broadcast, according to tests he conducted.

THE MOST POWERFUL

DAYLIGHT STATION IN PUERTO RICO

WNEL The Link of the Americas. Com- plimented by strongest coverage of bilingual tropical lands.
FEBRUARY 14

WXYR, Superior, Wis.—Granted mod. CP extension allowing completion date Jan. 1, 1940. WBYR, Troy, N. Y.—Granted mod. CP extension for completion date July 1, 1940. WGTC, Greenville, N. C.—Granted mod. CP extension for completion date July 1, 1940. MISCHELLOUS—WDRC, Hartford, granted mod. CP directional antenna, increase to 15 kw. WFMF, Daytona Beach, Fla.—Licensed to RP &d Mrs. Des Moines Mo. and WRM, Nashville (Ten.), facsimile. WXSR, Long Island City (television); WXIL, Kansas City (television); WXIL, Boston (television); WXIL, West Lafayette, Ind. (television); WXIR, Long Island City (television); WJW, WSB, WJU (television). Applications

FEBRUARY 15


FEBRUARY 16

WYWW, Waterbury, Conn.—CP new trans., directional antenna, increase to 5 kw D. WDEL, Wilmington, Del.—CP directional antenna, increase to 5 kw. WHUS, Louisville—Modification of license change name to Courier-Journal and Louisville Times Co. WOAI, San Antonio—CP change equip.

SYRACUSE REFUSAL AFFIRMED BY COURT

ANOTHER legal v i c t o r y was chalked up by the FCC Feb. 28 for U. S. Courts of the new city in dismissing the Sentinel application for assignment of the New York Times in view of its pending application, but the Commission held that since two separate assignments, one in New York and one in Pennsylvania, were involved, the applications were not in conflict. The court presumably sustained the application of the Sentinel in dismissing the Sentinel appeal. At the same time the court set down for oral argument the application of WSPA, Spartanburg, S. C., for a stay order to restrain the FCC from making the new assignment in that city (WORD) granted Spartanburg Adv. Co. The latter company since has requested a re-hearing on the application date has yet been designated for the arguments.

School Series to Latins

CBS announced Feb. 29 that it is making available to the Latin American countries and Canada all the programs used in its regular American School of the Air educational programs for domestic production and broadcast in those countries. The CBS offer, which drew praise from the State Department for promoting international cooperation, includes scripts, translations, and all the manuals and text designed for producing the programs and following through with supplementary study. The School is a taped broadcast which can be broadcast individually by each country rather than shortwave from the United States, according to CBS, Brazil, Mexico, Dominican Republic and Canada already have accepted the offer.

INDEPENDENT Merchants Broadcast Co., Inc., appointed John P. R. Vanez, former chief justice of the Minnesota Supreme Court as the first president of the National Lawyers Guild, which recently secured a constitutional amendment which eliminates the need for a fulltime station on 1500 kc in Minneapolis.
Sinclair War News

Sinclair Refining Co., New York (automobile program), on April 3 will sponsor the CBS European news round-up program heard three weekly, ending May 18 on 60 stations, which the network started last fall following the outbreak of the war, and will continue to feature news pieces on people of the world with a possible domestic angle included. Brief commercials will be at the beginning and end of the program. Agency, New York, handles the account.

CAMPBELL SOUP Co., Camden, on April 1 starts Breakfast Club 9 on 64 CBS stations, Mon., thru Fri., 7:15-7:30 p.m. Agency: Ward Wheelock Co., Philadelphia.


Reenews Accounts


AMERICAN HOME PRODUCTS, Wm. A. Rogers, (Aerol, Atmosphere, Large), on March 18, starts break announcements on 13 Texas State Network stations. Mon. thru Fri., 1-30 and 7-30 p.m. (CST). Agency: Blackett-Sample-Hummert, N. Y.


D. Ghirardelli Co., San Francisco, (Ground Chocolate, Nutty Malted Milk), on Feb. 22 started One Man Theatre on 7 CBS Pacific stations, thru Apr. 6, 8-9 p.m. p.m. Agency: Erwin, Wasey & Co., San Francisco.


NEW BUSINESS


GRIFFIN MFG. Co., Brooklyn (shoe polish) on March 16 starts dramatic program on 4 MBS stations, Sat., 3-9 p.m. Agency: Cunningham, Castlemaine & Pierce, N. Y.


ANACIN, Blackett, Castleman & Co., on March 19 starts Our Sunday Out on 13 Texas State Network stations Mon. thru Fri., 11:15 a.m. Agency: Blackett-Sample-Hummert, N. Y.

CABLE TELEVISION


D. Ghirardelli Co., San Francisco, (Ground Chocolate, Nutty Malted Milk), on Feb. 22 started One Man Theatre on 7 CBS Pacific stations, thru Apr. 6, 8-9 p.m. p.m. Agency: Erwin, Wasey & Co., San Francisco.


UNIVERSAL "PRECISION"

Wireless sensitive recording band, gives you the news and much more, with ample "nothing" hours too. Six stations a day. An excellent instrument with many unique features, including built-in recording machine, 100 watts, 3 good earphones, 3 noiseless variable volume control, record 16 inches of frequencies. No need to supply you, write direct. Catalogs at your ready.

List $22.50

UNIVERSAL MICROPHONE CO. LTD.
424 Warren Ave.
Jewelwood, Calif.
Growing Interest Is Shown in FM Publicity Campaign Started; FCC Hearings March 18

BROADCASTERS' interest in frequency-modulated transmission and the coming FM hearings, scheduled by the FCC for March 15, continues to rise steadily, as evidenced by a Broadcasting survey of pending FM applications and operations in the country-wide industry interest in the development of FM service, particularly along commercial lines, and presages an active campaign toward that end by leaders of the movement at the March 18 hearings [Broadcasting, Feb. 15].

Publicity Campaign

An indication of the efforts to promote public interest in frequency-modulation development with the cooperation of CBS, W2XMN, will own the transmitter for sound effects men by Mr. to FM to the appointment of promote public interest in the metropolitan program. Under the 81 broadcasters’ FCC, transmission. An broadcast by WOR, which has three stations in operation and nine applications pending. If permission is granted, WNEB will locate its F-M transmitter at Carlstadt, N. J., with the antenna for stations of high-fidelity antenna, Installation will be supervised by M. J. Weiner, WNEB's chief engineer.

Appeal From License Revocation Order May Postpone Final Action on WSAL

DESPITE announcement Feb. 15 of a proposed FCC decision affirming the order of Oct. 24, 1938, revoking the license of WSAL, Salisbury, Conn., the proceeding will not go forward for at least several weeks. Under FCC policy already announced and in force, the hearing on the censure of the station, has 20 days from the publication date of the proposed decision in which to file oral answers or to request oral argument before the full Commission.

Although this had not been done as Broadcasting went to press, William L. Marbury Jr., counsel for Mr. and Mrs. Co., Feb. 15 indicated he intended to file exceptions and request oral argument. If the FCC grants the request, it will set a date for oral arguments, hold the hearing and then consider the application, as in the revocation case, a procedure which probably would stretch out for several weeks.

Continuation of Service

In any event it is believed the FCC will proceed in the case in a manner to insure uninterrupted, or only briefly interrupted, broadcast service by a local station in the Salisbury area, although there is some disagreement on how this could be done. Conceivably the FCC could either set the actual date of revocation, which now appears certain, in view of the proposed decision, at a time far enough in the future to allow action on one of the pending applications for a new station using the present WSAL facilities, or announce simultaneously, after previous consideration of the applications, the revocation and the new grant. As for the latter, procedural questions might arise if the Commission were to consider the applications before or after actually deleting the station.

At present two separate applications are pending, one of which requests a new station in St. Louis, utilizing the present WSAL facilities on 1340, using 500 watts power full-time—by Delmarva Broadcasting Co [Broadcasting, Dec. 1, 1938] and Peninsula Broadcasting Co., Chicago [Broadcasting, Feb. 1]. A third application, for assignment of the WSAL license, was voted by the Commission on Broadcasting Co. on Aug. 26, 1939, but this application would necessarily be denied if the station's license were revoked.

As the WSAL case developed during 1938, applications were filed Oct. 24 and extended through Jan. 22, 1940, it was apparent that FCC interest in continuing its work on the WSAL case would be extended beyond the revocation matter itself as evidence was presented purporting to show participation in the station by various parties, including James W. Gum and former Senator Clarence C. Ely, Jr., as well as the station's license was revoked.

Although the FCC has not yet revealed whether or how it might proceed, it is felt the official interest in tracking down points in the conflicting testimony and the possible approaches to coming action on the part of the FCC, either through direct censure or by granting the matter over to the Justice Department for possible prosecution.

Commission's Explanation

In its proposed decision to affirm the WSAL license revocation order of Dec. 18, the FCC says:

Where, as here, a license is obtained as a direct result of false statements and representations, where, as in the case of WSAL, other things an applicant's financial responsibility is involved, and where the applicant has actively, and in the case in point, sought to support himself, the Commission has only one course of action and that is to make final its order of revocation upon that showing. The instances of fraud and the evidence known to the Commission, with respect to WSAL, have been such that, absent disqualifying evidence, the FCC will not have lawfully authorized the issuance of a license to an applicant who, at best had no right to such a license, and that evidence was so strong as to disqualify the license holder's history, and in fact the figures made for others who for reasons best known to themselves desire to conceal their interest.

To this end a permit to construct and operate WSAL was revoked after the FCC found legally, technically, and financially that the community would be better served by the station in question. Any evidence that the disqualifying evidence was so strong that the Commission was not bound to disqualify in all such respects as they present themselves, the FCC has not used the opportunity to disqualify the applicants for what they are, to make disqualifications for what they are not, but to disqualify the applicants for what they themselves desire to conceal their interest.

In the granting or refusal of licenses. In the granting of licenses, the Commission was faced with the prospect of seeing an application approved, disqualifications being found legally, technically, and financially that the community would be better served by the station in question. Any evidence that the disqualifying evidence was so strong that the Commission was not bound to disqualify in all such respects as they present themselves, the FCC has not used the opportunity to disqualify the applicants for what they are, to make disqualifications for what they are not, but to disqualify the applicants for what they themselves desire to conceal their interest.

Furthermore, the Commission was faced with the prospect of seeing an application approved, disqualifications being found legally, technically, and financially that the community would be better served by the station in question. Any evidence that the disqualifying evidence was so strong that the Commission was not bound to disqualify in all such respects as they present themselves, the FCC has not used the opportunity to disqualify the applicants for what they are, to make disqualifications for what they are not, but to disqualify the applicants for what they themselves desire to conceal their interest.

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A Very Good Reason
WHY THEY LISTEN . . .

Musical Showmanship

Eight musical conductors and a staff of 60 performing artists, all under the direction of showman-conductor Josef Cherniavsky (above) give WLW's musical origination brilliance . . . attractiveness . . . par-plus showmanship value. And because WLW's musical productions are far above average . . . avid fans listen regularly to the Nation's Station. No other station in WLW's gigantic primary area can boast of such an outstanding musical staff . . .

But WLW's musical showmanship is only one of many reasons why they listen . . . Other reasons are . . . WLW superior production . . . friendly announcing . . . keen perception for special features . . . careful continuity . . . outstanding talent . . . and consistent day after day high entertainment value.

When planning your next radio show . . . whether spot or network . . . consider all WLW has to offer.

. . . . these things, too, we think are a part of the story of WLW.
Providence Station moves to increase population coverage 60%. New transmitter site, increased power, new towers, RCA antenna phasing equipment, and NEW RCA transmitter

In planning to win new friends among a greater audience, WPRO took no chances. WPRO chose the famous air-cooled RCA 5-DX Transmitter.

Broadcasters everywhere recognize the outstanding engineering which created this 5000-Watt Transmitter. And, they are aware of the distinguished service the RCA 5-DX is rendering in the many stations in which it has been installed.

Its design is functional. Operating convenience was a major consideration. This was achieved in such a way that the 5-DX looks as if it might have been designed for beauty's sake alone. Check operating cost figures...compare the excellence of its performance...and you'll find the beauty of the 5-DX is more than "skin deep."

We believe the 5-DX is a good example of the constant and studied efforts of RCA to build the best possible equipment at the right price. We are confident that through the application of the same sound fundamentals of sound engineering practice, RCA can find the correct solution to any problem you may have.

Noteworthy Facts About the RCA 5-DX
1. COMPLETELY AIR-COOLED—Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery, and danger of freezing. Sets new standard of reliable operation.
2. LOW OPERATING COSTS—Power consumption greatly reduced by high efficiency circuit. Lower tube expense. No critical or complicated circuits.
3. LOW AUDIO DISTORTION—Low distortion over entire audio-band. Low carrier noise level. Feedback is stable. No critical adjustments.

Use RCA Tubes in Your Station for Reliable Performance

RCA Broadcast Equipment
RCA Manufacturing Co., Inc., Camden, N.J. • A Service of Radio Corp. of America