“Dis is for still being de radio-champ of de Golden Gloves*!”

- We’re sure you’ll pardon us if we do a little strutting and shadow-boxing during this brief speech, but we’re feeling fairly cocky—

— you see, we’ve just completed our third highly successful season as radio’s only officially-sanctioned Golden Gloves sponsor—and we’ve been practically swept off our feet!

Aside from drawing more entries and more contestants than ever before, our 1940 Golden Gloves tournament again broke all records for jam-packed audiences, for publicity, and for hearty cooperation by Iowa merchants, civic clubs, and yes—even by dozens of newspapers! And as a result of the entire State’s tremendous interest, everybody in Iowa is saying that WHO is now without question the Iowa leader in sports!

So that’s why we’re cocky! Shall we put on the gloves and get into the ring for you? Bill Brown’s "Sports Review" is now available for sponsorship, starting April 28. Wire for the surprisingly low costs!

*The Golden Gloves was originated by the Chicago Tribune, who conduct the finals in Chicago, among 44 teams sponsored by 43 other newspapers—and Station WHO.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
“Sure, WLS will do a swell job outside of Chicago, but what about the metropolitan area?” For an answer, let’s look at the record.

During 1939, WLS received 355,961 letters from listeners in Metropolitan Chicago.

This represents 30.7 letters per 100 radio homes in that area.

In two years (from 1937 to 1939) the mail response from Metropolitan Chicago has increased 34.8%—from 231,917 to 355,961 letters.

Chicagoans like the friendly, cheerful and helpful nature of WLS programs. They listen regularly and respond just as freely as do their neighbors in Illinois, Indiana, Wisconsin and Michigan.

Throughout its entire area WLS Brings Results.

THE PRAIRIE FARMER STATION

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

JOHN BLAIR AND COMPANY, National Representatives
LATEST available figures show that savings deposits in New England have increased $30,841,000, totalling $3,448,702,000. The six states per capita savings of $515, compares with $195 average for the United States, and is 33.9% higher than any other section of America.

New Englanders save more because they earn more. They spend more because this intelligently applied thrift provides spendable surplus, as evidenced by the high per capita purchasing power of $415. Consider, for example — that in cities of 25,000 or over 59.9% of the homes are single houses — 28.4% of all homes are owned by occupants.

This market is so prosperous — so important that it requires the wide cultivation possible only thru the 18 locally-effective stations of The Colonial Network — covering the audience with the highest per capita savings at the lowest per capita cost.
Forty-seven members of RCA among 572 industrial engineers and scientists given awards as "Modern Pioneers on American Frontiers of Industry."

SINCE its beginning, the Radio Corporation of America has held that Research in all fields of radio and sound is one of its major obligations to the public and to the future of radio. Research is the keystone of every operation of RCA. RCA Laboratories are the fountain head of many of the spectacular radio and electronic developments of the past twenty years.

Back of these developments...back of the term Research, in fact...are men. Men make discoveries. And we at RCA are extremely proud of the man-power which has elevated RCA Research to a position of leadership.

We wish to add our own congratulations to the public recognition these men have already received. And, in addition, we extend equally warm congratulations to the many other RCA engineers and scientists whose brilliant work is contributing so much to the progress of their industry.

RCA Manufacturing Company, Inc.
National Broadcasting Company
RCA Laboratories
R.C.A. Communications, Inc.
RCA Institutes, Inc.
Radiomarine Corporation of America
Of the 572 industrial engineers and scientists chosen by the National Association of Manufacturers to receive awards as "Modern Pioneers on American frontiers of Industry," forty-seven were members of the RCA organization. The awards were given for original research and inventions which have "contributed most to the creation of new jobs, new industries, new goods and services, and a higher standard of living."

Special national awards were given by the National Association of Manufacturers to nineteen of those receiving honors. Dr. Vladimir K. Zworykin of the RCA Manufacturing Company was chosen to receive one of these national awards.

47 RCA "Modern Pioneers on American Frontiers of Industry"

Randall Clarence Ballard
Max Carter Beaton
Alda Vernon Bedford
George Leslie Beers
Harold H. Beverage
Rene Albert Braden
George Harold Brown
Irving F. Byrnes
Wendell LaVerne Carlson
Philip S. Carter
Lewis Mason Clement
Murray G. Crosby
Glenn Leslie Dimmick
James L. Finch
Dudley E. Foster
Clarence Weston Hansell
O. B. Hanson
Ralph Siera Holmes
Harley A. Iams
Ray David Kell
Edward Washburn Kellogg
Winfield Rudolph Koch
Fred H. Kroger
E. Anthony Lederer
Humboldt W. Leverenz
Nils Erik Lindenblad
Loria E. Mitchell
Gerrard Mountjoy
Harry Ferdinand Olson
Richard R. Orth
Harold O. Peterson
Walter Van B. Roberts
George M. Rose, Jr.
Bernard Salzberg
Otto H. Schade
Stuart W. Seeley
Terry M. Shroder
Browder J. Thompson
Harry C. Thompson
William Arthur Tolson
George L. Usselman
Arthur Williams Vance
Arthur F. Van Dyck
Julius Weinberger
Irving Wolff
Charles Jacob Young
Vladimir Kosma Zworykin
Remember!
YOU'RE BUYING Coverage, NOT WATTS!

POWER ALONE, of course, does not determine coverage. Frequency and other important factors enter into the picture. That's why WRC, with its favorable frequency of 950 kc continues to offer the best "coverage buy" in the Washington market.

On the basis of scientific measurement, factual data---

WRC today has larger daytime coverage than any other Washington radio station.

WRC covers more square miles adjacent to Washington, within the 1/2 millivolt area, daytime, than any other Washington radio station.

WRC cover 9.4% more radio families, daytime, than any other Washington radio station.

WRC does this complete daytime coverage job for 30% less in cost than any other Washington radio station.

But, this is only part of the full story of WRC leadership in the Washington trading area. Let us prove it --- to YOUR satisfaction.

WRC will operate NIGHT as well as day on 5,000 watts within sixty days.
SURE SIGNS OF LEADERSHIP

Presented to WSM by impartial judges are these trophies reflecting WSM's leadership... WSM's ability to build programs with a purpose... programs that interest... programs that sell!

They are the yardstick that measures the value of acknowledged supremacy and shortens the gap between advertising and... action!

Truly, they are the marks of merit that guide wise advertisers.

Ask for the proof!

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM
How to sell all the West

...without adding a penny to your Big City Budget!

Here in the West at least, coverage of Metropolitan distributive centers isn't enough—not by half of the business...no matter how thoroughly you cover these seven major centers and their seventy-eight suburban cities and towns.

For forty-eight per cent of Pacific Coast annual retail sales are made outside of these Big City trading areas!...in hundreds of small towns and wealthy farm communities...scattered in a patchwork of far-flung business areas...widely separated...remote.

Yet all close at hand to radio! Ready, at an instant's notice, for you to sell.

For only radio has the ability to span the West's great areas...to leap rivers and scale mountains...to get beyond every barrier of nature...to speed your sales story—warm with the extra persuasiveness of the human voice—into every home...in Big Cities, towns, and rural areas alike.

Not in a hundred separate, hard-to-control campaigns, but—ever-so-simply on the Columbia Pacific Network—in one! And without adding a penny to your normal Big City budget!

For here is how the Columbia Pacific Network covers these areas, day and night...

<table>
<thead>
<tr>
<th>COLUMBIA PACIFIC NETWORK COVERAGE</th>
<th>BIG CITY Trading Areas</th>
<th>TOWNS 2500 And Over</th>
<th>RURAL AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAY</td>
<td>100.0%</td>
<td>84.4%</td>
<td>82.8%</td>
</tr>
<tr>
<td>NIGHT</td>
<td>100.0%</td>
<td>97.7%</td>
<td>97.8%</td>
</tr>
</tbody>
</table>

All three...cost not a penny more! When you join hands with most of America's ablest advertisers who are selling all the West by using...

Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • PALACE HOTEL, SAN FRANCISCO • COLUMBIA SQUARE, LOS ANGELES • REPRESENTED BY RADIO SALES—NEW YORK, CHICAGO, DETROIT, CHARLOTTE, N.C.
60 PER CENT OF THE TIME

A new personal interview survey, conducted by Benson & Benson, of Princeton, N. J., in twelve prosperous Bluegrass counties which rank among the most prosperous agricultural counties in the Nation, reveals that WHAS has the largest audience in this area 60 per cent of the time.

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

WHAS 50,000 WATTS
BASIC CBS OUTLET
LOUISVILLE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by
The Courier-Journal
The Louisville Times

Reduced to terms of minutes, WHAS holds the audience in this area 36 minutes out of every hour while the nearest competitor attracts the listeners for only 18.6 minutes out of the hour...

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

<table>
<thead>
<tr>
<th>Station</th>
<th>Watts</th>
<th>Firsts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAS</td>
<td>50,000</td>
<td>74</td>
</tr>
<tr>
<td>2nd Station</td>
<td>50,000</td>
<td>36</td>
</tr>
<tr>
<td>3rd Station</td>
<td>50,000</td>
<td>0</td>
</tr>
<tr>
<td>4th Station</td>
<td>250</td>
<td>9</td>
</tr>
<tr>
<td>5th Station</td>
<td>5,000</td>
<td>1</td>
</tr>
<tr>
<td>6th Station</td>
<td>50,000</td>
<td>1</td>
</tr>
</tbody>
</table>

Ask the WHAS representative to show you the detailed breakdown of the findings...
When business is so good in any market it makes the front page of an important New York newspaper—it's a good time and place to sell your products.

WTIC can help you make the most of this prosperous market—where per capita retail sales are consistently 40% above the national average—year in and year out. It's a market where people have more to spend on themselves because they have to spend less on sales, income and other taxes!

WTIC 50,000 WATTS
A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET
The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco
<table>
<thead>
<tr>
<th>STATE</th>
<th>FARMS</th>
<th>RADIO HOMES</th>
<th>POPULATION</th>
<th>EFFECTIVE BUYING INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOWA</td>
<td>89,179</td>
<td>239,640</td>
<td>1,046,200</td>
<td>$568,835,000</td>
</tr>
<tr>
<td>KANSAS</td>
<td>74,111</td>
<td>103,170</td>
<td>595,500</td>
<td>222,824,000</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>43,919</td>
<td>47,660</td>
<td>244,700</td>
<td>424,832,000</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>29,468</td>
<td>33,829</td>
<td>181,600</td>
<td>37,836,000</td>
</tr>
<tr>
<td>NEBRASKA</td>
<td>124,856</td>
<td>268,550</td>
<td>1,295,600</td>
<td>530,091,000</td>
</tr>
<tr>
<td>S. DAKOTA</td>
<td>63,920</td>
<td>104,380</td>
<td>592,800</td>
<td>203,490,000</td>
</tr>
<tr>
<td>TOTALS</td>
<td>425,453</td>
<td>876,690</td>
<td>4,003,800</td>
<td>1,705,508,000</td>
</tr>
</tbody>
</table>

Here they are, Mr. Time-Buyer—the cold facts of WOW coverage of the Omaha market. The facts are: (1) this is a big market, with nearly two billion dollars of Effective Buying Income; and, (2) WOW offers complete coverage of the market at consistently economical cost.

WOW delivers more impacts, in more homes, in more counties in the Omaha market. It covers parts of six states, an area bisected by the Missouri River, a market of more than 876,000 radio homes; more than four million population.

If you want the Omaha market, you want WOW.

John J. Gillin, Jr., Manager...Owned and Operated by the Woodmen of the World Life Insurance Society...John Blair & Company, Representatives...On the NBC Red Network...Write for Comprehensive Surveys and Maps.

5,000 watts day and night on 590 KC covers the Omaha market.
One of the most versatile and accomplished men in the Free & Peters organization, Russel Woodward of New York is automatically one of the best men in the radio representation business. Before coming with us, he had years of big-agency experience, as well as other business experience—he is particularly equipped to give the kind of radio help that every agency needs and wants.

But like every one of our other thirteen top-notch men, Woody’s effectiveness is far more than a result of purely personal resources—it is a result of intelligent team-work among fourteen radio specialists whose combined background and experience and facilities for helpfulness probably exceed those of any other organization in the radio industry today.

If you’re using the services of any Free & Peters office, anywhere, you’re in some way benefitting by Woody’s talents, and the talents of thirteen other rather exceptional fellows as well. That’s the way we work in this group of pioneer radio-station representatives.
Parties to Spend Millions for Broadcasts

Agencies Again Likely to Place Political Campaign Time; Expanded Use of Spot Through Discs Is Foreseen

THE PROSPECT of several million dollars worth of political time placements during the 1940 election cycle is shown by a poll made by the Advertising Research Foundation (ARF) last week. The poll was taken among 30-odd agencies, which do the over-all buying of campaign time for political candidates.

Meanwhile, the convention season is in full swing and all political candidates are working, raising millions of dollars to buy broadcasting time for the coming fall campaign.

The ARF poll, which was taken by ARF's director of market research, Mr. J. W. H. de Ferranti, indicates that the political parties are planning to spend between $2,500,000 and $3,000,000 for broadcasting time in 1940, with the figure depending on the state of the economy. The poll also indicates that the political parties are planning to use a variety of broadcasting techniques, including spot advertising, network advertising, and direct mail.

The ARF poll also indicates that the political parties are planning to use a variety of advertising materials, including radio spots, television spots, and direct mail.

The political parties are expected to spend a significant amount of money on broadcasting, with the amount depending on the state of the economy.
cally, the Democrats around $70,000. Speeches of limited networks may be transcribed and placed locally on a spot basis, ranging from five minutes to 30 minutes in length. The Republicans used some 5-minute and 15-minute talks during the 1936 campaign, much of its spot time being spent on foreign language placements and some to discs carrying William Hard's network broadcasts over additional stations selected to fill in network gaps.

The routine of handling political broadcasts was so well established in 1932 and 1936 that their production in method are anticipated. The chief job of the radio directors will be to coordinate the speakers and work with political consultants in buying and clearing time on the most favorable basis with the least disruption of regular schedules. It is the politicians' determination of public likes and dislikes, easily checked, that has made political time-handling much less of a problem for networks and stations each campaign year.

Lucky Strike Test
AMERICAN TOBACCO Co., New York, is planning a large-scale promotion of spot announcements for Lucky Strike cigarettes, it is understood, to relieve this month's two 15-minute daily spots on New York stations WABC, WEAH, WOR, WMCA and WNEW. Proposed announcement would consist of a price cut for a period commercial on the hour, after which a portion would be played or sung of the National Anthem. The Lucky Strike Hit Parade program, heard on CBS, All announcements would be transmitted, according to the Lucky Strike organization, Lord & Thomas, New York, the agency handling the account, some difficulty has been encountered in presenting the discs on the hour on the above stations and the entire campaign, although lined up, has not been definitely settled.

Golden Peacock Expands
GOLDEN PEACOCK Inc., Paris, Tenn. (bleach gold) on April 1 will expand the broadcast schedule to include stations to be selected in Memphis, Atlanta, Charlotte, Oklahoma City, Chicago, Philadelphia and Houston. One-state, two-station, pre-announced spots will be used for 13 weeks. All stations now carrying the announcements are KFL, Los Angeles; WSM, Nashville; WPAI, Dallas; WDAL, San Antonio, H. W. Kastor & Sons, Chicago, is agent.

Armour & Co. Spots
ARMOUR & Co., Chicago (meats), through Lord & Thomas, Chicago, has started a campaign of announcement at stations on KSCI, Sioux City, Ia.; WHO, Des Moines; KOIL, Omaha; WDAM, Vicksburg; WMUX, Yankton, S. D. Schedule consists of 10 announcements weekly.

STEPHEN R. RINTOULE, formerly with WBS and now with The Kastor Agency, has applied to the FCC for a new 250-watt station on 1370 kc. in Sanford, Conn.

FIRST presidential nominating convention to be covered by radio will be that of the Socialist Party April 6-8 in the main auditorium of the National Press Club in Washington. All three networks have announced they will carry highlights.

EVEN the Communists, less popular than ever because of the international situation, will be entitled to buy time on an equal basis with other candidates during the 1940 national campaign as they did on a rather small scale in 1936. Despite an antitrust suit which led several stations in 1936 to refuse to carry talks by Communist candidates and their spokesmen, they were finally obliged to do so when the letter of the Communications Act of 1934 was called to their attention by the F.C.C.

Thus if the Republicans and Democrats buy time for the candidates when political broadcasts go on a commercial basis, immediately after the nominating conventions, an equal opportunity must be accorded duly registered Communists candidates under Sec. 315 of the Act which reads:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use its facilities for the purpose of carrying any broadcast under such conditions and for the purpose of any use of its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

Section 310 Definitions.—The following definitions shall apply for the purpose of section 310:

(a) "Legally qualified candidate," means any person who has met all the requirements prescribed by local, state, or federal authorities as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) "Other candidates for that office," means all other legally qualified candidates for the same public office.

The 3105 Rules and practices of the rates and practices shall make rules and regulations to the effect that such licensee shall have no power of censorship over the material broadcast under the provisions of such Act.
Gannett's Group Asks Radio Funds

A NATIONWIDE campaign to raise $50,000 to "develop public opinion supporting security and free speech for radio" and to get behind enactment of Ditter Bill (HR-8899), has been launched by the National Committee to Uphold Congressional RECORD covering re- laxation of the monopoly clause in the Communications Act. Along with his circular letter, Mr. Gerard stated the committee, "If the FCC March 25 date for reduction in the number of newspapers permitted to make use of AP news is approaching, the need for such a campaign is evident. "The sale of AP news to newspapers has increased, and the need for additional revenue to meet the cost of newsgathering is apparent. "The sale of AP news to networks and to national and regional advertisers, which would be necessary if AP is to "meet the radio policies of its competitors," is expected to be a major topic of discussion at the annual AP meeting, to be held April 22 at the Waldorf-Astoria, New York. Question of any commercialization of AP news on the air had been tabled, after long arguments by several prior annual meetings. The 1939 meeting asked the board to consider the proposed plans with the opposition of a number of members. The present AP arrangement permits member newspapers to make use of the association's news on the air, but "only from the member's city of publication." This restriction makes impossible any sale of AP news to national advertisers for broadcasting on a network, or on a spot basis, unless individual contracts are negotiated with the newspapers in each city. Furthermore, an advertiser desiring to sponsor AP newscasts at various times throughout the day might, in many cities, be forced to deal with two publishers and to use two stations, as the regulations likewise limit such activities. The sale of news to the paper's hours of publication. That is, an evening paper may have AP service during the daytime while its morning rival has AP night wire. Another handicap to the sale of AP news has been the restriction prohibiting the use of the AP label on commercial newscasts, which, under present regulations, are made in the name of the member paper and without mention of AP. This may make it impossible for advertisers to use the AP service for their clients, as the newspapers in such cases have to make arrangements for news content with the AP. This may lead to a situation where newspapers must pay for news services from other sources, possibly resulting in higher costs for news services.

Texas Applicant Cited For Alleged False Data

PURSUING its Constitutional due process, Texas has filed a complaint against a radio station for allegations of false data. The complaint, filed by the Texas Board of Radio Commissioners, alleges that the station failed to file accurate and timely reports regarding its operation. The Board has ordered the station to show cause why its license should not be revoked. The station has been operating a new daytime station at 1200 kc, with 100 watts, ordered by the Board on March 29. The Board acted on the complaint on March 29, finding that the station had failed to file accurate and timely reports regarding its operation. The Board has ordered the station to show cause why its license should not be revoked. The station has been operating a new daytime station at 1200 kc, with 100 watts, ordered by the Board on March 29. The Board acted on the complaint on March 29, finding that the station had failed to file accurate and timely reports regarding its operation. The Board has ordered the station to show cause why its license should not be revoked. The station has been operating a new daytime station at 1200 kc, with 100 watts, ordered by the Board on March 29.
"Pulitzer" Awards Proposed For Public Service in Radio

CREATION of annual public service awards to radio—the counterpart of the Pulitzer prizes for print—has been authorized by the music association, ASCAP, pending the decision of the U.S. Copyright Office. The plan has been under consideration by many ASCAP members and the idea is under active consideration by the School of Journalism of the University of Georgia and may be authorized within a month. The University has access to the George Peabody Foundation, whose philanthropies are well-known in the South.

Proposed initially by Lammibin, director of public affairs of Westinghouse, would be to each of three American stations (local, regional and central channel) for outstanding public service during the preceding calendar year. Mr. Kay and Ed Kirby, NAB public relations director, on March 12 conferred with officials of the University and with Mr. Smith, prominent Georgia attorney and president of the board of regents, regarding the project. It is expected that a meeting of the board of regents will be held April 6 to consider the entire plan.

As projected by Mr. Kay, who has submitted a national awards plan for a dozen years, the plan is one under which the old

Is Looking into AFM

Meanwhile, the anti-trust division of the Department also (Continued on page 7)
The best radio buy in Detroit—based on greatly enlarged primary area day and night coverage resulting from WXYZ's new high power transmitter . . . at no increase in rates.

MORE MARKETS THAN EVER BEFORE . . .

MORE LISTENERS THAN EVER BEFORE . . .

MORE VALUE PER DOLLAR THAN EVER BEFORE . . .

WXYZ's new RCA transmitter and Blow-Knox vertical antennae located seven air miles from downtown Detroit has more than doubled the nighttime guaranteed good service area.

NO INCREASE IN COST

Key Station
Michigan Radio Network
* Basic Detroit Outlet For NBC Blue Network
5000 WATTS Daytime
1000 WATTS Nighttime

National Sales Representative
PAUL H. RAYMER CO.
Full Commercial Status Sought For FM at Hearing Before FCC

Many Organizations to Testify on Merits of 'Static-Free' Service in High Frequencies

FULL COMMERCIAL operation of frequency modulation broadcasting as a corollary of "standard" broadcasting has been the goal that experimentalists have pursued. As the legal obstacles to full-scale service begin to crumble, the hearings are expected to run at least a week.

With appearances filed by 29 separate organizations and individuals [BROADCASTING, Feb. 18], the hearings are destined to be another important hearing on the future development of sound broadcasting as well as television, since a conflict over frequency allocations is definitely foreshadowed.

Led by FM Broadcasters Inc., formed recently with a membership of some 30 broadcasters to foster the introduction of the new FM art, proponents of the system will go down the line for full commercial status for FM on the ground that it is no longer experimental and that anything short of regular operation would tend to impede wholesome development of a new area of public service. Their case, along with that of other applicants, is interspersed with the wide-band frequency modulation system developed by Maj. Edwin H. Armstrong, University professor and inventor of the superheterodyne circuit.

A Matter of Policy

The basic issue boils down to determination of policy by the FCC on the allocation of sufficient bands in the ultra-high frequencies above 25,000 kc. to permit establishment of a new counterpart of standard broadcast service on a nation-wide basis. While the Commission must weigh many factors, including the status of other radio services, as against the pros and cons of FM broadcasting, it need only be pointed out that proponents of FM should have their day in court and present a complete affirmative case.

FCC Chairman Fly declared prior to the hearing that he does not regard it as one in which there should be a "free-for-all" for ultra-high frequencies by various services. He is looking for an affirmative presentation by proponents of FM broadcasting of a type of service they propose to render in the ultra-high frequencies with the new transmission method, rather than a comparison of other potentially competitive users of the same bands. Requirements of other services, actual or potential, are incidental to the main issue, he said, though he felt that perhaps some reference to other services could not be avoided.

Asserting that he regarded the hearing as one on FM broadcasting rather than on television, education, Government or other services, he declared the Commission obviously will take into account the whole picture before making any final decision.

The question of ultra-high frequency allocations for television, for example, was described as being high above the television seven weeks ago and will be weighed in connection with formation of future allocation policy.

The Commission formally announced March 7 that it is not its purpose to inquire into broad allocations of space for services other than aural broadcasting. It stated, however, that this limitation is not intended to preclude testimony pertaining to the suitability of forms of modulation for other services or to preclude general theories of the effect upon the present allocations to other particular services by the adoption of different channel widths than are now recognized.

Many Applications

Aside from the expected resistance from television groups to the offer of lower frequency bands allotted to television for FM purposes, appearances already filed indicate that other applicant groups, headed by Dr. John W. Studebaker, U. S. Commissioner of Education, will resist efforts of FM advocates to utilize the 100,000 to 120,000 m.c. band for FM. This band, under present allocations, is allotted for non-commercial educational broadcasting stations, though up to now, due to the few applications, others have been authorized to operate on the twenty-five 40-kc. frequencies available in the band.

Under the leadership of John Shepard, 3d, president of Yankee Network and a pioneer experimenter in FM, the recently created FM Broadcasters Inc. will carry the full burden of the appearance of proponents. Chief witness for the organization will be Maj. Armstrong himself. Philip G. Louches, former NAB manager director, is the spokesman of this group. Chief witnesses are expected to appear to cover all phases of the projected service.

* * *

Page 18 • March 15, 1940

BROADCASTING • Broadcast Advertising
more than 60 as broadcasting went to press. There are 16 FM stations already in experimental operation with another five construction permits issued.

Interest within the industry over FM has reached a new peak, and it is one of the main topics of conversation wherever broadcasters congregate. The fact that a half-dozen outstanding manufacturers also have gone into this field of FM receivers, planning to merchandise them in markets having this type of transmission available, also has given impetus to development.

Dr. Armstrong and other proponents are in frequent demand for demonstrations and considerable literature has been issued dealing with this problem. In some quarters the question has been raised as to whether FM will expand broadcasts in the future, and they expect to get their answer during the hearings. Troubling some broadcasters is the policy determination whether the proceedings would be disposed of by any plan of commercial operation, to authorize dual operation of standard and FM stations in the same city by the same owners, particularly since the trend in regular broadcast has been away from that principle.

May Last Two Weeks

While the time requested by the 29 separate respondents amounts to about two days, it is conceivable the hearings may run as long as two weeks since the Commission itself will place in the record a considerable amount of testimony. Moreover, examination from the standpoints and by Commission counsel probably will consume more time than the original presentations, based on past hearing experience, and it is presumed that both Chief Engineer E. K. Jett and General Counsel William J. Dempsey will participate to assist.

The Commission itself, whether the subject being taken into the open during the hearings or is confined to executive conferences, will consider the environmental feasibility of expansion of broadcast service into the ultra-highs and weigh the evidence against the requirements of all types of other services for frequencies in those bands. It also must decide whether the Commission will allocate a 200 kc. band for optimum performance, has sufficient advantages over the conventional amplitude modulation or over narrow band FM to warrant large scale channel allocations.

More Stations Possible

Since it has been estimated the present broadcast spectrum, ranging from 550 to 1600 kc., can accommodate another 200 to 400 stations as against over 815 now authorized, the Commission must determine whether it is economically feasible to open up additional frequency ranges. This is pointed out (Continued on page 50)

more than 60 as broadcasting went to press. There are 16 FM stations already in experimental operation with another five construction permits issued.

Interest within the industry over FM has reached a new peak, and it is one of the main topics of conversation wherever broadcasters congregate. The fact that a half-dozen outstanding manufacturers also have gone into this field of FM receivers, planning to merchandise them in markets having this type of transmission available, also has given impetus to development.

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May Last Two Weeks

While the time requested by the 29 separate respondents amounts to about two days, it is conceivable the hearings may run as long as two weeks since the Commission itself will place in the record a considerable amount of testimony. Moreover, examination from the standpoints and by Commission counsel probably will consume more time than the original presentations, based on past hearing experience, and it is presumed that both Chief Engineer E. K. Jett and General Counsel William J. Dempsey will participate to assist.

The Commission itself, whether the subject being taken into the open during the hearings or is confined to executive conferences, will consider the environmental feasibility of expansion of broadcast service into the ultra-highs and weigh the evidence against the requirements of all types of other services for frequencies in those bands. It also must decide whether the Commission will allocate a 200 kc. band for optimum performance, has sufficient advantages over the conventional amplitude modulation or over narrow band FM to warrant large scale channel allocations.

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New Music BMIceed Mr. Clinton especially a chance to use the new BMI, which has proved irresistible.

Simultaneously, the appointment of Clinton M. Finney as the last vice-president of AMP, to succeed Mr. Tompkins as president, was announced. Mr. Finney, who is chairman of the presidency of AMP Recording Studios, a subsidiary company, is also chairman of Warner-Wagin Rights, chairman of the AMP board.

Encouraging Talent "More than ten years ago," Mr. Tompkins said, upon taking his new position, he tried to develop the most promising of the emerging performers. "I am still encouraged by the music business, and I am confident that the future will be even better than the past."

Strictly Merit BMI will not, Mr. Tompkins said, maintain a list of writers as some music publishing companies do, but it will encourage the creation of the music itself by compensating composers and writers on a basis of merit rather than by seniority and by insuring them of widespread performance of their work. Disputing the frequently made claim that radio's repetition of popular music has ruined the interest of the public in the trend of today, he expressed his belief that reasonable repetition is the most potent means of making a new tune popular, unless the public hears a number often enough to get to know it and like it, what incentive would there be to go out and buy it, either as sheet music or on a record?

He urged the industry not to expect any miracles from BMI, but to be satisfied with gradual growth in both size and effectiveness. But "its success is assured already," he declared, "as the only thing that could possibly cause BMI to fail would be a lack of cooperation from the broadcasting industry, and that cooperation has already been pledged and given."

Finney's Career An accountant and financial man with extensive training in engineering as well, Mr. Finney, the new AMP president, is a University of Pennsylvania graduate with a varied background that includes ten years with Worthington Pump & Machinery Corp. as executive vice-president and six years as secretary-treasurer of Mack Trucks Inc. More recently he has been president of American City Power & Light Corp. and vice-president of Blue Ridge Corp., companies controlled by the Harrison Williams interests which are also large stockholders in the North American Co. utilities holding company which founded AMP.

No other changes in personnel

CLINTON M. FINNEY

Takes Over AMP Helm

Cliquot Disc Plans Cliquot Club Co., Millis, Mass., has started its summer campaign for Pale Dry Gin for All Golden Ginger Ale and Sparkling Water with one-minute announcements daily on KPI, Los Angeles. The campaign will be continued during the summer and will be added to announcements given in the fall. The announcement also offered to Cliquot Club bottlers for local use.

WALGREEN EXTENDS TO MIDWEST CITIES WALGREEN DRUG Co., Chicago, has expanded its advertising campaign for its new series of programs and announcements. In addition to stations WGN and WWBM, Chicago, 100-word messages will be tied in with the daily sports program on WSN, Milwaukee, on a 52-week basis, starting with the baseball season.

Moon Rose Soap Series COOTER BROKERAGE Co., Chicago (Moon Rose soap), has started a test spot announcement campaign on six stations for its Moon Rose Complexion combination consisting of soap and Cannon wash cloths. Stations being used are WGN and WWBM, Chicago, WTMJ, Milwaukee, WJR, Detroit, WSPD, Toledo, and 12-1 p.m. Schrimer & Scott, Chicago, is agency.

Coast Utilities Promoting Spring Appliance Sales ELECTRICAL Appliance Society of Northern California, San Francisco, will launch a three-week radio campaign for electric refrigerators on about 14 stations in the city. San Francisco Gas Appliance Society of San Francisco, also early in March conducted an intensive 10-day program for gas refrigerators in the city.

Iron Fireman's Plans IRON FIREMAN MFG. Co., Cleveland and Portland, Ore., has increased its advertising budget in newspapers, with radio also included on a 50-50 dealer cooperative basis. Spot announcements are being given out by dealers in various cities and towns. Previously the firm has used spot announcements on local radio stations in the advertising of home appliance and auto trade, home-building and power publications and daily newspapers.

Rudd Dealer Discs RUDD MFG. Co., Pittsburgh, is distributing to its dealers a list of 39 consecutive transcriptions, featuring Bob East as "The Hot Water Salesman," exploring the advantages of water heaters. The list is distributed by WBS, the announce- ments are also available as phonograph records in sales meeting kits. Marshall & Pratt, New York, is agency.
Given a sufficiently attractive program, WOR offers advertisers the greatest opportunity to attract a maximum audience. Why? Because WOR delivers a signal three times stronger than that of any station anywhere.* This signal is concentrated and directed on an area containing more people with radios who listen more often and buy more of what they are told to buy than any people with radios anywhere.

* Because of its directive array system and unique over-water approach to population concentrations.
13 Consecutive Years Without a Change

Cities Service Builds Up a Market By Merchandising Good Music

By ELLIOTT McELDOWNEY
Advertising Director, Cities Service Co.

T MAY SEEM a far cry from petroleum products to music—yet Cities Service successfully merchandises them both. And by merchandising good music consistently for 13 consecutive years, Cities Service has built up a tremendous market for its petroleum products.

The Cities Service Concert, broadcast every Friday evening at 7 p.m. over NBC-R, is the oldest continuous network program on the air without interruption each week since Feb. 18, 1927. Even then radio was no novelty for Cities Service, whose first network program, broadcast on Dec. 29, 1925, had been heard by listeners of WEAF, New York, WEEI, Boston, WOR, New York, WCBS, New York, and KBP, St. Louis.

But just what is the tie-up between merchandising music and merchandising petroleum products, and what is being done to increase the sale of the latter through our radio hour? For practically an eighth of a century the Cities Service Concert program has adhered to the formula adopted when it first went on the air. The emphasis always has been on good semi-classical music—something a bit lighter in tone, with an enticing sprinkling of the lighter, melodic, popular tunes.

Getting Listeners

Because of this very consistency, the Cities Service program has succeeded in holding a far-flung audience of those who appreciate the best in music. It’s a sale, yet a sale of music, by deftly mixing in other ingredients during its hour on the air, the program also has reached out to hundreds of thousands of other listeners. Let’s see just how it has been managed.

With a quality concert—the main object of the program to the same group of listeners year after year—quality programs—the program itself necessarily has to be merchandised in a dignified manner. The selling messages are brief, couched in interesting phraseology and presented in a conversational tone. Rarely do they exceed a minute-and-a-half in length. Trick or startling announcements have been avoided, for since the commercials are the most important part of the program from a merchandising angle, they must reflect in tone and presentation the keynote of fine quality.

To hurdle the barrier that might come along the program to the same group of listeners year after year has required some expert sales jockeying. Contests were ruled out as unattractive, as likewise were premium offers. What next to music would attract the widest audience? The answer was sports. So it was decided to have the program at certain seasons of the year also become a mecca for sports lovers. During the fall, the sports fans of the nation receive expert football information from Grantland Rice, Cities Service’s "Football Guide," published weekly since 1935. This type of sports coverage is calculated to reach the sensibilities of the serious-minded music-lover; nor is he considered an intrusion, for he is on the air for but six or seven minutes of the 60.

An exceedingly popular tie-up between Mr. Rice’s talk and his sports audience is Grantland Rice’s "Cities Service Football Guide." It is now in its seventh year and has proved a real sales and goodwill builder. It is offered over the air each fall to those who drive into a Cities Service dealer’s station and ask for it. The dealers, in this way, are introduced to thousands of potentially new customers each year. And, they, in turn, have only to introduce these prospects to their products to clinch sales.

In the same way, "Spring Sports Guides" have been distributed to the public containing baseball schedules, fishing information, etc. These two give-aways have been found most effective as a sales wedge. Baseball and football fans represent a good cross-section of the gas-consuming public and make a most desirable addition to the audience attracted by the lure of music. Last year, nearly a million copies of the football guides were distributed.

Budgets Popular

Another give-away which attracted a loyal audience was the offer made for several years during January and February of the "Cities Service Budget Book" and later of the "Cities Service Spending Guide".

Both were suspended this year.

OLDEST of the old-timers as radio programs go is the "Cities Service Concert" series on NBC-Red. Consistent in audience as well as program format, this leading dispenser of petroleum products holds its huge audience year after year. What’s more, it continually goes after other listeners by means of sports tie-ups, which are lively enough to attract sports lovers without annoying those interested only in the tuneful melodies. Key to Cities Service success is its well-rounded merchandising campaign, with a dignified motif predominating. Similarly dignified are the sales messages during the concert program. Though presented in conversational manner, they carry out the theme.

Gross Time Sales by Major Networks Continue Upward with 18.8% Increase

COMBINED gross time sales of the major networks, during February totaled $7,800,360, a gain of 18.8% over the combined billings for February 1939, which amounted to $6,566,842. A portion of this increase, which in percentage was double the 9.2% gain of January over Jan. 1939, was due to the heavier advertising of the Cotton Belt Network; nevertheless this increase represents appreciably more advertising on the networks than in the same month last year. Naturally, the increase in gross time sales is $1,233,518, up 18.6% over the $6,566,842 reported for the first two months of 1939.

The four networks reported a total of $17,996,973 in gross time billings for February, a gain of 18.8% over the $15,091,785 in billings for the same period last year. Of this increase, $1,233,518, or 8.6%, was attributed to time purchased by local advertisers.

BY NETWORK

<table>
<thead>
<tr>
<th>Network</th>
<th>Jan. 1940</th>
<th>Feb. 1940</th>
<th>% Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC-Red</td>
<td>$7,800,360</td>
<td>$9,033,877</td>
<td>18.8%</td>
</tr>
<tr>
<td>NBC-Blue</td>
<td>$8,396,616</td>
<td>$10,203,216</td>
<td>22.6%</td>
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<tr>
<td>CBS</td>
<td>$7,676,436</td>
<td>$8,760,972</td>
<td>14.1%</td>
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<tr>
<td>MBS</td>
<td>$1,179,581</td>
<td>$1,302,684</td>
<td>10.6%</td>
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But the demand has been so tremendous that the "Budget Book" will be published again in 1941, when distribution is expected to run to nearly a million copies. This offer, coming at the beginning of the year and stressing a book which enables dealers to house big sales, results in a budget their expenses, again reaches a good cross-section of the motoring public.

The mention is made on the program of the Cities Service Touring Bureau, which dispenses touring information and maps out several routes. The Cities Service Road Maps are given to motorists every year. They have proved exceedingly popular.

All these offers are used to direct listeners as much as possible to the 16,000 dealer service stations located in 59 States. It has been found to be an excellent sales stimulant, for most people who desire the book feel somewhat guilty if they do not drive to a service station without some time buying gas or some other product.

At the service stations, these inducements offer likewise are featured on a bulletin board, which is another type of radio program at the point of sale. This is done quite frequently by means of two-sheet posters supplied to dealers. If this offer is being made currently over the air, the dealers display posters about the offer. Similarly, listeners over the air are made aware of it, for, on the air, they desire to use the facilities of the Cities Service Touring Bureau, they should direct their requests to one of the Cities Service stations where they will find a card to mail for the desired information.

The Dealer Angle

Another reason for maintaining the same concert music radio format at the sales stations is the high class of direct line and motor operators of fleets of trucks and to other commercial users is an important part of Cities Service. Therefore, the officials of such companies are also likely to be older people who prefer the type of music presented in the dealer stations through the use of dignified, high type inducements.
The central New England market — with sole primary coverage by WTAG — now listens to its favorite, number one radio station, 5000 watts strong (night 1000).

Worcester Market Area is important. It includes southern counties of New Hampshire, northeastern Connecticut, central Massachusetts, and the top of Rhode Island — an area twice as large as Rhode Island in square miles and populated by three quarters of a million industrial and agricultural people.

Test it! A trial WTAG campaign will reach, among others, employees of one thousand different industries, whose present payroll compares dollar for dollar with 1928, and whose per capita food expenditures, for instance, exceed the U. S. average by 64%.

One entrance only. The Worcester Market Area is solidly walled by station coverage and preference. WTAG is the only entrance.

Edward Petry & Co. Inc. National Representative
NBC Basic Red and Yankee Networks
Two Programs Extended After Success on WSM

Two new commercial programs of WSM, Nashville, have been expanded to a regional hookup in their first month on the air. Sponsored by Gardner-Waring Co., manufacturers of Gene Autry shipment, which started March 2 on WSM, is now heard also on WSGN, Birmingham, Ala., WNOI, Chattanooga, N.C., and WAPG, Chattanooga, Tennes- see.

Ford Rush and the Golden West Cowboys are featured on the Oklahoma Pete series. J. T. Flog, president of Gardner-Waring, holds exclusive rights for a Gene Autry program and is scheduling the club feature on the show, each youngster buying a sweatshirt getting a membership and badge. Distribution is largely through J. C. Penney.

Calling Hollywood features a small orchestra combination, Fred Waller, singer, and Linda Lane, Hollywood columnist. The program pushes an essay contest on "Why I Like Fireside Coffee", with four Zenith radio- dials as prizes. Both campaigns are placed direct.

Ford Summer Plans

FORD MOTOR Co., Detroit, is completing plans for the summer program to replace the Ford Sunday Evening Hour on May 19. Full details are not set, although Leith Stevens' orchestra has been signed with Jessica Dragonette as featured singer. N. W. Ayer & Son, Philadelphia, handles the account.

Texaco in Texas

TEXAS Co., New York (Texaco gasoline), is planning quarter-hour newscasts six days a week over the Texas State Network to start within the next three weeks. Further details have not been settled by Buchanan & Co., agency.

NEW YORK from the air was televised for the first time March 6 by NBC, which sent a batch of its video experts aloft in a United Airlines plane with 700 pounds of RCA's new "vestpocket" television pickup apparatus. Above at left, installed at their stations in the plane, are (front to back) Allen Walsh, (in the fin) Beneath the Robert Clark NBC engineers, and Thomas Stangeby, of United Airlines. Picking the camera through an open port on the plane (left below), NBC picked up the images and relayed them to the viewing public via W2XBS. Among the sights was this view of another United transport (top right) flying over the Queensborough Bridge, re-photo- graphed from the NBC Radio City receiver screen. The schematic drawing (top center) shows the whole process.

Ultra-short waves carried the electrified pictures from the plane to a receiving point on the RCA Building, where they were relayed via coaxial cable to W2XBS, NBC's visual broadcast transmitter, in the Empire State Bldg., for transmission to home receiving sets.

First Telecast From Plane Successful

As RCA Demonstrates New Equipment

By BRUCE ROBERTSON

A NEW milestone of radio progress was passed March 6 when the New York television audience witnessed a moving aerial view of the metropolis, the first public demonstration of telecasting from an airplane.

The experiment was presented cooperatively by RCA, developer of the new lightweight electronic camera and film video transmitter which made the stunt possible, NBC, which relayed the 45-minute program over its regular transmitter, W2XBS, and United Air Lines, which contributed its flying laboratory, a Boeing 247-D transport plane, as carrier of the equipment.

It was a dramatic illustration of the rapid strides television has made. Last summer an out-of-studio television pickup required an array of equipment as bulky and heavy that two 10-ton trucks were needed to transport it. The airplane telecast was made with ten small units, whose total weight was only about 700 pounds.

Deemed a Success

The audience, estimated at 10,000, watched the relief map of Manhattan, as the planes passed over the skyscrapers of the city, followed the course of the island's bordering Hudson and East rivers, and flew out over the harbor, with the Statue of Liberty below.

Quality and clarity of the pictures were fine at times, with every detail of the streets and buildings clearly defined; but for most part the shifting mist below the plane and the streaks of static from the electrical apparatus on the ship combined dim and distort the images. As a experiment, however, and especially as an experimental flight-laboratory designed for use on the ground, the venture was a great success.

While the majority of the press witnessed the demonstration on receivers in an NBC studio, a party of aviation editors accompanied the broadcasting plane in a companion ship and had the unique thrill of watching the entire operation carry on the screen of a receiver set up in the plane when the cameras of the carrier ship were focussed on them. Their reactions to what they saw, as well as the opinions of other watchers in the studio and at a television receiving post in the Hel- derbergs, 12 miles from Schene- tady, were broadcast to the radio audience graphed from a program on the Red network, during the first part of the experiment.

Transmission equipment, dubbed "vestpocket" by RCA engineers, consisted of a two-camera television chain with a lightweight relay transmitter, operating on a wavelength of 104 centimeters, short- wave, which transmitted the television test. The new Iconoscopes used in the cameras are considerably more sensitive than standard pick-up tubes, it was explained, and their smaller size has enabled engineers to build lighter and more flexible cameras. The entire unit is to be used by NBC's television crew for telecasting both outside and studio events.

New Type Generator

Control equipment was strapped to felt-covered benches in the airliner, while cameras were mounted near ports in the fuselage, the transmission apparatus being stowed in the rear part of the ship, directly behind the pilots' compartment. Power was supplied by a gasoline driven generator, recently developed by D. W. Onan & Sons, Minneapolis, which represents the last word in lightweight equipment, it was stated, but since the motor was not built for television work there were slight variations in voltage which caused distortions in the images.

A non-directional antenna array,
In New York

CHECK WEAF & WJZ NEW YORK

50,000 WATTS • 660 KC. – 50,000 WATTS • 760 KC.

FIRST

for choice time availabilities

The only MAJOR NETWORK KEY STATIONS in New York City offering GUARANTEED TIME
Recording Appeal Refused by FCC

Use of 'Record' Is Required; Change in Transcriptions

DESPITE reconsideration by the FCC, a rule requiring announcements of recordings in station announcements, a phonograph record may now be identified correctly and not as a "recording" or "recorded music," according to action of the FCC March 9.

At the request of both the NAB and National Independent Broadcasters Inc., the FCC March 4 announced that the rules relating to musical reproductions by relaxing the requirement respecting the use of standards of transcription. The change on the specifications on any variation in language identifying phonograph recordings may be announced in four ways which accurately describe the mechanical records used.

Appeal Refused

Following the ruling announced March 4, the Commission said it expected all station licensees to comply strictly with the requirements. Andrew W. Bennett, counsel for NIB, however, advised the FCC it was failure to afford relief on the matter of recording terminology will impose hardship upon a great number of stations in small communities and may interfere with the use of records other than transcriptions. Such stations still are subject to the requirements of the original "record" and the detrimental affect upon good programming what is done in the transcriptions. He said he could not believe this was intended by the Commission, and that the intention of the amendment is to permit the public to know that those announcements are recorded.

The Commission said, "the rule as amended is to be interpreted as requiring that phonograph movements made to be announced as a 'recording' and the use of the words 'recording' or 're-recorded' in this connection is not permitted.

The Commission announcement March 4 of the rules of transcriptions and recording announcements but retaining the restriction on phonograph records follows:

The Commission, on Feb. 29, 1940, amended Federal Radio Broadcast Standards Rules, effective immediately, to read as follows:

(a) "The identifying announcement shall accurately describe the type of mechanical reproduction used, e., where an electrical transcription or phonograph record shall be announced as a 'transcription' or an electrically transcribed, or as 'transcribed' or 'electrically transcribed', and where a phonograph record is used, it shall be announced as a 'record.'"

It will be noted that this amendment modifies the amendment to this rule adopted Jan. 4, 1940, so as to permit the use of the terms "transcribed" or "electrically transcribed" in announcements of electrical transcriptions. However, no change has been made in the provision regarding the announcement of phonograph records.

It is expected that all broadcast station licensees will comply strictly with the requirements set forth above.

IN THE FLOODED region near Pescadero, Cal., is News Editor Al Hunter (standing in rear), of KFRC, San Francisco, and Announcer Mel Venter (crouched), of that station, getting first hand information from one of the refugees. Pescadero, a coastal town, was hit by a wall of flood waters and KFRC sent Hunter and Venter in a Don Lee mobile unit to record a quarter-hour interview.

RADIO AIDS A STRICKEN AREA
Northern California Stations Devote Facilities
To the Relief of Flood Victims

By DAVID GLICKMAN

IN THE CRITICAL hours of Northern California's severe rain storm and flood disaster as the waters kept their register, their praises for the service rendered. They declare that without radio's aid, the loss of life would have been greater and the task of rescue immeasurably more difficult.

Faced with power failures, highway and bridge washouts, and other obstacles, stations kept their crews on the job day and night during the crisis, giving utmost cooperation to the American Red Cross, American Legion, Salvation Army and various State and local relief agencies. Vaughn, state and local authorities are warm in their praises for the service rendered. They declare that without radio's aid, the loss of life would have been greater and the task of rescue immeasurably more difficult.

The steady downpour started Feb. 25, and by the evening of Feb. 27, an experienced observer predicted that flood stages along the Sacramento River would reach an all-time high at Redding within 24 hours, KVCV mobilized its entire staff, and broadcast warnings throughout the night.

The following morning the Sacramento River moved down on Redding, destroying bridges and inundating the adjoining communities, completely cutting off communication and carrying away many lives. Station KVCV, marooned across the river from Redding, directed operations by telephone, using only the available line.

He put the station facilities at the disposal of flood relief agencies and covered the flood activities, remoting them from a nearby cafe. Boy Scouts, American Legionnaires, police, deputies and volunteer workers were drafted into service by radio bulletins. With each news broadcast, additional forces were called into action. School children, unable to cross the river, were brought to central points to register, their names being broadcast to anxious parents and relatives.

Although within a period of 24 hours all communication with the outside world was lost, reports of completely isolating Redding, KVCV was kept in operation, broadcasting bulletins, directing rescuers and giving messages of relief.

Chico Relief Work

KHSI, Chico, located in the midst of the flood, directed relief operations when reports of the impending disaster began to pour in from the Redding region, warnings were broadcast to the areas likely to be flooded. When the flood level was reached at Red Bluff, 50 miles north, every available member of the staff went to points of vantage, so the situation could be covered adequately, according to Ross Howard Snyder, production director.

The Federal Bureau of Fisheries, analyst, who was in Orland to handle a sports broadcast, was recalled early in time to return to the studio before a vital bridge was washed out.

(Continued on page 56)

TWO FILMS SLATED FOR RADIO BOOSTS
PARAMOUNT Pictures Corp., New York, has completed arrangements with Rathrauff & Ryan, that city, for the CBS Vox Pop program, sponsored by the Tobacco Bureau (Kentucky Club tobacco), to originate from Albany, Ga., April 11 as added exploitation for the film "The Biscuit Eater," making its world premiere in that city. Wally Butterworth and Parks Johnson, conducted the station for this purpose, to which an offer April 5 to complete preparations.

The program is to originate from Radium Springs Georgia Casino Thursday, 7:30-8 p.m. (EST), with Paramount stars and other celebrities participating. Success of the Feb. 15 Vox Pop broadcast when Eddie Howard and exploited the Paramount film "Seventeen," prompted the tie-up. The soundtrack of the Warner Bros. feature, "Virginia City," on March 16 will be broadcast over 40 Mutual-Dan Lee stations in the western States, originating from KOH, Reno. The film will be premiered in that city as well as Virginia City, on the same night.

Warner Bros. has been sponsoring a series of three special half-hour broadcasts from Virginia City over the CBS, NBC and Mutual networks. In the later stages of the film, originating on the 8 California Radio System stations, originating them from KOH.

As added exploitation, immediately following the regular Saturday Metropolitan Opera broadcast on CBS, the WOR Blue network was to switch to the old Piper's Opera House in Virginia City for a concert sale. Old handbills announcing the Virginia City appearance of Patti, Sembrich and other radio operatic luminaries, will be placed on the block, with Errol Flynn, male star of the film, acting as auctioneer. All proceeds will be presented to the Metropolitan Opera Fund.

General Cigar Spots

GENERAL CIGAR Co., New York, on March 15 began sponsorship of "The American Man," for 52 weeks on nine western and mid-western MBS stations, Wednesdays and Sundays, 11-11:16 p.m. The program, in the tradition of the many of Van Dyck cigars, is heard on WGN, Kfel, KKH, KFRC, KGB, KBF, KJF, KKO, WOR and KOL. Federal Adver, Agency, New York, is agency.

Hat Campaign in West

GEORGE S. BAILEY HAT Co., Los Angeles, through Lee Ringer, Adv. city, that will use radio for the first time in anHat campaign, has utilized 21 or more West Coast stations and is preparing a sports program for Mike Kiefer, "the Full Hitch," commentator. Besides Don Lee and Arizona network stations, list will include KFBK, Sacramento and KMD, Fresno, all in California.

Look' Buying News

LOOK MAGAZINE, New York, on March 12 started sponsorship of the 11 p.m. Transradio news period with Arthur Halle, Tuesday, Thursday and Saturdays on WOR, New York. Further news periods on other stations will be planned, according to Austin & Spector Co., New York, the agency in charge.
"IN THE GROOVE"
ARE NBC CUSTOM-BUILT
RECORDED PROGRAMS...

Low Prices you’ll like!
High Quality you’ll appreciate!

NBC offers a complete service available in whole or in part including writing, talent, direction ... recording, processing, manufacturing and distribution of duplicate pressings!

Programs—good programs—is our job! We’ve been building them for a good many years—for more years than anyone else. And because we’ve been at it so long, because we’ve discovered what appeals to audiences, because we’re chock-full of good, stimulating program ideas—and because we have a wealth of splendid radio talent at our disposal, we’ve become the program pace-setters of the industry!

Yes—and because of all this we can give you high quality you’ll appreciate in a custom-built show. And at low prices that offer you far and away the very most for your money!

We’re bubbling over with eagerness to do a real program job for you! Our experienced writers, actors and producers are yours! We offer you the finest studio and technical facilities in the world, bar none! And recordings are made by the sensational new Orthacoustic method—which gives your program an unmistakable surge of life...makes it sound like a live studio show!

You can have as much or as little of our complete custom-built program service as you want. Next time you have a recording job be sure to get a quotation from NBC. Take a few seconds and give us a ring. You’ll find the time well spent.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago
Sunset and Vine, Hollywood
NO "TIME OUT" FOR REPLACEMENT IN THE NEW WESTINGHOUSE 50 KW TRANSMITTER!

Added to its greater over-all efficiency the new Westinghouse Type HG 50 kw transmitter sets a new standard for simplicity in circuit protection.

All circuits are fuseless. Each low-voltage circuit is fed through a De-ion circuit breaker which provides inverse time overload protection. Each of these circuit breakers has a toggle switch control located on the front panel. When the circuit opens the switch drops to an "off" position giving instant, reliable, positive indication of the circuit in which the overload has occurred. Breakers may be reclosed manually but cannot be held closed if the overload condition persists.

All circuits in the equipment are fully protected by air and oil type electrically operated circuit breakers.

Control circuits provide full protection for both equipment and operator. Either automatic or manual starting may be used. Outages due to power surges or undervoltage conditions are reduced to minimum duration by automatic reclosing of all control and power circuits. Complete a-c and d-c protection is included and compartment doors are provided with interlocks for added safety.

For complete details of the distinctly new operating advantages provided by this new transmitter, get in touch with your nearest Westinghouse office.

---

A Complete Line of Westinghouse Radio Transmitting Tubes

This new bulletin contains descriptions and price lists covering the complete line of Westinghouse transmitting tubes for broadcast and other uses. Your copy is ready now—write for Bulletin TD-92, Westinghouse Special Products Division, Bloomfield, N. J.

---

Tune in Thursday nights to "Musical Americana," with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir... N.B.C. Blue Network... 8 P.M., E.S.T.
Below—Rear view of main power input cubicle showing stop-start "De-ion" circuit breakers for rectifier in foreground and main circuit breakers in background.

At right—a front view of the transmitter control cubicle with door open, showing control switches, relays, and pilot indicator lights.

OPERATING ADVANTAGES

1. Air-cooled tubes in all stages.
2. Extremely low operating costs.
3. Metal plate rectifiers throughout except main high voltage rectifier.
4. Inductive neutralization of the power amplifier.
5. Equalized feedback.
6. Compressed gas condensers.
7. Complete elimination of fuses.
8. Spare rectifier tube at operating temperature.
9. Ease of adjustment.
10. Unit construction throughout.
11. Full automatic control.
12. Relatively low plate voltages.
13. Conservative operation of all tubes.

Broadcast Equipment
Dole Radio Drive Proves a Success

Sponsor Says First Program Exceeded Expectations

HAWAIIAN PINEAPPLE Co., San Francisco (Dole), largest unit in the pineapple industry and 1939 radio neophyte, discovered that its first use of air media more than fulfilled all expectations. Having achieved the goal set early in 1939, the Dole company will include its current CBS Al Pearce program on April 3.

In explaining its success with radio, Dr. William W. Ayer & Son, the sponsor announced:

“A little more than a year ago we established certain new objectives for this company. Among the nature of those objectives, it was decided to employ radio as a medium which would not have been included in our advertising activities prior to that time. After some experimenting with Al Pearce show to carry our advertising.

Surpassed Goal

“The show has been successful beyond our expectations and the objectives which were set up more than a year ago have been reached in less time than we originally expected it would. We are very well pleased with the results.”

“The ratings Al Pearce has enjoyed in the recent research, a technical analysis of broadcasting have been very satisfactory. In addition, a substantial volume of research carried out in our behalf by the agency, N. W. Ayer & Sons, has demonstrated to our satisfaction the effectiveness of the various elements in the show.

“In view of our complete satisfaction with the radio effort, we expect to be asked why we are discontinuing this program.

“As we have stated before, we bought radio originally to accomplish certain specific objectives. These objectives have been reached. A change in the nature of our advertising objectives makes radio inappropriate for the immediate future.”

New KYUM Joins NBC

KYUM, Yuma, Ariz., which went on the air in early March as a new station replacing the deleted KYUMA [BROADCASTING, Feb. 1], on March 15 joins NBC as a bonus station when, used in tandem with KATAR, Phoenix, which is available on either Red or Blue Pacific. Also a bonus station to the section’s KVOA, Tucson. All three stations are corporately affiliated. The new KYUM, 100 watts night and 250 day, is located in 1210 kc. and is operated by the KATAR Broadcasting Co., Phoenix, the remainder of the stock being owned by the Ayer & Son. KVOA are controlled by the interests publishing the Arizona Republic and Gazette.

Nebraska Easo Spots

STANDARD OIL Co. of Nebraska has selected three stations in its home State for a 13-week one-month advertising campaign, effective March 18. Six-weekly announcements will be heard on WKNZ, Plattsmouth, Oma.; WHML, Grand Island, Nebr.; and WRIM, Chillicothe, Missouri, agency.

FM Mousetrap

FM Broadcasters Inc. has issued a promotion booklet, "Broadcasting's Better Mousetrap." In many non-technical explanation of what frequency modulation is and how it works and what it does for the listener. Dick Dorrance, in charge of publicity for the FM group, has covered the subject in an easy, readable style. Book is being used by large broadcast stations for distribution to set owners and prospects in their communities.

FM Goes to Hearing

(Continued from page 19)

by those who are inclined to look askance upon what they describe as opening the floodgates for new stations.

Among the issues set out by the FCC for the hearings are whether FM can render an acceptable regular and conventional amplitude modulation in the ultra-highs; the relative merits of wide-band versus narrow-band FM; whether it is possible to accommodate FM to provide a satisfactory national service when the requirements of services such as television, Government aviation, police etc. are considered; whether both AM and FM can be accommodated; the effects of ultra-high frequency broadcasting on standard broadcasting service; whether existing allocations above 25,000 kc. should be modified to accommodate aural broadcasting. There will also be an inquiry into the patent situation.

Press Demonstration

FMs to demonstrate the frequency modulation by a program to the New York press, FM Broadcasters Inc. on Feb. 29 put on a two-hour program at the RCA Towers, where a group of more than 100 heard musical selections and sound effects broadcast from W2XAG, Yonkers, and W2XMM, Alphine, N. J. via the Armstrong FM system and also listened to a CBS program as broadcast by the regular method of amplitude modulation from WABC, New York, and rebroadcast via FM from W2XMM.

First part of the demonstration was a repetition of the Jan. 4 FM play broadcast [BROADCASTING, Jan. 15], in which a program originating at W2XAG was picked up and rebroadcast by W2XMM and W1XPW, Meriden, Conn., again passing it along to W1XJO, Paxton, Mass., whose retransmission of the FM signals was received by WEAN, Providence, WAAB, Boston, and WIXR, Mt. Washington, N. H., of all which again rebroadcast the program on their AM transmitters for the benefit of listeners with standard but not FM receivers. WICC, Bridgeport, also picked up and rebroadcast the program from W2XMM. While listeners in New York heard only the first step in the relay from the FM station, both WEAN and Boston indicated "satisfactory reception," Boston adding that the frequency range appeared considerably wider than usual wire lines. Genuine Sounds

Following the relay broadcast, which consisted of piano, violin and steel guitar music and phonograph records, the Yonkers station broadcast sounds of striking a match, pouring water, pounding nails, sawing wood, etc., to demonstrate the unusually faithful transmission and reproduction of such sounds afforded by FM.

This program, like the one for the relay, originated in the Yonkers living room of Carmen R. Runyon Jr., who cooperated with Maj. Armstrong, the inventor of FM, in the development of this type of broadcasting. After a brief explanation of FM by Maj. Armstrong, the group listened to a CBS broadcast from WABC, New York, and then from W2XMM. The latter system's freedom from interference was clearly shown when an electric shower was put into operation in the room, causing a complete blocking of the AM reception but having no noticeable effect on the FM.

BRINKLEY'S LIBEL SUIT IS DISMISSED

DR. JOHN R. BRINKLEY'S $100,000 libel suit against Dr. Morris Fishbein, editor of the Journal of the American Medical Association, was dismissed March 1 by the U. S. Fifth Circuit Court of Appeals in New Orleans. The court held that Dr. Fishbein, which referred to the former Kansas medico-broadcaster as a "modern medical charlatan," was privileged under the Texas libel laws.

In its opinion, written by Senior Judge John E. Seay, the court cited the medical career of Brinkley, including the revocation of his Haysville, Kansas, former radio station license, and declared that "there is no doubt whatever that the plaintiff by his methods violated medical ethics." The opinion also asserted that facts are sufficient to support a recovery for libel, implying that the plaintiff should be considered a charlatan and a quack in the ordinary well-understood meaning of these words.

The court's decision affirmed a judgment of the lower court of the Western Texas District, and Judges Joseph C. Hutcheson, of Texas, and W. Texas, of the burden extending the requirement to be reduced in status under the Havana Treaty.

Farthest West FM

HEAD of the Lakes Broadcasting Co., operating WBC, Duluth; WMFO, Hibbing, Minn., and WLOM, Montpelier, Minn., announced March 15 that its 1,000-watt FM transmitter, W O Y Y H, will go on air for 17 hours of daily broadcasting. Chief Engineer C. B. Per- stic, relating construction after building the amplifier for the purchased WE transmission equipment. The new FM station is the first of any FM transmitter in operation at present.

Walter C. Bridges, general manager for the program, said that the station is built for special features in serious music, public service, news and drama, and that NBC programs will be rebroadcast.

WBS Asks FM Stations

APPLICATIONS for new frequency modulation stations in New York, Chicago and Los Angeles, where it maintains recording studios, are filed with the FCC March 5 by World Broadcasting System. The pioneer transcription company, headed by Percy L. Deutermann, operates stations in the ultra-high frequency range. Associated with Electrical Research Products Inc. and utilizing Western Electronic equipment, it is presumed WBS would specialize in experimental equipment of transmitting equipment as well as with high-fidelity reproduction of its wide-range transmissions.

FACILITIES of WRHP, Huntsville, Ala., 100 watts on 1200 kc., are sought for a new station there for which application was made to the FCC by the Huntsville Times, which is owned by the same interests that own the Birmingham News, operator of WSBN. Henry P. Johnston, WSBN manager, has been designated as the applicant for the corporation.

Page 30 • March 15, 1940

BROADCASTING • Broadcast Advertising
FREQUENCY MODULATION
(ARMSTRONG SYSTEM)

Now REL
MODEL 521
50 KW F-M
Transmitter

First to Develop
Original equipment at W2AG (Yonkers, N. Y.) and at W2XMN (Alpine, N. J.) was developed at REL in collaboration with the inventor, Major E. H. Armstrong.

First to Produce
F-M Equipment for the following:
- 15 W Portable Mobile Transmitter.
- 1000 W High Fidelity Broadcast Transmitter.
- 50 W Portable Broadcast Relay.
- 2000 W High Fidelity Broadcast Transmitter.
- 95 W High-Fidelity Studio-Station Relay.
- 3000 W High Fidelity Broadcast Transmitter.
- 200 W High-Fidelity Studio-Station Relay.
- 50000 W High Fidelity Broadcast Transmitter.

Now in Daily Service
REL F-M Transmitters are no longer in the experimental stage, as proved by the following list of stations which are now servicing the public daily:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>OWNED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2XAG</td>
<td>Yonkers, N. Y.</td>
<td>C. R. Runyon, Jr.</td>
</tr>
<tr>
<td>W2XCM</td>
<td>Alpine, N. J.</td>
<td>Major E. H. Armstrong</td>
</tr>
<tr>
<td>W2XOD</td>
<td>Boston, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XEB</td>
<td>Washington, D. C.</td>
<td>Stromberg Carlson</td>
</tr>
<tr>
<td>W2XKR</td>
<td>Rochester, N. Y.</td>
<td>WHEC, Inc.</td>
</tr>
<tr>
<td>W2XKQ</td>
<td>Long Island City, N. Y.</td>
<td>J. V. G. Johnson</td>
</tr>
<tr>
<td>W2XKX</td>
<td>Milwaukee, Wis.</td>
<td>The Journal Company</td>
</tr>
<tr>
<td>W2XKX</td>
<td>Rochester, N. Y.</td>
<td>Bamberger Broadcast Service</td>
</tr>
</tbody>
</table>

and the following are now being built by REL:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>OWNED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGAM</td>
<td>Portland, Me.</td>
<td>The Portland Broadcast Sys. Inc.</td>
</tr>
</tbody>
</table>

A large percentage of the construction permits now on file with the FCC calling for F-M equipment specify REL transmitters.

We invite engineers and executives to profit from our experience as the pioneer builders of successful F-M Transmitters.

Various components of the REL 50 KW F-M Transmitter are here illustrated.

Above—top—shows the power amplifier unit before it is mounted in its shielded room, immediately beneath is the central control desk, which contains all monitoring equipment.

To the right—
1st—Power control.
2nd—Rectifier Unit.

These units are only part of the complete station. All units are assembled in a building particularly designed for the purpose.
NBC's Revenues Comprise 36.9% Of RCA's Income

Parent Concern's Net Up 9%; NBC Grossed $40,707,032

THAT the NBC networks represented 36.9% of the consolidated gross income of RCA during 1939, a year in which the parent company's gross income increased 10% and its net profit 9%, is disclosed in RCA's twelfth annual report published March 2. The report shows broadcasting income for the first time the revenues from the various RCA divisions having never previously been broken down in annual reports.

The broadcasting (RCA Mfg. Co.) represented $56,065,201 of the gross, or 50.7%; broadcasting (NB), $40,707,032 or 36.9%; communications (RCA Communications Inc. and Radiomarine Corp. of America), $8,990,854, or 7.9%; and all other sources (RCA Institutes, patents, real estate etc.), $4,980,867 or 4.5%. Notes: The 1940 BROADCASTING YEARBOOK shows NBC gross time revenues, before frequency discounts, were $8,731,502, an increase of $444,354, as reported by NBC at the end of 1939. This figure does not include revenues from NBC operatics and old radio programs, whereas the final RCA figure represents the actual dollar volume of the business done by NBC's unit, station operator, transcription producer etc.

A Profitable Year

According to the annual report submitted to stockholders, RCA broadcast radio stations were operated by James G. Harbord, chairman, and David Sarnoff, president, all operations of RCA companies were on a profitable basis during 1939. Total gross income was $110,491,386, $10,555,295 more than in 1938. Net profit was $5,082,811, or $670,739 more than in 1938.

Dividends on preferred stock, RCA paid 20 cents per share on common, and $5,992,000 in dividends was paid out. After providing for all dividends, interest and other deductions from the surplus account, the company's total earned surplus on December 31, 1940, amounted to $20,531,353, an increase of $1,469,831 over the surplus at the close of 1939. Assumed dividends and other loans were reduced during 1939 from $8,000,000 to $4,000,000. The number of employees increased 15%.

Cost of 1939 operations was $96,667,423 compared with $96,767,970 in 1938. In 1938, the income statement showed $9,990,444, which reflects increased volume of business and includes the cost of new equipment which cost $41 million for operating broadcasting, television and communications service and the cost of research, development, advertising, selling and administration. Taxes paid or accrued for the year aggregated $4,789,249.

Stockholders were advised that "RCA has enlarged the scope and usefulness of all its services to the public and has increased its position in every field of radio." It is pointed out that this country has no radio broadcasting service larger than any in the world combined. "With some 45,000,000 receivers in American homes and automobiles a letter to stockholders states: "Radio is more than an integral part of our national life." The year 1940 should show increased public interest in broad- casting, the stockholders are told, first, because of the international situation, and secondly, because of the presidential campaign.

Television Service

Pointing out that the outstanding radio development of 1939 was the introduction by RCA of the first public service of television in the United States when the New York World's Fair opened last April 30, the report describes two important new television developments now technically ready. It states:

"One is a system of television radio relays, different from any other system so far devised, which offsets the distance limitations of ultra-short waves. This new RCA system makes possible the establishment of intercity television networks comparable to the wire networks of sound broadcasting. This development makes it feasible to set up a radio relay system for television transmission making possible the covering of New York City, for example, with Washington, D. C., and with Boston, and other intercity connections.

"Such a network would bring television programs within reach of approximately 20,000,000 persons, or, roughly, one-sixth of the nation's population. Program could often originate, as well as be received, in any city which is part of the system.

"The new RCA television relay system is a marked advance in the development of radio transmission, because of the success achieved in dealing with the wide frequency channels necessitated by television. It makes use of specially designed automatic relay stations capable of operating on frequencies many times higher than those used by regular television broadcasting stations.

Beam Signals

"Each relay station in the new system contains both receiving and transmitting devices, mounted on a 100-foot steel tower. The system employs highly directional, or beam-like, transmission, and RCA frequency modulation development. The radiated power required for operation of each station is less than 10 watts. The distance between point to point reaches 30 miles, and each relay station operates automatically and unattended.

"The other new television development is the improved projection of large screen television images, of a size and clarity suitable for theatre presentation. Large screen television will permit the showing of current events and other programs to large audiences. The relay system described above offers a practical means for distributing television programs to theatres, whether in a single locality or in the several cities of a television network.

RANKING OF MEDIA Puts Radio Third

RADIO'S growing stature as an advertising medium is further illustrated in comparative figures on volume carried during 1939 and preceding years compiled by L. D. H. Weld, director of research, McCann-Erickson Inc., for the March 1 Printers Ink. Mr. Weld accepts the BROADCASTING, 1940 Yearbook estimate of approximately $170,-000,000, as the gross volume done by radio last year, and ranks radio third among media.

Newspapers ranked first, with $325,000,000, direct mail second with $300,000,000. After radio came magazines, $150,000,000; outdoor, $50,000,000; business papers, $50,- 000,000; farm papers, $17,000,000; miscellaneous, $340,000,000. The total for all media is $2,602,000,000, which means that radio now represents better than 10% of the nation's advertising budget.

Taking the leading media, Mr. Weld shows comparisons for the last 12 years as follows:

ESTIMATED EXPENDITURES IN FIVE MEDIA 1929-1939

(In millions of Dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Newspapers</th>
<th>Magazines</th>
<th>Radio</th>
<th>Outdoor</th>
<th>Farm</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1929</td>
<td>$650,000</td>
<td>$900,000</td>
<td>$1,000,000</td>
<td>$1,500,000</td>
<td>$50,000</td>
<td>$4,050,000</td>
</tr>
<tr>
<td>1930</td>
<td>$600,000</td>
<td>$800,000</td>
<td>$1,200,000</td>
<td>$1,400,000</td>
<td>$50,000</td>
<td>$3,950,000</td>
</tr>
<tr>
<td>1931</td>
<td>$550,000</td>
<td>$700,000</td>
<td>$1,100,000</td>
<td>$1,300,000</td>
<td>$50,000</td>
<td>$3,650,000</td>
</tr>
<tr>
<td>1932</td>
<td>$500,000</td>
<td>$600,000</td>
<td>$1,000,000</td>
<td>$1,200,000</td>
<td>$50,000</td>
<td>$3,350,000</td>
</tr>
<tr>
<td>1933</td>
<td>$450,000</td>
<td>$500,000</td>
<td>$900,000</td>
<td>$1,100,000</td>
<td>$50,000</td>
<td>$3,050,000</td>
</tr>
<tr>
<td>1934</td>
<td>$400,000</td>
<td>$400,000</td>
<td>$800,000</td>
<td>$1,000,000</td>
<td>$50,000</td>
<td>$2,750,000</td>
</tr>
<tr>
<td>1935</td>
<td>$350,000</td>
<td>$300,000</td>
<td>$700,000</td>
<td>$900,000</td>
<td>$50,000</td>
<td>$2,450,000</td>
</tr>
<tr>
<td>1936</td>
<td>$300,000</td>
<td>$200,000</td>
<td>$600,000</td>
<td>$800,000</td>
<td>$50,000</td>
<td>$2,150,000</td>
</tr>
<tr>
<td>1937</td>
<td>$250,000</td>
<td>$100,000</td>
<td>$500,000</td>
<td>$700,000</td>
<td>$50,000</td>
<td>$1,850,000</td>
</tr>
<tr>
<td>1938</td>
<td>$200,000</td>
<td>$0</td>
<td>$400,000</td>
<td>$600,000</td>
<td>$50,000</td>
<td>$1,550,000</td>
</tr>
<tr>
<td>1939</td>
<td>$150,000</td>
<td>$0</td>
<td>$300,000</td>
<td>$500,000</td>
<td>$50,000</td>
<td>$1,250,000</td>
</tr>
</tbody>
</table>

*Totals have been rounded to nearest five million dollars.

FHA and Blue Network Boost Low-Cost Housing

In Nationwide Project

NBC-Blue affiliates will cooperate in sponsoring low-cost homes with the Federal Housing Administration and the building industry under a plan designed both to provide station revenue and promote construction of homes costing less than $3,000 and financed at less than $1 a day.

A merchandising scheme developed under direction of Keith Kiggins, Blue network director, provides for sponsorship of model small houses built under FHA specifications as part of the FHA-building industry low-cost home development program. With a few days after Mr. Kiggins had announced the plan in a letter to Blue stations, eight had announced they were interested.

In each community the FHA cooperates with contact- ment builders and bringing them in contact with stations. Under the plan stamped out of the houses they sponsor, though no actual investment is required. Tie-ins with local builders, plumbers and other suppliers, insurance and finance companies offer logical prospects for sale of time.

Under these plans, NBC Blue would stage a program, either sustaining or commercial, dramatizing the small home and its merit. Tie-ins in with national manufacturers during the slack summer months. Virtually all building industries list their prospects are insulation, glass, roofing, heating, floor covering, bathroom fixtures and paint.

The entire scheme is described as a joint endeavor serving a public need and stimulating business in the building trades. FHA has instructed its field representatives to cooperate in setting up station-sponsored home projects. Past radio-sponsored homes are said to have yielded satisfactory results but the model homes generally have been in higher price brackets whereas the present scheme appeals to a mass market.

Marco Amateurs

CONSOLIDATED BY - P. O. D. UCTS Co., Philadelphia (Marco amateurs are the stars of the one-hourly Old Fashioned Amateur Hour for 13 weeks on WQW, Philadelphia. The show marking the return of the amateur hour cycle to Philadelphia stations, is carried by two relay station plans to move the show after the opening weeks from the WQW studio to the 2,000 seat Town Hall auditorium.

Page 32 • March 15, 1940 • BROADCASTING • Broadcast Advertising
Eleven broadcasts of Hudson Coal Company's Thursday evening half-hour local show over WGY produced these 22,758 replies. First of these programs, placed by the Leighton & Nelson Agency of Schenectady, on December 5, 1939 brought in several thousand responses from 17 States and two Canadian provinces. (We'll be glad to send a city, county and state breakdown upon request.)
Facilities and programs of NBC Red Network make it America's first advertising medium! The facts—gathered in the first network circulation study ever made which covers both halves of the radio audience—prove it!

Tobacco advertisers using the Red have discovered its extra audience means extra sales results. Hence, during 1939, they invested 65% more in Red Network time than in 1938.

The Red's vast regular listening audience is the most important of several reasons why so many leading advertisers pick this network as their first advertising buy. And their confidence in the Red's ability to help sell merchandise is verified by the revelations of the "Other Half" of the national radio audience.

The "Other Half" is the 51% of the nation's radio owners never previously studied by network fact finders. To get their opinions—as well as those of the radio audience usually studied—investigators virtually fine-combed the country.

**Things never known before...**

They found that a CAB rating of a program on the Red actually underestimates, by a considerable margin, the audience this network reaches. Many other facts also came to light—facts no sales-minded man can disregard. Facts that suggest a more accurate method of determining network circulation and values.

This study provides graphic evidence that
FOR SHAME, GENERAL!
YOU NEED A TRAINFUL
OF SMOKING CARS WITH
ALL THOSE TOBACCO
PROGRAMS ON THE RED!

it...the Red
first network buy!

the Red Network's outstanding facilities and
programs command attention from the maxi-
mum number of radio listeners nationally.
That's why, again last year, the Red was
America's first advertising medium in volume
...9.9% ahead of 1938.

Naturally, you're seeking value when you
select an advertising medium. The facts show
that the Red Network is one of the most gener-
ous values you can buy. Its thorough coverage
means dependable results! National Broad-
casting Company. A Radio Corporation of
America Service.

Smoke gets on the Air...Via the Red!
Sunday...Chas. Denby and La Fendrich Cigars - Raleigh Cigarettes
       Monday...Chesterfield Cigarettes - Sensation Cigarettes
       Tuesday...Chesterfield Cigarettes - Philip Morris Cigarettes
       Wednesday...Avalon Cigarettes - Chesterfield Cigarettes - Lucky Strike Cigarettes
       Thursday...Chesterfield Cigarettes
       Friday...Chesterfield Cigarettes
       Saturday...Camel Cigarettes (two programs) - Chesterfield Cigarettes
         Prince Albert Smoking Tobacco

NBC Red NETWORK
The network most people listen to most
Swinging into action in 90 stations

No wonder broadcasters like the 9A Reproducer. It plays both vertical and lateral recordings with highest fidelity—can be used with any equipment—priced within reach of all. Ask Graybar for Bulletin T1630—equip your present transcription tables with this pace-setting 2-in-1 pick-up!

Ask your engineer about the Western Electric 9A REPRODUCER

Text of New FCC Rules Governing Television

FOLLOWING are Rules and Regulations applicable to Television Broadcast Stations adopted by the FCC Feb. 28. These rules may be added to the text of Rules & Regulations & Standards published in broadband form. Began September and which became effective Aug. 1:

Sec. 4.71 Defined.

The term "television broadcast station" means a television station licensed for the transmission of visual images of moving or fixed objects for simultaneous reception and reproduction by the public. The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and our license will authorize both visual and aural broadcast as herein set forth.

(a) There shall be two types of experimental television stations, namely:

1. Experimental Research Stations and "Experimental Program Stations" which shall be known as Class I and Class II stations respectively.

(a) A license for a television Class I station will be issued only after a showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, which is likely to be of substantial contribution to the development of the television art.
2. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

3. That the program of research and experimentation will be conducted by qualified personnel.
4. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
5. That public interest, convenience or necessity will be served through the operation of the proposed station.
6. That the program of experimentation will be conducted by qualified personnel.
7. That the minimum scheduled program service of ten hours per week will be maintained throughout the license period.
8. That the applicant will install and operate transmitting and studio equipment technically adequate to render a service suitable for reception by the public.
9. That the operation with respect to the suppression of spurious emissions and carrier noise, safety provisions, etc., will be in accordance with good engineering practice.
10. That the applicant's technical facilities will be adequate to serve an air area appropriate for the program of experimentation.
11. That the program has been made of the nature, extent and effect of interference which may result from the simultaneous operation of the proposed station and other Class II television stations.
12. That the program is legally, financially, technically, and otherwise qualified to render a satisfactory service to the public.
13. That the program is legally, financially, technically and otherwise qualified to render a satisfactory service to the public.
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Sec. 4.72 Licensing Requirements, Necessary Showing

BROADCASTING • Broadcast Advertising

March 15, 1940 • Page 37
USE OF AN audible trademark, giving voice to the Reddy Kilowatt character used by electric utilities in their newspaper advertising and promotion, is proving a unique and practical vehicle for radio promotion by local utility firms, according to Arthur Stringer, of the NAB headquarters.

Following up the NAB idea of selling radio to utilities on a basis of 'blugging' on the air, with a listening-to-build electrical load, the robot-voiced Reddy Kilowatt kills two birds with one stone. It is a novel identification for electric utilities in general and in delivering the sales message.

Mr. Stringer has estimated that the Reddy Kilowatt character, a copyrighted feature, is being used by 100 utilities of the household meter families in the country. Although no exact figures are available, he estimated that over 100,000 individual electric utility companies in 37 States, Puerto Rico and Hawaii are using radio time, and a growing number of these are using Reddy Kilowatt.

Food Exhibits

PROMOTING food products in general, WEEI, Boston, has inaugurated a monthly Food Fair, starting the third week in March. In connection with the Food Fair, the station has scheduled a special half-hour daily program on which apartment owners, dietitians and home-making experts. A weekly newspaper, WEEI's Food Fair News, is supplied listeners, and additional exhibits of sponsors' products are arranged in local stores.

Fun With Hams

THREE Swift hams are given away daily on the new "Just for Fun" contest just started on KDYL, Salt Lake City, carried by its Radio Playhouse and handled by Emerson Smith and Jack Wool.

FREE HOT DOGS for 6,622 and more Denver kiddies, along with kites for the boys and Pinocchio statuettes for the girls, were the piece de resistance of the store in serving occasion for the thrice-weekly transcribed Pinocchio series, which started on March 4 on KOA, Denver, under sponsorship of the local K & B Packing & Provision Co. The cuties behind the battery of automatic weiner roasters, located in the KOA lobby, put in a day's work in making the free hot dogs. KOA staffmen had a field day coping with demands for Pinocchio Club membership cards and carrying on sidewalk interviews for KOA bargain hunters. KOA has several days before the event, conducted jointly by the station and Raymond Keane Adv. Agency, Denver, handling the account.

Merchandising & Promotion

Talking Trade-Mark—Wakened by Rudy-Cowles Belt—For a Week—More Confucius—Brieferase

Success in Tulsa

ELONGATING the publication and issuing two times a month rather than once a month, KVOO, Tulsa, has revised the policy of K-VOO-DOO, station promotion publication, to devote the paper largely to new and additional commercial programs and spot campaigns. The station also is offering competitive public smooth, starting early in March, through an arrangement with 72 Oklahoma retailers to carry a five-inch department including a small photo and rotated mentions of titles and dates of commercial shows.

Prizes to Charity

DEPARTING from the usual procedure of selecting contestants at random for the Cook Book Quiz, heard Tuesday mornings over KROW, Oakland, four women of a particular women's club are invited to participate. They are then allowed to aik their money prizes for any charitable purpose they choose. On the first program, March 4, Oakland's chapter of the Daughters of the Star will compete with the intention of pooling their prizes for a "Seeing-Eye Dog" for some blind person. The program is sponsored by Miller Packing Co.

The Cowles Belt

UNIQUE and graphic is the combination market data and coverage map prepared for the Cowles stations by The Katz agency. A colored map simulating leather coverage of the stations is equipped with four cellophane overlays, one for each of the four stations in the group. Each overlay has boundary lines portraying the coverage of one of the stations. A colored market data presentation is pulled out by a tab. The map is enclosed in a colored, fastened folder.

Oliver Prizes

PRIZE contest, open to all farmers, is being conducted on the Oliver Farm News broadcasts on WHO, Des Moines, between Feb. 26 and March 16. First prize is an Oliver plowmaster raydex plow, second an Oliver corn planter. Listeners entering the contest obtain an official entry blank from local Oliver-dealers, and in a space provided complete in 50 words or less the statement "The feature of the new Oliver raydex plow I like best is..."

School Contact

MORRIS PLAN BANK of Oakland, Calif., which sponsors Voices of Yesterday on KROW, recently obtained a complete set of the transcriptions heard on the program to the Berkeley schools. As a part of the KROW merchandising setup, the shows are distributed to pupils in the schools. After listening to each program on Monday nights, the students answer questions pertaining to the program, and return them to their teacher for checking.

SEARS, ROEBUCK & CO., Seattle, to start the annual King for a Week sale, on Feb. 26 broadcast its "kick-off" breakfast, sales meeting and coronation of King Oscar I, over 9 Pacific Northwest Mutual-Don Lee stations (KOL, KMO WQK KRY KGK KKO), from the New Washington Hotel, that city.

Broadcast opened with a mock battle between "J & D," and to "war" comments by Jerry Geehan of KMO, Tacoma, who described the action. Larry Huseby and Dick Ross, announcers for the stations, cut in to explain that it was a barrage of Sears values—the revolt of employees while the bosses were away —so that the assistant managers were King for a Week. Assistant Manager O. T. Anderson of the Seattle store was crowned king. Following musical entertainment by the firm's quartet and orchestra, assistant managers of stores located in other cities were cut in for five minute remises of sale specials. Unique program was directed by Bill Cloes, display advertising manager of the firm.

Reaction Getter

CERTIFICATES naming individual civic leaders and educators as members of the station's "listeners' panel" have been prepared and leading local citizens by KGNC, Amarillo, Tex. Sent along with the certificates was a questionnaire taining to NBC public service features carried on the station, designed to bring in information on popular reaction to the programs.

Little Letters

NCL treatment in a testimonial letter prom was installed by KOMA, Oklahoma City, in its latest promotion piece. Held securely in place by "Confucius Say" sales message are miniature reproductions of actual testimonial letters.

BROCHURES

NBC—Black folder simulating leather brieferase. Promoting Alma Mitchell's "brieferase," semi-color folder is in listeners' letters in the "brieferase".

WIBX, Utica, N. Y.—Monthly mimeographed and "helps" booklet, for distribution to clients and handlers of advertised goods.

KTFI, Twin Falls, Idaho — Two-color coverage map brochure.

WSM, Nashville — Brochure presenting coverage data. Broadcasting maps, and printed on stiff simulated wood paper.

WALLACE, Colorado — Two-color brochure combining a success story with coverage data.

WBIG, Greensboro, N. C.—Printed pictorial cover for weekly program schedules.

CKAC, Montreal—Humorous cartoon booklet designed for AC services, facilities and programs.

WEEI, Boston—Eight-page grey booklet, Measurements. From a Backstreet-Slick Stick, and the preference of Boston advertisers.

WNAX, Yakount, S. D.—Picture covers, two-color, desIGNED to the station's rural audience and programs.

Why Sell Part of Your Audience?

WE ARE GLAD so many broadcasting stations are beginning to realize that it does not pay to "Poll Harlem". With about 28,700,000 radio homes in the United States and only approximately 12,500,000 telephone homes, it is obvious that telephone surveys cover only a small part of the listening audience.

That is the chief reason why so many broadcasting stations, advertising agencies and advertisers are calling on Hooper-Holmes to measure audiences.

On one recent Hooper-Holmes study in one market the results gave Edward G. Robinson's "Big Town" a rating of 28.3% in telephone homes and a rating of 34.6% in non-telephone homes. In the same study the "Court of Missing Heirs" had a rating in telephone homes of 6.6% and in non-telephone homes of 17.3%.

Obviously stations and agencies which are trying to sell time as a result of telephone surveys have a much better sales story than they are presenting.

Many sellers and users of time are beginning to realize this situation and every day more of them are asking Hooper-Holmes to make these listening studies for them.

Of course, another important reason for calling on Hooper-Holmes is that we have Branch Offices in 82 cities and therefore, are able to conduct these personal interview studies in almost all important markets.

Address all inquiries to Market Research Division, Chester E. Haring, Director.
Further Intrusion On Clears Feared

FURTHER duplication of stations on the remaining clear channels as an aftermath of the impending reallocation under the Havana Treaty is seriously threatened, James D. Shouse, vice-president in charge of broadcasting for the Crosley Corp., told the Dayton (O.) Advertising Club March 8.

Declaring that because of the Havana Treaty a "strong likelihood exists" that the entire broadcast band will be reallocated, Mr. Shouse said that this may mean duplication of remaining clear channels. Such a move, he predicted, would affect every station because "we throw the economics of radio advertising into confusion."

"The whole structure of the American system of broadcasting is dependent upon its continued existence as an advertising medium, which can deliver selling impressions at a reasonable cost for the advertisers," he said. "Anything which threatens part of this structure threatens all of it."

Mr. Shouse pointed to the decrease in the number of clear channel stations since 1928 reallocation, when 40 exclusive waves for high-power station operation were set aside. Under the Havana Treaty terms the number would be reduced to 23.

The only effort to improve service to rural and small town audiences had been the 500,000-watt operation of WLW, terminated a year ago, he said, depleting the tendency toward lower power, with the present maximum power of 50,000 watts. This, he declared, seemed to date from the adoption by the Senate in 1938 of the so-called Wheeler Resolution, which expressed opposition to power in excess of 50,000 watts.

Razor to Use Radio

AMERICAN Safety Razor Corp., Brooklyn, is planning to use radio as part of its increased advertising campaign for Geo., Ever-Ready and Go-to-Electric razors, although no details have been worked out, according to Federal Adv. Agency, New York, the agency.

CONGRATULATIONS on a magnificent job are extended by A. D. Wilson, WJSV, Washington, to James Middlebrooks (left), CBS liaison engineer, and Clyde M. Hunt, WJSV chief engineer. Middlebrooks designed and supervised construction of the new 50,000-watt CBS outlet, with its Western Electric transmitter and three 350-foot Blaw-Knox directional towers. The CBS construction engineer told visitors on its "WJSV Week" opening that he regarded it as the "finest radio plant in the world as of this date."

Record Suit Delayed

ANOTHER delay in filing the record in the RCA-Whitman-WNEW appeal, which sets the new date as April 2, has been agreed to by all parties to permit the printing of enough copies of the record for use in an ultimate appeal to the U. S. Supreme Court, which attorneys believe probable. If such an appeal is made, attorneys believe the Supreme Court will consent to review the case, as it raises questions of intellectual property rights of performers and of recording companies which have never been considered by the U. S. Supreme Court, or, until the present time, by a Federal Circuit Court.

If the case progresses normally after the record is filed on April 2, it will probably be heard about the end of May.

WJSV Goes to 50 kw.

As Official Washington Joins in Ceremonies

A WEEK of dedication festivities marking the jampack of WJSV, Washington, from 10,000 to 50,000 watts was concluded March 7 with an inaugural broadcast and party in which official and social Washington participated.

The transmitter had been operated in the daytime for a week using the full 50,000 watts, but its debut in regular night operation occurred at the inaugural ceremony when A. D. Willard Jr., manager of WJSV, threw a switch formally putting the $300,000 transmitter plant into service. He presented the switch to District Commissioner Melvin C. Hazen as a symbol of WJSV service to the community.

The inaugural program included a special gesetural tribute, which asked Harry C. Butcher, CBS Washington vice-president, radio questions about the new plant. Other Columbia talent participated.

Among well-known radio figures at the occasion were: A. M. Craven, FCC commissioner; Liet. E. K. Jett, FCC chief engineer; Thomas J. Slowe, FCC secretary; Benjamin Harrison, Jr., FCC vice-president; Eugene Meyer, publisher, Washington Post; Frank M. Russell, Washington vice-president; Kenneth Berkeley, WRC-WHALL general manager; Carleton D. Smith, WJZAL manager; E. K. Coahan, CBS director of engineering; A. B. Chamberlain, CBS chief engineer; and Walter W. Banks, CBS superintendent of buildings and construction.

In a telegram to WJSV March 5 was read a letter from President Roosevelt to William S. Paley, CBS president, congratulating the network on completion of its powerful Washington outlet, and lauding radio's contribution to a better understanding of public affairs.

Notables Greet WIRE

In Dedicated Studios

FEATUREING greetings from such notables as Ho. and Mrs. Robert E. Taft, Vice President Garner, Alf M. Landon, Herbert Hoover, Paul V. McNutt, Rev. Roger Bacon and others, the new $75,000 studios and headquarters of WIRE, Indianapolis, occupying the west wing of the ninth floor of the Hotel Claypool, were to be dedicated March 15. The new setup includes three hotel auditorium studios with a seating capacity of 1,500 for public broadcasts.

Radio notables, including Lenoir R. Lohr, Niles Trammell, Sidney Stroz and Fred Weber, were among those invited to the banquet and stag dinner preceding the inaugural ceremonies.

The studio setup represents the first effort in midwest radio to place special emphasis on observation facilities so that unobstructed views are available for the master control room, news teletype room and all studios, John-Handy did the acoustics with the control room which WIRE calls "the last modern in the Midwest today."

WIRE are the call letters assigned for the new station, which radio authorities contended.

Page 40 • March 15, 1940  BROADCASTING • Broadcast Advertising
Youngstown's only full-time station

**WFMJ**

is pleased to announce its affiliation with the

**BLUE NETWORK**

of the

**NATIONAL BROADCASTING COMPANY**

effective

Sunday, March 24

Your Youngstown campaign is not complete without the large listening audience of this popular and enterprising station.

**WFMJ**

*News every hour from the Youngstown Vindicator*

HEADLEY-REED COMPANY, National Representatives

New York • Chicago • Detroit • Atlanta
Standard Program Formula Advised

Walker Says FCC Should Set Proposed Basic Service

Establishment by the FCC of proposed standards of programs which should be met by broadcasters, was urged by Commissioner Paul A. Walker in an address March 1 before the Commonwealth Club of California in San Francisco.

While censorship of programs is prohibited by statute, Commissioner Walker said the Commission nevertheless must see that licenses are granted only to applicants who propose worthwhile programs. "Personally," he declared, "I see no reason why the Commission should not propose standards of programs which Mr. Walker might hope could be met by broadcasters who apply for licenses."

Declaring that a station to justify its existence must provide worthwhile service, the Commissioner, who has specialized in telephone matters from the inception of the FCC in 1934, declared that outlets which would violate the law or public interest by "promoting lotteries, fraudulent advertising, or vulgar programs hardly would be expected to be in a favorable position at its showing for license renewal." He cited legal precedent for revocation on such grounds.

Video Progress

The address broadcast over the California Radio System, was devoted largely to communications though the Commissioner covered broadcasting, television, frequency modulation, facsimile and other non-public utility services. He classified television as "still in the experimental stage" and pointed out that visual radio development in England has been more rapid than in this country.

Declaring that only 2,500 television receiving sets have been purchased by the public in this country, he said that in England five receivers have been sold where one was sold in the United States, "largely because in England television, like broadcasting is Government-owned and operated and the Government defrays all program expense and also because television programs started in England approximately three years earlier than in this country."

Describing FM as today's "most engaging new question in radio communication," Mr. Walker declared the claim that FM programs can be transmitted to remote stations by "direct radio beam rather than by wire path" is significant. Whether this claim is justified, he said, will be revealed during the March 18 hearings on FM before the Commission. The hearings should demonstrate the place of FM in television and facsimile as well as regular broadcasting, he asserted.

In discussing programs, Mr. Walker declared that notwithstanding its inability lawfully to censor programs the Commission is

Ray Clark, WNAX News Editor, is the favorite newscaster of 3,837,323—population of the WNAX Primary Area. So much is he a part of life in this great area, he often makes news.

In February, conducting the WNAX Finnish Relief Fund—he received from Nebraska—for auction—a toy fire engine. Highest bid—$12—came from North Dakota. But, Teddy Gantt, 7-year-old infantile paralysis victim in Iowa, offered the contents of his bank—$2.53. Clark phoned the highest bidder, explained Teddy's bid. The North Dakotan gave the $12 to the fund, and the fire engine to Teddy.

Clark personally presented the fire engine to Teddy in a special broadcast from WNAX's Sioux City Studios—picture above.

Result No. 1—Clark again made news. UP carried the story of Teddy and the fire engine as its outstanding human interest story of the day.

Result No. 2—WNAX again proved that with 5,000 watts that do the work of 50,000, plus smart showmanship, it has the coverage and influence to do a good job for you.

A News Editor

who makes News!

Ray Clark, WNAX News Editor, is the favorite newscaster of 3,837,323—population of the WNAX Primary Area. So much is he a part of life in this great area, he often makes news.

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**Radio Station WNAX 570 on Your Dial**

Studios-WNAX Building, Yankton-Orpheum Building, Sioux City

Page 42 • March 15, 1940
NEW STATION OPENS IN PEANUT MARKET

USING spot announcements on neighboring stations W TAR, Norfolk, and WGH, Newport News, as well as billboards and newspaper advertising to introduce itself, the new WLPM, Suffolk, Va., is ready to make its formal debut March 17. The station has just been completed, with Collins equipment throughout, and will operate from the studios in Suffolk's Russell Bldg., and a new modernistic transmitter house on the Richmond highway. It will use 100 watts night and 250 day on 1420 kc.

Fred L. Hart, local druggist and president of the Suffolk Retail Merchants Assn., is general manager of the station. Robert Warnon, former sales manager of WBAI, is commercial manager. Jack Siegel is chief engineer. Other personnel includes Ray Reese, sportscaster; Ray Brown, announcer, formerly with WGBR, Goldsboro, N. C.; Preston Pearson, engineer, formerly with WGBR; Margaretta Smith, sales. Two other announcers will be added.

The station will use NBC Theatres and UP news, and will rebroadcast WLW programs by permission. It is licensed to Suffolk Broadcasting Corp., in which Mr. Hart is one-third stockholder.

er spoke on communications and their value to the nation and civilization on a half-hour interview with Stuart R. Ward, executive secretary of the Commonwealth Club, carried by KSFO, San Francisco.

SMILES are in order as Joe Pratt (seated), representative of the Atlantic Co., signs a WLPM contract for 52 weeks of nightly sportscasts over that new Suffolk, Va., station. Robert Warnon (left), WLPM sales manager who handles the account, and Ray Reese, sportscaster who will conduct the programs, look on. The programs will promote the sale of Atlantic Beers.

C & S New York Visit

STANDARD BRANDS, New York, is moving the Chase & Sanborn Hour, heard on NBC-Red, Sundays, 8:30 p.m., from Hollywood to New York for the broadcasts of March 17, 24 and 31, with the possibility of two additional broadcasts from New York before the program returns to the West Coast. J. Walter Thompson Co., New York, is agency.

Spring Renovation Campaign

GYPSUM LIME & Albastine Canada, Toronto (wall tints, insulating materials), on March 7 started a spring campaign with five-week one-minute transcribed announcements on 38 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

Washington's most powerful station is Washington's most popular station.
"Became thinking for months what I rather have than..."

FIFTY GRR
WITH
COLUMBIA
"FIVE HUNDRED GRAND"
AND in Watts
A Programs

IN WATTS & COLUMBIA

L.B. Wilson

WCKY
The Business of Radio

THE MAGNITUDE of radio, now in third place among all media in volume of advertising carried, is strikingly illustrated in the twentieth annual report of RCA recently submitted to its stockholders. The parent company shows for the first time exactly how much of its total business is represented by its wholly-owned NBC networks: NBC operations amounted to $40,707,032 out of RCA's gross 1939 income of $110,494,396, or 36.8%. Though the relative net profit is not shown, it is fair to assume that NBC contributed quite substantially to RCA's 9% increase in net as well as its 10% increase in gross—certainly a healthy showing not only for the parent company but for the broadcasting baby itself. In 1928 with the then avowed intention (by Owen D. Young, at the time chairman of the RCA, itself then merely an infant prodigy of General Electric and Westinghouse) of starting network broadcasting primarily with the object of stimulating set sales and only faintly with the hope that it would eventually pay its own way, much less earn a profit.

Significant in showing the stature of the business of broadcasting also are the comparative figures on media compiled by L. D. H. Weld for Printers Ink [See page 32]. Accepting Broadcasting's figure of $170,000,000 as the gross 1939 volume of time sales, Mr. Weld shows that radio now ranks third among all media. Only newspapers, of which there are about 2,500 dailies and many more weeklies, and direct mail, whose ramifications are manifold, exceeded radio. Magazines are in fourth place, outdoor in fifth. Radio's volume ran better than 10% of the nation's advertising budget—assuredly a magnificent achievement for an art and a business hardly cut out of its teens.

The Record Blunder

DESPITE the popular conception that radio literally rolls in wealth, it is an established statistical fact that nearly one-third of the stations lose money. They are what might be described as the ill-fed, ill-clad fringe. They are stations located for the most part in small towns, scarcely worth a nickel a week.

This red ink contingent is forced to rely largely upon recordings for its programs. Network affiliations are out of question, and in some instances even transcribed libraries are luxuries they cannot afford.

Recently, the FCC modified its rules governing the identification of mechanical recordings. It specified that the words "transcription" and "record" be used without variation. National Independent Broadcasters Inc., in behalf of non-network stations, and the NAB, for the industry as a whole, petitioned the FCC to liberalize its amended rule to permit the use of other descriptive language which would not tend to deceive the public yet would break the monopoly of mandatory repetition of same words. The FCC did liberalize the rule on transcriptions, but records must be announced as such.

Therein we believe the FCC has erred. While it is true that transcriptions made exclusively for broadcast purposes are more desirable than records, it is nearly a fact that many non-network stations cannot get along without records. Perhaps such stations cannot justify their existence economically, but the Commission now licenses them almost indiscriminately and thus encourages their existence. Certainly it is not consistent to license new stations and then impose regulatory hardships which hamstring their ability to provide acceptable service.

As the record rule stands, such stations must identify records as "records". They cannot say "recording" or "recorded program". Such monotonous repetition lessens the opportunity of the small station to compete for audience with larger stations in its service area. It is difficult to believe that the FCC, whose working majority has been critical of the bigger interests in radio while professing sympathy for the plight of the little fellows, really means to penalize them this way.

WITH the advent of commercial television this fall, the FCC will become a species of radio advertiser, going heavy for station-break spot announcements. The new rules and regulations to govern "limited commercial" operation of visual stations require that at each station-break the announcer must intone: "This is a special telecasting broadcast made by authority of the Federal Communications Commission for experimental purposes".

Radio Planks

IN A FEW short months both major political parties hold their national conventions. Aside from selecting their candidates for the Presidency, party platforms also will be drafted—the campaign creeds in which they commit themselves to betterment of the economic, social and political fabric of the nation.

President Roosevelt, as titular head of his party, has said repeatedly radio must be "as free as the press". The Republican Program Committee, in its so-called Glenn Frank report, preaches the gospel of minimum Government interference with private enterprise. Both edicts fit radio to the queen's taste.

Without questioning the sincerity of these utterances, it nevertheless is refreshing to note that politicians are beginning to romance radio here and there. To broadcasters the reason is somewhat obvious. The campaign year requires a "good radio" just as the boys hanker for a "good press". They have learned well the lesson that radio is their anchor campaigning medium and that the gentle art of kissing babies has not taken the way to "reason".

It seems to us the organized parties can do more than give broadcasting lip service in the pre-campaign throuts. Radio deserves consideration in each party platform. Nothing short of clear-cut platform commitments that radio should be maintained as a free, unfettered service through private initiative is satisfactory to our industry.

Forum Sponsorship

A FEW MONTHS ago there raged in the industry and outside a battle over the industry code provisions which barred the sale of time for discussion of controversial issues, except in forum discussions. Father Coughlin was the vortex of that oratorical tornado.

Today the issue has almost been forgotten. And to prove that the provision works, an important national account—Squibb—is about to undertake sponsorship of a new forum over NBC-Blue, new way to "meet" Washington columnists who typify controversy in the extreme. It has long been apparent that forum discussions using big national names get and hold audience. The sponsors America's Town Meeting of the Air and the American Forum of the Air have been notable examples. Now the new Squibb forum, directed by Washington columnists who have conducted the American Forum for 11 years over WOR and later MBS, opens a new program vehicle for sponsorship—one we feel is destined to click just as well as a sponsored program as it would sustaining. There isn't any reason why America's Town Meeting also should not be sponsored by a firm interested in the institutional approach, as is Squibb.

Aside from the network presentations, forum type discussions can be adopted for local special type discussions can be adapted for local sponsorship. There is no valid reason why such programs should be maintained only as sustaining features. Lecturers, debaters, columnists, controversial figures hire the profit to theirs no less than entertainers. So long as they appear on forum presentations, with all shades of opinion represented and voiced, the code authorizes their sponsorship. It should make no difference whether they hire a hall or a mike is hired for them for forum discussions. As long as they can contribute something the public wants, it is good radio.
MERRITT EDWARD TOMPKINS

AS THE newly-appointed general manager of Broadcast Music Inc., Merritt Edward Tompkins, brings to that position as operating head of the broadcasting industry's own music enterprise a wealth of experience in the musical world that has given him an intimate personal knowledge of practically every phase of the production, merchandising and popularization of music.

As a music student he learned the rules of musical composition and rendition. As a church soloist he gained experience in translating the words and notes of the printed page into vocal melodies. His years in the music publishing business, which he entered as an apprentice and left as a top executive, gave him first-hand knowledge of all the countless details of this great industry.

As an advertising agency account executive he created and carried through an extensive campaign for player piano rolls so successfully that the company hired him as assistant sales manager in full charge of this department. As executive secretary of an association of music publishers and, later, as a member of the board of directors of ASCAP, he learned the ins and outs of administering musical copyrights. And as head of a recording and transcription producing organization, he gained not only a practical knowledge of the mechanics of creating, producing and selling transcriptions but also a keen insight into the likes and desires of both broadcaster and listener.

Born March 6, 1887, in a suburb of Waterbury, Conn., where he received his elementary and secondary schooling, Merritt was classically inclined from childhood and when high school days were over, instead of heading for New Haven to acquire the turtle-neck sweater and bull-dog pipe then the mark of every Yale man, he went to New York to study at the Institute of Musical Art, famed predecessor of the present day Juilliard School of Music. Here he studied violin, piano and voice.

After graduation, however, his New England practicality overrode his musical ambitions and he sought the concert hall for the business office, signing on as an apprentice with the music publishing house of G. Schirmer, Inc. Sunday mornings, however, young Tompkins could be seen and heard as soloist in one of New York's fashionable churches, lending his voice in trim and at the same time augmenting his weekly earnings. Time passed, and having completed his apprenticeship in the publishing business he sought new fields to conquer. In those pre-war days advertising was the field, or so everyone said, where a clever chap could make a fortune overnight, so Tommy, as he was and is generally known by his associates, joined the H. K. McCann Co., which has since become McCann-Erickson.

During his four years in the agency field, Tommy, a musician of great skill, was able to combine his knowledge of the music business with his love of music. In 1920, he left McCann and established an agency of his own, and gradually he increased the list of his clients by the constant pursuit of new business.

In those days the nation was going mad for records, and Tompkins, with his firm belief in the possibilities of the phonograph, spent the next five years building the business. At the time World War I started, he was in charge of a small agency handling pianos and organs for elevators, but he did not let the war keep him from his goal of building a record company.

In 1922, Tompkins joined forces with two other men, A. H. Lipton and Joseph Kimball, who had been in the music business for some years, and for the next seven years the trio operated the Varnum, Lipton & Co. record company. They were the first to issue such a record as "America the Beautiful," a song which today has become a standard of American music.

In 1929, Tompkins was elected president of the firm and continued as president until the company was sold to Columbia in 1935. He then joined the Columbia company as assistant manager of the sales promotion department, where he remained until his retirement in 1947.

Tompkins is known as the Standard Publishers Island. When that association disbanded and its members entered ASCAP as a body, he was placed on the board, along with Walter Fisher, to represent the interests of this group, and for five years he served as a director of ASCAP.

In taking over his new post, Tompkins sees an opportunity to do a job that no one else in music has done before him. With the bulk of locating and selling music being done by the thousands of composers and lyricists whose works are cataloged with ASCAP, there is nothing worthwhile and of developing them into the Irving Berlins of the American songwriters' world.

The writers and composers will be given a chance to produce new music and will be paid fairly for their efforts. For every broadcast that the writers and composers will be given the credit, and the profit, of fostering and furthering these creations; and the public, in return, will be given a new opportunity to enjoy the pleasure of hearing the best music of all types.

Married to Florence Aitkin, a former actress and singer, Tompkins is the father of two daughters who live up to their artistic heritage. Joan, 22, is a mezzo-soprano, and a star on NBC's "The Ladies of Radio." In addition, she is a Broadway director, and is known as a conductor's favorite. Marion, 20, is a ballet dancer. The family now lives at Mount Vernon, and in the spring of 1948 Mr. and Mrs. Tompkins plan to spend their new leisure time before they retire.

As the new head of ASCAP, Mr. Tompkins will have the task of bringing the music business back to its former heights.

The men of ASCAP are looking to him for leadership and guidance, and he will be a most welcome addition to that organization.

BROADCASTING • Broadcast Advertising

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PAT CAMPBELL, Hollywood manager of WBAL, is recuperating at Palm Springs, Calif., after an illness of several months, and is expected to return to his desk in early April.

HARVEY J. STRUTHERS has joined the sales department of WCIO, Minneapolis.

JACK CHARTERS, salesman of WJID, Bridgeport, Conn., is to marry Rea Reh in April.

JAMES KANE, publicity director of CBS, Chicago, is the father of a girl born Feb. 24. Baby has been named Janet Elizabeth.

AL ROSE, formerly sales promotion manager of WMCA, New York, on March 18 will join Electrical Manufacturing, an industrial publication, as sales promotion director.

DON INSELEY has been appointed commercial manager of CKVD, Val d'Or, Que., replacing Tom Darling, manager of CFCH, North Bay, Ont.

LENOS R. LOHR, president of NBC, on April 3 will speak at a luncheon meeting of the Advertising Club of Baltimore. His address will be broadcast on WBAL.

BRUCE POWELL, formerly of Wilson, Powell & Hayward, New York, has joined the sales staff of Columbus Artists, replacing Walter Smith, resigned.

FOX CASE, CBS Pacific Coast director of public relations, Hollywood, has been appointed to the California State Board of Agriculture for a term of four years by Gov. Colburn L. Olson, who served last year on the State Fair Board.

CHARLES GODWIN, night program supervisor of WOR, Newark, is the father of a girl born March 1.

RICHARD ELLERS, of the KAY, San Francisco, news and production staff and previously to that night program supervisor at the San Francisco NBC studio, late last month was named program director of KAY. Previous to his entering radio work about eight years ago, Ellers played in the theatrical stock in the Pacific Northwest. David Vaile has resigned as production manager of KAY to enter microwork in Hollywood.

ROBERT FELDMAN, in the entertainment and radio field in metropolitan New York for the last 20 years, has resigned as the staff of the WOR Artists Bureau, in charge of talent supplied by the Artists Bureau for night clubs and similar organizations.

GWEN MCBRIDE, director of woman's affairs of KINT-KKO, Los Angeles, has resigned and on March 2 was married to Robert Hansoo, Los Angeles magazine writer and photographer in New York. She was assisted at the station by Marian Schaefer. John Lagen of KSO-KENT, continuity writer, resigned to accept a similar position with RKO in Chicago. Frank Newton of the Chicago office of Roustabout & Ryan, has taken his place.

JOHN COOMBS, formerly of WINS, New York, and G. H. Harris, formerly of KVOO, New York, have joined the artist bureau staff of WOR, New York, under the direction of Sidney Leipziger.

DEWEY HARRISON, son of Walter M. Harrison, managing editor of the Daily Oklahoman, has resigned as the news staff of WKY, Oklahoma City, as night city editor. Perry Ward, former chief announcer of WKY, has been promoted to chief of special events. Ward is also now weekend announcer at WKY news editor, resigned March 1, for no future plans. Bob Eastman has been transferred to Buffalo.

ROLAND HAMEL, formerly of the announcing department of WHN, New York, has been transferred to the station's publicity department.

BILL KILMER, announcer for the station's daytime news staff of KLO, Ogden, Utah, has resigned as the station's publicity director for KAMM, Amarillo, Tex., has joined the announcing department of KLO.

KIP CURTIS, formerly of M-G-M's recording department in Hollywood, has joined KFBA as announcer.

BURTON TAYLOR, sports commentator of WWJ, Detroit, is spending his vacation with the Detroit Tigers at their camp in Lakeland, Fla.

LESLIE EDGLEY, formerly an NBC continuity writer, whose first published novel, "No Birds Sing," was recently setting excellent reviews, is a guest on Ethel Merman's "Your Hit Songs" show, on WCFL, Chicago.

JACK COSTELLO, NBC announcer in New York, and formerly of KSTP, Minneapolis, has been named official "Ambassador of Good Will" by the Minnesota Business Magazine and the Minnesota Senate.

PAUL BRENTSON, formerly of KMBQ and a graduate of the University of Minnesota, has joined KDWH, Turlock, Calif., and has joined the announcing staff of WWB-M, CBS, Chicago.

RAYMOND RICH, of the voice of radio, former director of KFAT, Rapid City, S. D., has joined the announcing staff of WCAU, Philadelphia, succeeding Fred Marshall, who resigned to join the program department of W7OR, Syracuse.

FRANK SIEDEL, for the last two years, continuity chief of WCAC, Pittsburgh, has resigned as of March 3. Later in May he plans to return to Cleveland, following a business trip to New York, and open a program service office.

WALTER GUTHRIE, son of F. P. Guthrie, Washington manager for RCA Communications Inc. as a pioneer industry figure, has been elected into the Broadcasting Hall of Fame at Washington & Lee. He graduates in June.

JOHN W. WELLS, NBC-Central Division office manager, is vacationing in Guatemala.

R. W. DUMM, formerly sales promotion director of KSFO, San Francisco, has resigned and was special events director of the station.

TRAPTON ROBERTSON, announcer of W0T, Charlotte, N. C., and Mrs. Robertson recently adopted a three-month-old girl.

HAL TATE, conductor of the Movie Theatre program on WJW, Cincinnati, is writing a column in a new monthly Chicago publication called The Tatler Magazine.

STARR YELLAND, formerly of San Francisco, has joined the announcing staff of WDAF, Denver.

TOM DALY, formerly of KVOO, Tulsa, has joined the sports announcing staff of WJLD, Omaha.

DALE ARMSTRONG, KFKE-KC, Los Angeles, commentator, has resigned to join Russell Birdwell & Associates, Beverly Hills, Calif., as public concern.

BOB MENAFEE, formerly of WBG, Chicago, and Bill Kennedy of WAMS, Wilmington, have joined the announcing staff of WPTF, Raleigh, N. C.

FRANCES MYERS, formerly in the business office, has been made assistant traffic director of KPOY, Phoenix.

HARRIET MARTIN, THE LADIES

EVERY MORNING since January 1, 1938, the chatty voice of Harriet Martin, has been heard to deal with the weather, time and temperature during "The Martin" on KXW, as its name implies. It has been a standing feature of the station's program schedule during the morning hours.

CLETIE ROBERTS, who conducts the nightly quarter-hour "Let's Talk Over the News," on KMPC, Beverly Hills, Calif., has been appointed station news editor. At one time he was managing editor of the Transradio Press Service.

JAMES CROSS and Louis Quinn, Hollywood writers, have been signed to write weekly scripts for the "Hillman Hour" sponsored by the Wheel and the "Bill Hillman Co., Los Angeles (autos)."

ARTHUR GILMORE, CBS Hollywood announcer, and Glenn Middleton, head of the network's transcription department in that city, are both owners of a new correspondence course on announcing which is being offered through several national publications.

MAURIE WEBSTER, CBS Hollywood announcer and president of California's Camera Club, which has a large membership, will be toastmaster at the annual dinner of the third annual Western Photo Dealers convention in that city March 20.

CHARLES THEIS, in newspaper work 20 years in Cleveland, Cincinnati, Galveston and Chattanooga, has joined the news staff of WDLW, Cincinnati.

BOB RICHARDSON, conductor of the Voice of Automotive Reporter on KWK, St. Louis, has been named to the St. Louis Traffic Commission.

WILLIAM C. GILLER, formerly head of Public Broadcasting Co. of America, has joined the recording studio of Warren C. Jaynes Recording Service, Chicago, as sales manager.
DON WILSON, Hollywood announcer of the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), on March 10 observed the 17th anniversary of his entry into radio. A special sketch on the Benny program was dedicated to Wilson.

JOHN RUSHWORTH, of the production department of WEEI, Boston, has been appointed supervisor of all transcribed programs. He will direct all transcription activities of WEEI.

JAY CALDWELL, announcer of WBTM, Danville, Va., has been named publicity director. Woody Leifer, formerly of WCNW, Brooklyn, recently joined the announcing staff of WBTM.

LEON W. CRAGER has resigned as program director of KYAN, Vancouver, Wash., moving to Washington, D. C.

DICK POST, announcer on the CBSacketwood Raisins series, and Helen Corbin have announced their engagement.

ALLAN FRANKLIN, announcer of WJJD, Chicago, is on a speaking tour for a nationally-known travel agency. His itinerary includes the Western portion of the United States and Honolulu. He will return to Chicago April 13.

MILDRED VAN, formerly home economics director of KFOX, Long Beach, Calif., and KIFE, Glendale, Calif., has joined KMPC, Beverly Hills, CAL., and is conducting the five-weekly quarter-hour Consumer's Home Research. She is currently sponsored by two national firms headquartered in Los Angeles—Coffee Products Co. of America (coffee and spices) and M. A. Newman Co. (canned food).

ALLAN JENSEN, formerly of the reception staff of KSL, Salt Lake City, has been promoted to the announcing staff. Early in March the 18-month-old boy of Glenn C. Shaw, KSL production manager, and the week-old girl of Stanley Rees, control operator, died after sudden illnesses.

JOSEY STOPAK, NBC conductor, and Celia Stopak, NBC earlal, are the parents of twin girls born early in March.

JOE NICKELL, newscaster for WIBW, Topeka, Kan., for 16 years, has been elected vice-president of the Missouri-Kansas chapter of the Rainbow Division of the Veterans of the World War.

JIMMY WALLINGTON, Hollywood announcer on the CBS Tammie Tell Theatre, sponsored by Texas Co., has recovered from hand injuries received in a recent yacht accident.

HUGH WEDLOCK and Howard Snyder, Hollywood radio comedy writers, have been signed by Paramount Pictures Corp., to do additional dialog for the film, "A Night at Earl Carroll's".

BEN GAGE, NBC Hollywood announcer and vocalist, has a collection of more than 20 pins and badges which he won for bowling scores over 250.

JOHN J. ANTHONY, conductor of the Original Good Will Hour, sponsored on MBS and WMCA, New York, by Sterling Products for Ironized Yeast, is writing a second book based on his clinical observations of marriage problems as presented on the program.

EDWARD SHERMAN, formerly RCA-Victor record specialist in Chicago and recently with the RCA-Victor Distributing Co., Kansas City, has rejoined the company as record merchandising specialist for the Kansas City district.

FRED LAWS, assistant to the president of KSTP, St. Paul, is convalescing after a recent operation. Don Hawkins, formerly of WXYZ, Detroit, has joined the KSTP announcing staff..
One on Clark

THAT announcers must watch their casual P's and Q's is indicated in the following postcard communication received from a listener by Ray Clark, announcer of WNAX, Yankton, S. D.

"Yesterday — Feb. 29 — you said that a mother was going to make a Crisco cake for her little boy's birthday party and that he was 5 years old on Feb. 29. Please explain how anybody could be 5 on Feb. 29."

F. MORDAUNT HALL, former film critic of the New York Times and previously with the Boston Transcript has joined the CBS press department to handle magazine contacts under Edward Summings.

GEORGE REUTER, WBHM-CBS, Chicago, continuity writer, was a guest speaker before the radio writing class at Northwestern U on March 3.

LEN MITCHELL, WBHM-CBS, Chicago, producer, will give a series of lectures during the two-day Vocational Conference for Seniors in Crackill, Ill., on April 1-2.

VAUGHAN BRADSHAW, producer-manager of WTAR, Norfolk, Va., is convalescing after an operation to remove a kidney stone.

JUNE NELSON of the KMPC, Beverly Hills, Calif, and secretarial staff has been made night receptionist.

LOU WITHERS, PRI-KCA, Los Angeles, announcer, is the father of a girl born March 1 in Oakland.

JEANNETTE SPIEGELMAN, formerly of NBC San Francisco, has joined the continuity staff of KMPC, Beverly Hills, Calif.

JACK O'REILLY, formerly in Hollywood, has joined the sports announcing staff of WMFV, Plattsburg, N. Y.

MARY JANE HERDMAN, formerly with KOIL, KFAB, OKF, Omaha and Lincoln, has joined the program department of KMPC, Oakland.

JACKSON WHEELER, formerly of KNX, Hollywood, has joined the CBS staff of announcers in New York.

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Mr. Neblett has been appointed supervisor of announcers, replacing Allen C. Anthony, who resigned to free-lance on the NBC airwaves.

Neblett has broadcast sports over WBNS since 1937, including play-by-play descriptions of Columbus Redbirds games in the American Assn. In 1937 he was awarded the trophy as "most popular baseball announcer in the American Association" by League President George Trautman. For two years he was secretary of the American Assn. of Baseball Broadcasters.

Mr. Bowin five years on the KWK announcing staff, will replace Neblett at chrome outlet.

Walter Logan

WALTER LOGAN, musical director of WFTAM, Cleveland, for the last 17 years, died at his home in Cleveland March 11. He had been ill with heart disease for nearly a year, during which time he has been absent from his station duties. Mr. Logan, who was 63, was a composer and dean of Cleveland orchestra leaders as well as a pioneer in radio music. He was said to be the first to produce operas for radio and directed Fritz Reicht when he first sang on a commercial program.

WWBM Pages Trained

IN AN EFFORT to give WBIBM-CBS page boys an opportunity to show their radio talent, Lee Mitchell, producer of the Chicago outlet, is operating a prospective school for the boys. Every phase of radio production is being studied and in the near future a complete show, manned throughout by present page boys or graduates from the ranks who now work in other departments, is scheduled for broadcast over WBIBM.
Vallee Series Features Commercials by Talent
NATIONAL Dairy Products Corp., New York (Sealtest milk), on March 7 started its "Rudy Vallee Show" on 61 NBC-Red stations, Thursdays, 9:30-10 p.m. (EST), with Vic Knight producing. It is a musical comedy type of program with fantasy, based on historical events and stressing humor of character and situation rather than gag spots. The program has no announcers, the commercials being handled by Vallee and members of his cast, with cut-ins by dealers in various parts of the country. Besides Vallee, featured on the weekly program is Maxie Rosenbloom, Hollywood prizefighter, cafe proprietor, and movie actor, who furnishes comedy relief.

Different guest artists are featured each week along with a 25-piece orchestra and 16-voice chorus. Ken Darby and Elliott Daniels head the musical contingent. Sidney H. Fields, Norman Panama, Melvin Frank, Paul Henning and Lynn McManners handle writing assignments. Although Sealtest is not merchandised on the West Coast, the program is being released over KFI, Los Angeles. Herbert Korholz, radio director of the Motion Pictures Inc., New York agency servicing the account, recently established a Hollywood production office and will divide his time between the two cities for the duration of the series.

Old Gold Makes Ready
CAL KUHL, Hollywood producer, has been commissioned by Maxwell Shane, to produce the new variety and dramatic show, featuring Don Ameche, which starts May 5 under sponsorship of P Lorillard Co., New York (Old Gold cigarettes), on 69 or more NBC-Red stations, Friday, 10:30-11:30 p.m. (EST). Kuhl, on the staff of J. Walter Thompson Co., for nearly 10 years, produced for the NBC Choesanborn Show, sponsored by Standard Brands, and will continue to handle that program along with his new assignment. Maxwell Shane, Hollywood writer, will head the writing staff for the Old Gold show. Others signed are Claire Trevor, for the dramatic skits opposite Ameche, and Pat Friday, vocalist. Victor Young's orchestra is also reported signed. Robert Orr and Mann Holiner, New York executive vice-president and radio director, respectively of Lennen & Mitchell, are on the West Coast completing arrangements for the series.

Healthaids Now on 65
HEALTHAIDS Inc., Jersey City, because of large sales increases for Serutain, since Jan. 1, has increased the number of stations carrying its programs to 65. Twice-weekly news programs are heard on 23 Don Lee stations featuring Norman Nesbitt. New stations carrying quarter-hour news programs or quarter-hour health talks by Victor Lindiahr, editor of the company's Journal of Living, are WLW, WLS, WTIC, WJZ, WHK, WGR, WBAL, Austin & Spector Co., New York, handling the account.

AN AMERICAN Airlines plane was equipped as a flying studio on March 6 for the Quaker Oats Girl Alone broadcast heard over 38 NBC-Red stations. Joe Rihe, NBC-Chicago engineer, installed approximately 600 pounds of equipment for the show which was shortwave to pickup receivers on the Civic Opera Bldg. to relay to the studios in the Merchandise Mart. Left to right are Ed Wilde, Chicago manager for Tom Fidzale Inc.; Katherine Haney, Ruthrauff & Ryan, Chicago; Art Trask, same agency, who was responsible for the stunt; Betty Winkler, star of the program; Warren Johnson, also of Ruthrauff & Ryan; Pat Murphy, actor; June Travis, actress; and Axel Gruneberg, director of the program. Route covered by the plane was over the Loop area in Chicago.

Here's The Picture in Rochester*

HIGHEST in number of hours of sponsored NATIONAL network and NATIONAL spot programs — WHEC
HIGHEST in number of hours of sponsored LOCAL programs — WHEC
HIGHEST in listener's preference — WHEC
HIGHEST in sponsor's preference — WHEC
LOWEST in cost per listener for complete coverage of Rochester Territory — WHEC

BROADCASTING • Broadcast Advertising
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WHEC runs full column promotion advertisements on its programs in the Rochester Newspapers seven days a week.

Rochester, N. Y.
Nat'l Representatives
Paul H. Raymer Co.
HELEN ADAMS
conducting
"IT'S FUN TO KEEP HOUSE"
Five Days a Week
on ST. LOUIS KWK

DOORWAY (Ky.)
IS CLOSED TO
BIG SALES!
Simply because few people live there, Doorway (Ky.) is pretty much a closed proposition so far as sales are concerned. That's why Doorway and a thousand other Kentucky hamlets, combined, can't give you a market to compare with the rich Louisville Trading Area. THE MILLION BUYERS who live in and around Louisville make two-thirds of all Kentucky purchases! And these ready-made customers tune to WAVE because we give them the newest news, the best on N.B.C. and the finest local programs. Broadcast over WAVE, your story reaches only the people who matter! . . . How about it?

LOUISVILLE'S
WAVE
INCORPORATE
1000 WATTS • • 940 K.C. • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

WBBM Expansion
A $60,000 construction project that is expected to take four months to complete is under way at the WBBM-CBS studios in the Wrigley Bldg., Chicago. Three new studios, additional facilities for the Columbia Recording Co., a photographic studio and darkroom, and new offices to care for department expansion will be provided. The present newsroom, mail department and several offices will be moved to another floor to make room for the studios, which will be located on the second floor. During the construction period, a number of regularly scheduled shows will be broadcast from studios in the penthouse of the Chicago Daily News building. Largest of the new studios will be 40 x 23 feet, smallest 15 x 14, with the third studio 31 x 19.

WJSV BANS BEER
Small Loan Accounts Also—Denied Renewal
RESPONDING to "a growing articulated opinion" that beer advertising via radio is not in strict good taste, Manager A. D. Willard, of WJSV, CBS key station in Washington, told Broadcasting March 2 that the station has cancelled all beer advertising and will accept no more in the future. The ban hit only a single account—Globe Brewing Co., Baltimore (Arrow beer and ale)—but brought a temporary revenue loss of about $700 per week from one of the station's oldest sponsors, it was stated. The brewing firm sponsored four five-minute newscasts daily and several quarter-hour news spots Sundays.

In explaining the new policy, put into effect in February, Manager Willard pointed out that since beer programs must sell beer—and to do so must make beer appealing—it was concluded such advertising was not in good taste and should be discontinued by the station. Because the sales messages are received in family circles, by children and grownups alike. For similar reasons, the station also has placed a ban on the renewal of outstanding small loan accounts.

Griffin Psychic Series
GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on March 6 will start its annual spring campaign, using a dramatic program titled Who Knows? on four MBS stations, Saturdays, 8:30-8:45 p.m. The programs will deal with psychic phenomena, dramatizing incidents which actually occurred taken from the case work of Dr. Heward Carrington, psychic investigator. Birmingham, Castlemian & Pierce, New York, is agency.

Ted Morde has resigned as news editor of KMPC, Beverly Hills, Cal. to head an expedition to Honduras which will map the lower tributaries of the Patua River. The group will also search for a lost city and is scheduled to leave from New Orleans in mid-April.

MAJOR project in the current CBS expansion program in New York is this modern eight-story studio and experimental laboratory annex within the shell of the building formerly housing the famous Juilliard School of Music. The new $700,000 structure, across the street from CBS New York headquarters at 485 Madison Ave., is expected to be ready about May 15. It will house seven studios embodying the latest technical advances, including a radical innovation for improvement in sound projection—acousti-vanes patterned on fundamental principles of the violin, with hard resonant wood on one side and soft porous wood on the other, which can be turned for various tonal effects from a central control.

New Hollywood Studios Of CBS About Complete
WITH construction practically completed, the new $200,000 building housing two additional audience studios, which adjoins the main CBS Hollywood structure at Sunset Blvd. and Gower St., will be in use by early April, according to Donald W. Thornburgh, the network's Pacific Coast vice-president.

New building, designed by John and Donald B. Parkinson, Los Angeles architects, and harmonized with the modern functional style of the main studios and executive building of CBS which were opened April 30, 1938. Dimensions of the two story addition are 135 x 105 feet. It is located directly east of Columbia Square Playhouse. Entrance to the new studios face the patio on Sunset Blvd.

The new studios are soundproofed and will be equipped with latest RCA broadcasting facilities. Stages are 50 x 36 feet and each studio will seat more than 400 persons, all on the first story level. Second floor of the air-conditioned building is planned for script department offices, public lounges and artists' dressing rooms. CBS neon signs will be placed on the building corners at both Gower St. and Harold Way. Space in the rear of the building at Gower St. will be retained for parking.

WHAL, Baltimore, has signed Gene Robb, business letter author and newspaper columnist, to do a Saturday 1 p.m. series titled The Business Area From Washington.
GREAT STUFF

White Rock Buttermilk — Great for Health!
KLZ Advertising — Great for Sales!

“*We know White Rock Buttermilk is a mighty superior product, but before people can use it they must know about it and KLZ has certainly done a swell job of telling and selling.*”

—Gold Coin Creamery Company
Don L. Reed, Manager

White Rock Buttermilk was introduced to Denver by Gold Coin Creamery last April, sailed along until September keeping pace with its competition. Then KLZ’s “Lady, Lend an Ear” program was made a part of White Rock’s sales plan for the Rocky Mountain region.

Came November, December, and January, whose snows and sub-zero weather usually mow down the demand for buttermilk. But White Rock sales continued stable . . . in some cases exceeded those of June, July, and August. Today White Rock buttermilk sales are estimated by creamery officials to be 40% above the average for the industry.

Another local advertiser feels the power of KLZ to produce sales . . . learns why KLZ carries more quarter-hours of locally sponsored time than any other station in the Denver area.

Fred Allen, KLZ commercial manager, E. O. Shaw, agency executive and Don L. Reed, creamery manager, drink a toast in buttermilk to renewal for six months of contract over Denver’s KLZ.

KLZ
Denver
CBS Affiliate — 560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
More than 3,000,000 French-Speaking Canadians Make the Province of Quebec and Eastern Ontario a Rich and Productive Sales Territory

LIKE A POWERFUL SEARCHLIGHT, CBC in Canada not only covers the entire Dominion from sea to sea, but its facilities can be focused on any specific Province.

Typical of this specialized coverage is CBC's dominance of the Province of Quebec . . . a Province whose 3,135,000 people have an annual retail spending budget of $461,864,000. With the CBC Key Station, CBF (50,000 Watts), directed to the French-speaking population . . . with CBM (5,000 Watts) reaching the English-speaking people . . . the CBC network serves 80% of all radio homes in the Province, with an overflow that extends to French-speaking Canadian homes in the Maritimes and Eastern Ontario.

Here is truly an outstanding coverage . . . and it is made all the more valuable because radio in Canada is an organized medium . . . serving the people with the finest entertainment . . . and enjoying a listening audience from coast to coast that is unsurpassed anywhere for its loyalty and goodwill.
Text of the New FCC Rules Governing Television

(Continued from page 37)

Sec. 4.75 Announcements

At the time station identification announcements are made, there shall be added the following: "This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Sec. 4.76 Scope of Experiments, Limitations and Restrictions

(a) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate to render a regularly scheduled television broadcast service to the public.
(b) No Class I station shall operate when objectionable interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.
(c) Class II stations shall operate to conduct television broadcast research and experimentation for the development of the art in its program phases and in connection therewith may carry out experiments with respect to power and antenna requirements for a satisfactory service to the public.
(d) Class II stations shall make all equipment changes necessary for rendering side conduit transmitter performance as the Commission may at any time require.
(e) Class II stations shall maintain a minimum scheduled program service of ten hours per week throughout the license period.

Sec. 4.77 Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

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(b) Each Class II television broadcast station will be assigned only one channel. Class I television stations may be assigned one or more channels as the program of experimentation requires. Each soral and visual carried with side bands for modulation are authorized for both Class I and Class II stations but no emission shall result outside the authorized channel. The assignment of a channel to a Class II television broadcast station does not preclude the assignment of that channel for use by Class I stations, but such a Class II television station shall have priority for the use of the channel for its scheduled program service. Licenses for both a Class I and a Class II station may be issued to a single licensee only upon a showing that the development of the television art will be assisted thereby, particularly where an authority to operate on channels in Group B or C is requested for the Class I operation.

(c) Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Sec. 4.78 Power

The operating power of a Class I television broadcast station shall not be in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

Sec. 4.79 Supplemental Report with Renewal Application

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include comprehensive reports on the following:

(a) Class I Television Broadcast Stations:
1. Number of hours operated.
2. Pull data on research and experimentation conducted, including the power employed.
3. Conclusions, tentative and final.
4. Program for further developments of the television broadcast service.
5. All developments and major changes in equipment.
6. Any other pertinent developments.

(b) Class II Television Broadcast Stations:
1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Studio equipment used and any developments made during the license period.
3. Progress made in the advancement of television broadcasting as a service to the public.
4. Financial data on cost of operation during the license period.
5. Power employed, field intensity measurements and visual and sound observations to determine the service area of the station.

ADVERSE weather conditions have delayed the construction plans for the new WKIP-FM, Poughkeepsie, N. Y., but Richard E. Coon, president and editor of the Poughkeepsie Eagle-News and Star & Enterprise, reports the station will probably be on the air by June 1.

"CALLING all advertisers, calling all advertisers—Be on the look-out for PUBLIC HARD-TO-CATCH-CUSTOMER No. 1, alias the LITTLE FOX."

Slyer than a fox is the advertiser who goes after the LITTLE FOX the popular KTBS way. When you use KTBS, Shreveport, Louisiana, for your spot or network advertising you command one of America's most receptive markets . . . You know you'll reach that fussy customer and sell him into WANTING to be caught.

We invite 1940 radio advertisers to investigate the possibilities of the Shreveport market and the coverage offered by KTBS. We hit the spots—high and low — and make 'bagging your game' no longer a sport of chance but a sure thing.

Let KTBS help you "bring back the brush."
Radio Aids Stricken
(Continued from page 36)

remained on the job for three days, taking time out for rest. Earl
Wright, commercial representative of KHSL, covered by airplane.
With its entire staff on 24-hour call, and its remote service crew
standing by throughout the entire flood period, KFBK, Sacramento,
rendered excellent service to both residents of the ravaged communi-
ties and various relief and rescue agencies involved. At the first
indication of flood danger, KFBK estab-
lished direct lines to the U. S.
Weather Bureau offices and the
Sacramento Bee, and kept its list-
eners informed.
As the crest of the flood moved
down the Sacramento River to-
ward Sacramento, KFBK flashed
frequent warnings. Early in the
morning of March 1, KFBK was
informed by Maitland Pennington,
publisher of the Meredien In-
dependent, of a levee break in that
district, about 40 miles from Sac-
ramento. KFBK went on the air
with warnings and continued the
broadcasts until the 1,000 inhabi-
tants had been evacuated.
Supervised by Howard Land,
manager of KFBK, the station's
flood broadcasts were directed by
Tony Koester, chief announcer.
The KFBK staffmen on duty were
Lory, Robert Haines and Verne Par-
low, announcers, and Stam Sronse
and Merwin Jones, engineers.

Shortwave Helpful
KROY, Sacramento, virtually
turned over its facilities to law en-
cforcement and relief organiza-
tions. Headed by Will Thompson,
manager, the entire station crew
was on duty. Milton Cooper, chief
engineer, and Winston Bull, an-
nouncer-operator, operating short-
wave stations WQG and WOKA,
played an important part in secur-
ing flood news from many isolated
spots.
KROY, under supervision of D.
E. Lundy, sales manager, aided the
Red Cross in obtaining supplies for
refugees in Winters, approxi-
mately 50 miles from Sacramento,
which was completely inundated.

Warnings to farmers in the Sacra-
mento Valley were broadcast at
frequent intervals by Miss Garland
Schuler, KROY agricultural direc-
tor. In recognition of its public
service, KROY through its man-
ger, Mr. Thompson, was presented
with a special citation from Gov.
Olson at the State Capitol March 4.

When the heavy rains caused an
overflow of the Russian River and
flooded the Redwood Empire area,
KSCO, Santa Rosa, under direction
of Wilt Gunzendorfer, supplied
listeners with bulletins on flood
conditions. KSCO sent an airplane
over the stricken area and listeners
were informed, if they were in
need of food, supplies or medical
attention, to fly a white cloth and
that aid would be sent them.

KSFQ, San Francisco, kept the
general public and the affected
regions informed on the flood stage
and road conditions and warned resi-
dents in the paths of onrushing
waters. KSFQ chartered a United
Airlines plane and flew Tro Harper,
special events announcer, over the
entire Sacramento Valley area. His
summary of actual conditions was
broadcast from KSFQ over the
CBS Pacific Network Feb. 29.

KFRC, San Francisco, besides giv-

FOR "outstanding public service" read the citation presented to
KROY, Sacramento, Cal., which
Will Thompson Jr., manager (left),
receives from M. Stanley Mask, exec-
ette secretary (right), to Gov.
Culbert L. Olson, of California.
The citation was presented to the
station in recognition of its public
service to Northern California dur-
ing the Sacramento Valley flood.

WHENTOWN SAGGED

WHEN the town of Shenendoah,
Pa., started to drop into coal
excavations March 4, Lou Murray,
annciler of WAZL, Hazleton,
phoned from Shenendoah to Man-
ager Vic Diehn and the station
started a day of disaster broad-
casts.
From the site Manager Diehn,
along with Ken Cohn, Anthony
Staniskus and Jack Robel, aided by
Engineer George Reck, notified list-
eners of disaster details and al-
layed fears of residents in other
coal towns. Broadcasts were given
in several languages. Public and
industry officials were called to the
WAZL microphone, as well as
newspapermen and victims whose
homes were ruined.

ing regular bulletin service, sent
a recording truck to Pescadero,
isolated for two days. En route the
truck was held up for an hour by a
landslide. Mel Venter voiced the
recording and it was broadcast the
following morning.
KPO, KGO, KFY, KSAN, KJBS,
in San Francisco, and KROW
and KLX, both in Oakland, made
cut-in announcements during the
danger periods.

When areas of the Santa Clara
valley became flooded, KQW, San
Jose, managed by C. L. McCarthy,
issued special flash bulletins con-
taining vital information furnished
by the Highway Patrol, police
agencies and the San Jose city
and county engineers office.
KDON, Monterey, through its
auxiliary studios in Santa Cruz,
cooperated with authorities when
the lowlands and adjacent territory
of the latter community became
flooded. Adriel Fried, manager of
the studios, issued bulletins on
evacuation of inundated areas,
and also broadcast instructions for
making flooded wells safe for
drinking purposes.

KHUB, Watsonville, cooperated
with Watsonville police and health
departments, issuing bulletins on
road conditions and appeasing
thousands of worried listeners.
WHO’S INVESTMENT IN YOUTH

Sponsorship of Golden Gloves Contest Leads to Development of Amateur Athletics

By WOODY WOODS
Publicity Director, WHO, Des Moines

PLOWING profits from its annual Golden Gloves amateur boxing meet back into amateur athletics, WHO, Des Moines, is investing in young American manhood. The Des Moines meet, the only Golden Gloves contest in the country sponsored by a radio station, has been drawing increasing credit to the station for developing wholesome athletic training and competition since 1938, when WHO started sponsoring the event.

Each year crowds and entries have increased. The 1940 tournament attracted more than 1,000 requests for entry blanks, more than 500 entries. More than 200 contestants passed the rigid physical examination and were certified by attending physicians to enter the tournament. On Feb. 12, the night of the semi-finals and finals, more than 6,500 fans packed the auditorium—a complete sellout, with several hundred turning away.

Funds for Athletics

What becomes of the profits? In some towns Golden Gloves sponsors turn them over to specified charities. But at WHO, profits are plowed back into amateur athletics. Specifically, gymnasium equipment has been supplied to Eastern Heights Community Center, Bourland’s gymnasium, South Side Community House, Highland Park Community Center, Rosedale Settlement House, Hayes gymnasium in Lenox, the Mayor’s Chamber of Commerce gym in Winterset, Ia., and the National Youth Administration boxing team as well as many others.

What’s the result of all this? Many lads have stayed off the streets and out of trouble because these profits help maintain supervised gymnasiums which may be used by younger lads who cannot pay for such facilities—a year-round contribution to the welfare and development of young American manhood, made possible by the continued patronage of lovers of clean sport, a needed penny of profits from the meager budget of the community.

Director of the tournament is Bill Brown, WHO’s sports editor. Harold Fair, WHO program director, handles promotion, acts as

GUIDING genius of the Des Moines Golden Gloves amateur boxing meets, sponsored since 1938 by WHO, Des Moines, is Bill Brown, sports editor of the station. As director of the tournament, sponsored by a radio station (42 others being sponsored by newspapers), he has been responsible, with the aid of his WHO confreres, for its increasing success in bringing credit to WHO for developing the solid American young manhood.

Caricature by Benne Actor.

Archbishop of the tournament, and is directly responsible for activities of a working crew of 52 men, plus an aggregate of 39 doctors, judges, referees and timers. The house staff, consisting of doormen, ushers, police officers, stage hands and box office crew totaled 76 more.

It is noteworthy that in spite of the almost universal feeling of newspapers toward a large radio station, reams of publicity were given to WHO’s Golden Gloves tournament by large and small newspapers all through the State. And the newsworthiness of the meets is further attested by fine cooperation of Des Moines dailies, themselves operators of their own radio stations.

The standpoint of the station, was the situation in the big Chicago tournament where the WHO team was thrown in with teams sponsored by 42 newspapers—sponsored by a radio station stood out like a sore thumb.

Beardsley Adds

J. W. BEARDSLEY’S SONS, New York, Feb. 5 started quarter-hour daily participation in the two-hour Musical Clock program on WYF, Philadelphia, on behalf of four codfish cakes, already promoted twice weekly on Phil Cook’s Morning Almanac program on WABC, New York, and twice weekly on the Make Believe Ballroom on WNEW, New York. No further stations will be added at the present time, according to Neff-Rogov, New York, the agency.

WITH the bulk of increased appropriations going to radio, newspapers and weekly magazines, advertising budgets are running 5 to 10% over a year ago with a cut in spring campaigns now setting under way, according to the New York Times.

WMC

FIRST IN THE POLL-PARADE

Here, in four separate and disinterested surveys by U. S. and Canadian radio editors, radio programs heard regularly over WMC were awarded first distinctions by overwhelming margins. Popular proof of WMC’s overwhelming popularity in the MidSouth listen area.

7 out of the first 10 in the World Telegram Poll

1. Favorite Program...JACK BENNY
2. Outstanding New Star...ALEC TEMPLETON
3. Popular Male Singer...BING CROSBY
4. Favorite Studio Announcer...DON WILSON
5. Popular Classical Singer...NELSON EDDY
6. Popular Hour Program...FRED WARE
7. Best Comedy...JACK BENNY
8. Popular Orch...GUY LOMBARDI
9. Favorite Sports Announcer...BILLY STERN
10. Favorite Quiz Program...INFORMATION PLEASE

9 out of the first 10 in the Cleveland Plain-Dealer Poll

1. Favorite Personality...CHARLIE McCARTHY
2. Favorite Program...CHASE & SANBORN
3. Best Master of Ceremonies...DON AMEHE
4. Best Classical Male Singer...NELSON EDDY
5. Most classical Female Singer...LUDLIE MANKERS
6. Best Popular Male Singer...BING CROSBY
7. Best Comic...JACK BENNY
8. Best Dramatic Serial...AMECHE & SANBORN
9. Most Light Classical...HALL'S RHYTHM SHOW
10. Best Dance Band...GUY LOMBARDI

7 out of first 10 in Radio Daily Poll

1. Jolt-O Program
2. Chase & Sanborn Program
3. Kraft Music Hall
4. Information, Please
5. Fred Allen Show
6. Bob Hope Program
7. Lou Radio Theatre
8. Ford Hour, Drifting Hour
9. Kay Kyser’s College
10. Good News of 1940

9 out of the first 10 in the Motion Picture Daily and Motion Picture Herald Poll

1. Overheard Program...EDGAR BERGEN (Charlie McCarthy)
2. Film Stars on Air...DEN AMEHE
3. Dramatic Series...ONE MAN’S FAMILY
4. Comedies...JACK BENNY
5. Comedies...JACK BENNY
6. Comedy Team...Fannie Brice
7. Popular Singers, Male...BING CROSBY
8. Classical Singers, Male...NELSON EDDY
9. Popular Orch...GUY LOMBARDI
10. Popular Dance Orch...GUY LOMBARDI

3,000 WATTS DAY
1,000 WATTS NIGHT

NAC RED NETWORK
MEMPHIS

Owned and Operated by

THE COMMERCIAL APPEAL

National Representative: The Brannan Company
WFAA-WBAP, Dallas-Ft. Worth
Walker Remedy Co., Waterloo, la. (poultry remedies), 5 weekly fs, thru Weston-Barnett, Waterloo.
Penick & Ford, Atlanta, Ga. (fried and chili fries), 3 weekly, thru Tastee-Fine Desser, 3 weekly, thru BBDY, N. Y.
Galveston-Houston Breweries, Houston (Southern Select Beer), fs, thru Ruthrauff & Ryan, Houston.
Dr. Salibury's Labs, China, Ct. (poulties, remedies), 3 weekly, thru N. A. Winter Adv. Agency, Des Moines.
Sweets Co. of America, New York (Footsie Rootie), as noted, thru Bow Co., N. Y.
Bayer-Nemerow Co., Wilmington, Del. (seed inoculator), as thru Thompson-Koch Co., Cincinnati.
Standard Brand, New York (Fleischmann's Yeast), as weekly, thru J. Walter Thompson Co., N. Y.
Brown & Williamson Tobacco Corp., Louisville (Big Ben Tobacco), 2 weekly t, thru Russell M. Seeds Co., Chicago.
Hyco Co., Houston (Hyco Washing Powder), 3 weekly, thru.

VGAR, Cleveland
Harley Aircraft Corp., Detroit (school), weekly sp, thru C. E. Rickerd Inc., Detroit.
Carter Coal Co. of New York (coke), weekly sp, thru Ralph H. Jones Co., Cincinnati.
Bond Stores, Cleveland, 5 weekly, thru Neff-Rogow, N. Y.

KDRA, Pittsburgh
Groger Grocer & Baking Co., Cincinnati, 5 t weekly, 5 yearly, thru Ralph H. Jones Co., Cincinnati.
Chas. E. Hires Co., Philadelphia (root beer), 6 weekly, thru O'Des, Sheldon & Canny, N. Y.

KARK, Little Rock
Skinner Mfg. Co., Omaha (Raisin Bran, Macaroni), 18 t weekly, thru Berry-Hanly Co., Kansas City.
Arkansas-Louisiana Gas Co., Little Rock (Rudd hatters), 12 t weekly, direct.

KROW, Oakland, Calif.
Buffums Chees, Oakland, Calif. (cheese), 3 sp weekly, thru Union Ice Company, San Francisco (refrigerators), 3 sp weekly, thru J. M. Richard Paint & Varnish Co., Oakland, weekly sp, direct.

WPTF, Raleigh
Armour Fertilizer Works, Atlanta, t series, thru Gottschalk-Humphrey, N. Y.
William R. Warner Co., New York (Shona), as series, thru Warwick & Legler, N. Y.
Greyhound Lines, Cleveland, t series, thru J. Walter Thompson Co., N. O.
Olson Rug Co., Chicago, 48 t, thru Pefsa, Fellers & Pesca, Chicago.

KUSA, San Francisco
KUTL, San Francisco
Charles E. Hires Co., Philadelphia (root beer), 105 t thru O'Dea Sheldon & Canaday, N. Y.
Shell Oil Co., San Francisco (gasoline), 10 sp thru J. Walter Thompson Co., San Francisco.

KXW, Philadelphia
Menautomat Co., Wilmington, Del. (proprietor), as thru Dilard Jacobs Agency, Atlanta.

KDNA, Dover
Studebaker Sales Corp., South Bend, Ind., 3 t weekly, thru Roche, Williams & Cunningham, Chicago.

WABC, New York
Bond Stores, New York (men's clothing) 30 t Weekly thru Neff-Rogow, N. Y.

WHO, Des Moines
E. L. DuPont de Nemours & Co., Wilmington, Del. (Cell-O-Glass), 2 as weekly thru BBDY, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club), 156 as thru Ruthrauff & Ryan, N. Y.
Oliver Farm Equipment Co., Chicago, 39 t thru Buchman-McDermitt, Chicago.
Commander Larabee Milling Co., Minneapolis (flour), 54 as thru Mason Wheaton Inc., Minneapolis.
P. Lorrillard Co., New York (cigarettes), 39 t thru Lennen & Mitchell, N. Y.
Palmers Ice Company, San Antonio, (Mounds), 100 as thru Flatt-Forbes, N. Y.

WEAL, Boston
Williamson Candy Co., Chicago (Oh Henry bars), 6 as weekly thru John H. McManus Co., Chicago.
Coast Fishing Co., Wilmington, Cal. (Pacific), 13 as weekly thru Dan B. Miner Co., Los Angeles.
Lever Bros Co., Cambridge (Spry), as renewal, thru Ruthrauff & Ryan, N. Y.

WOWO, Fort Wayne
H. H. Butler Stores, New York (clothing), 78 as direct.
D. L. Clark Co., Pittsburgh (chewing gum), 78 as thru Albert P. Hill Co., Pittsburgh.
Park & Tilford, New York (Tintex), 39 as thru Charles M. Storm Co., N. Y.

WNEW, New York
Gordon Baking Co., Long Island City, N. Y. (Roman Meal Bread), 13 as weekly through Barn Co., Long Island City.
Chas. E. Hires Co., Philadelphia (root beer), 5 weekly thru Hires Bros., Chicago.

KGBM, Honolulu; KHBC, Hilo
Ludens Inc., Reading, Pa. (cough drops), 42 as thru J. M. Mathes Inc., N. Y.
Colgate - Palmolive - Peet, Jersey City, N. J. (Palmolive soap, Superwoman), 1 t weekly thru Barron & Stebbins, Los Angeles.
Charles Gulden's Mfg. Co., Green (mustard), 3 as weekly thru Chas. H. Hoyt Co., N. Y.
Kirkman & Sons, Brooklyn, N. Y. (soap), 6 weekly thru, thru N. V. Ayer & Son, N. Y.
Sebastian Wineries, New York, 3 as weekly thru Carlo Vinti Adv., N. Y.
Marble & Stone Institute, New York (Statuette), weekly as and sp, 4 weeks, thru.

KGMB, Honolulu
Vogel & Hathaway, Los Angeles (cosmetics), 6 weekly thru, thru Mayer Co., Los Angeles.

WIZ, New York
Studebaker Corp., South Bend, Ind. (autos) 2 weekly t thru Roche, Williams & Cunningham, Chicago.
Pederson to KFI-KFRS

E. PEDER- S0N, nationally known in radio advertising, on March 1 became director of advertising for KFI-KFRS, Los Angeles, the appointment being announced in Los Angeles.

Mr. Pederson Harrison Holl- way, general manager. The posi- tion was vacated. Pederson was for two years manager of KOL, Seattle. Prior to that he was general sales manager of KNX, Hollywood. Before entering radio he was affiliated with Paulus & White, the house- hold furniture store, on WHAM, Rochester, Tues., Wed., Thurs., Fri., 9-15 a.m.

F.Y.R.-PRO Corp., New York, has started a novel series of quarter-hour five times weekly programs on WMCA, New York, to promote its fire extinguishers, sales for which are being handled by Kurt, sales- man-promoter. The programs, entitled "James Elliott," originate from the sales offices of two companies, the company's salesmen each morning for five days a week presenting Elliott presiding. The company also sponsors Arthur Tracy on WOR, New York, programs on WEVD and WHN, New York. Programs are in charge of Palange, radio di- rector of Campbell-Lampe, New York.

SWIFT & Co., Chicago, on March 2 started "Peanut news," featuring Norman Ross, from 10:30 to 10:45 a.m. on WBBM, Chicago. This show is in addition to spot music schedule on 40 stations (BROAD- cast, Feb. 1), which began Feb. 29.

RED & WHITE STORES, Los Ange- les (chain grocery), new to radio, is sponsoring its "Large wheat half-hour question and answer program, Reliance Lumber Quiz," on KMO, that city, which began from the floor of a local theatre. Jerry Gehan and Larry Hubbard, regular announcers, conduct the quiz program.

SUNNYLAKE PACKING CO., San Francisco, in association with Lord & Thomas, that city, recently contracted for 200 five-minute participations, five times weekly in Young's Happy Homes program on KJH, Los Angeles. Firm is also using a similar number of weekly participations in Been Bye on KFRC, San Francisco.

ELECTRICAL EQUIPMENT Co., on March 1 started daily Mid-Morning News broadcasts for one year on KTA, Phoenix, and KVOA, Tucson. Airs, the firm, a state-wide electrical appliance service company, has offices in both cities. UP service and daily newspaper releases edited on the news staff is used on the programs.

CHARLES ECKART Co., Los Ange- les (Firefly Lipstick), new to radio and placing three spots weekly in the "Today's Special" series of five times weekly programs on KMTR, Hollywood, and on KFMC, Beverly Hills, Calif., is using a scattered schedule on KFWB, Hol- lywood.

S. A. ALTER has been named adver- tising manager of Hoosier Maid Milk Corp., succeeding D. A. Irwin, resigned. Mr. Alter, for the last year manager of the Long Island adver- tising department, also will continue in that capacity.

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SUNNYLAKE PACKING CO., San Francisco, in association with Lord & Thomas, that city, recently contracted for 200 five-minute participations, five times weekly in Young's Happy Homes program on KJH, Los Angeles. Firm is also using a similar number of weekly participations in Been Bye on KFRC, San Francisco.

ELECTRICAL EQUIPMENT Co., on March 1 started daily Mid-Morning News broadcasts for one year on KTA, Phoenix, and KVOA, Tucson. Airs, the firm, a state-wide electrical appliance service company, has offices in both cities. UP service and daily newspaper releases edited on the news staff is used on the programs.

CHARLES ECKART Co., Los Ange- les (Firefly Lipstick), new to radio and placing three spots weekly in the "Today's Special" series of five times weekly programs on KMTR, Hollywood, and on KFMC, Beverly Hills, Calif., is using a scattered schedule on KFWB, Hol- lywood.

S. A. ALTER has been named adver- tising manager of Hoosier Maid Milk Corp., succeeding D. A. Irwin, resigned. Mr. Alter, for the last year manager of the Long Island adver- tising department, also will continue in that capacity.

Pederson to KFI-KFRS

E. PEDER- S0N, nationally known in radio advertising, on March 1 became director of advertising for KFI-KFRS, Los Angeles, the appointment being announced in Los Angeles.

Mr. Pederson Harrison Holl- way, general manager. The posi- position was vacated. Pederson was for two years manager of KOL, Seattle. Prior to that he was general sales manager of KNX, Hollywood. Before entering radio he was affiliated with Paulus & White, the house- hold furniture store, on WHAM, Rochester, Tues., Wed., Thurs., Fri., 9-15 a.m.

F.Y.R.-PRO Corp., New York, has started a novel series of quarter-hour five times weekly programs on WMCA, New York, to promote its fire extinguishers, sales for which are being handled by Kurt, sales- man-promoter. The programs, entitled "James Elliott," originate from the sales offices of two companies, the company's salesmen each morning for five days a week presenting Elliott presiding. The company also sponsors Arthur Tracy on WOR, New York, programs on WEVD and WHN, New York. Programs are in charge of Palange, radio di- rector of Campbell-Lampe, New York.

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ANA Spring Meeting
ASSOCIATION of National Advertisers will hold its spring conference May 12 through May 15 at the Westchester Country Club, Rye, New York. The Association’s annual meeting will be Oct. 23 through 26 at The Greenbrier, White Sulphur Springs, W. Va.

AGENCY executives and broadcasting directors in the New York area on March 14 were guests of the Hammond Instrument Co. at a special concert in the Hammond organ studios in New York, with music by Virginia Oman and Gladys Stevenson, of Peer Croft’s New World Ensemble, on the Hammond electric organ and nova-chord. The concert was sponsored to acquaint the audience with the capacities of the two instruments.

ALL DIMENSIONS of radio—executive, program and regulatory—are represented in this group photographed in Dallas March 4. E. (Ted) Dealey (left) is the newly-elected president of A. H. Belo Corp., owners of WFAA and the Dallas News, having been elevated from the vice-presidency. Smiling countenance yields field to Kenneth Lopez, band leader. At his right is J. M. Moroney, who has become vice-president and secretary of the Belo company, having been elevated from the secretary-treasurership. At extreme right is George H. Porter, assistant general counsel of the FCC, who was in Dallas in connection with revocation proceedings involving six Texas stations [see page 62].

Australian Restrictions
Hit Coast Disc Market
HOLLYWOOD transcription producers who in the past exported much of their product to Australia are feeling the effects of new restrictions imposed by that country. Under the new statute, which permits the import only of mother matrices, the effect spread to a prohibition of take-out of stampers, masters or pressings.

Catch in the law was disclosed when it was learned that Australian firms could import only one-sixth of the amount brought in last year. Since no matrices were brought into Australia in 1939, it leaves the import quota at nil. Another interpretation of the law is that Australian companies must spread their purchases in equal allotments in periods of one month or less, if they are to be granted import licenses.

On Feb. 1 Australian transcription concerns asked Parliament to amend the law to read one-sixth of last year’s transcriptions purchased, instead of one-sixth of last year’s matrices, because there were none. Under the present set-up, Australian transcriptioners are not being sent to Australia until the law is amended. It is reported that New Zealand will impose similar restrictions but this will not affect the Hollywood transcription business as no trade with that country has been conducted for the last 16 months because of money restrictions.

Martha Deane Time Shift
MARTHA DEANE, conductor of the popular human interest series of five-plex programs heard on WOR, Newark, regularly for the last six years, on March 4 shifted the time for the program from 5:30-8:45 p.m. to 11:15 a.m.-2:15 p.m. Present sponsors for her Women’s Hour include: New York Telephone Co., Philadelphia Dairy Products Co., John Morrell & Co., A. P. W. Paper Co., Wesson Oil & Snowdrift Sales Co., Kirkman & Sons, R. B. Davis Sales Co., Yecke-Eichenbaum, Lamonot Coyle Co., C. Washington Coffee Redink Co., and Grocery Products Mfg. Corp. Late in March, it is understood that Martha Deane, under her own name of Mary Margaret McFride, will start a similar program on a NBC network.

GOTTFRIED BAKING Co., New York, which on March 4 started the quarter-hour Junior G-Men series three-weekly on WHTN, New York, for Golden Crust Bread, was the first sponsor to sign for the 78 new serial programs produced by Donald Petersen, and offered to stations and sponsors as a package deal. Programs were transcribed by Pete Furtney, Roth Adv. Agency, New York, is the agency for Gottfried. Other stations using the program, under Gottfried’s ownership of local bakeries and food companies for the most part, include WCNB, Springfield, Ill.; KIIF, Clear Lake, Ia.; WABI, Bangor; WBAI, Wilkes-Barre; WBBL, Sheboygan, Wis.; TDSO, Grand Forks, N. D.; KARK, Little Rock; WCHS, Charleston, W. Va.; KRMN, Jamestown, N. D.; WJED, Hagerstown, Md.; KQV, Pittsburgh; KGKQ, Fort Worth; KXOK, St. Louis.

KASPER-GORDON, Boston, is offering two transcribed series of Short, Short Programs for exclusive use on one station in a group of bakeries and for storage firms. Titled Bread Time Stories and Short Short Far Storages, each series consists of a 30-second transcribed drama, allowing local copy tie-in of 30 seconds.

C. H. MAGRER, Hollywood transcription concern, has recorded 156 fairy tales, complete in each quarter hour program. The series was adopted for radio by Dr. Kimball, S. Sant, who also supervised production. Harry Beichel is narrator.

WHAI, Greenfield, Mass., has subscribed to the complete World Transcription Service for the station’s broadcast hour inaugural show March 8.

UNITED STATES RECORD Corp. has established West Coast headquarters at 1701 S. Olive Ave., Los Angeles, with Jack Lee as manager.

Charles L. Searcy
CHARLES L. SEARCY, 55, sometime vice-president of Moditran Adv. Co., Chicago, and previous to that an account executive of W. L. Kastor & Sons, and a member of the Chicago Tribune staff, died Feb. 29. Mr. Searcy left the agency in 1933. He is survived by his widow.

CAMPBELL COUP, Camden, N. J., on March 31 will discontinue sponsorship of Orson Wells’ Mercury Theatre on CBS Sunday nights. It is understood CBS may continue the series on a sustaining basis, but no confirmation could be obtained.

South Carolina’s ONLY Regional CBS Station
WVSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

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AGENCIES

CHARLES MILLER, formerly a partner in Hellwig-Miller Co., New York agency, is president of the newly-named agency, C. L. Miller Co., formed following the death of Edward Hellwig on Feb. 19. Offices at 9 E. 48th St. and all accounts remain the same.

RICHARD MARVIN, radio director of Wm. Esty & Co., New York, and Edward Kout, president of Lehn & Fink Co., New York, on March 11 flew to the West Coast to look over the Pacific stations, which Lehn & Fink sponsors on CBS through the Esty agency.

ARTHUR LANDAU has changed the name of his Hollywood offices from Artists & Authors Corp. of America to the Arthur M. and Richard H. Landau Agency. Offices continue at 8556 Sunset Blvd.


WEISS & GELLER, New York, which recently opened offices at 538 Fifth Ave., has announced three additions to the New York staff: S. G. Alexander, formerly space buyer of H. M. King & Co., as addition to the sales staff; D. T. Lally, former of Campbell-Ewald Co., New York, as copy chief; and Mark Model, formerly of Lord & Thomas, as production manager.

CHARLES C. GREEN, formerly vice-president of Critchfield & Co., Chicago, has joined Buchanan & Co. as a director and vice-president. He succeeds George Enninger, also a vice-president who has been promoted to head of the Chicago offices of Buchanan & Co.

KIARY HAWKES, former radio director of Blackett-Sample-Hummer, Chicago, on March 15 joined Benton & Bowles, New York, as assistant director of daytime radio serials.


RICHARD E. GOEBBEL, formerly merchandising manager of Sunset Magazine, San Francisco, has joined the Seattle staff of Ruthrauff & Ryan as assistant to Francis Mullins, manager. At one time he was account executive of McCann-Erickson, servicing the Ford Motors Account in Oregon, and prior to that was space buyer of MacWilliams & Cole, Seattle.

McKEE & ALBRIGHT has established Hollywood production offices at 8253 Hollywood Blvd., with Herbert F. Korholz in charge as manager.

BRUCE R. MUIR, for the last 15 years advertising and general sales manager of Ford Motor Co. of Canada, has been in charge of managing divisions of Benson Co., Toronto, Montreal and Vancouver advertising agency, succeeding J. W. H. McLean who died at Montreal last Dec. 4.

MORTIMER W. MEARS, formerly Los Angeles manager of Gerth-Knollin Adv. Agency, has established an advertising service under his own firm name at 1151 S. Broadway, that city.

TOM RIVER, New York radio director of Benton & Bowles, is in Hollywood to supervise revamping of the NBC "Good News" of 1940, sponsored by General Foods Corp. (Maxwell House Coffee).

E. M. GOODMAN, formerly of Commercial Broadcasting, Inc., Toronto, has joined the staff of Radio Centre, Toronto.

ILLINOIS BELL SPOTS

F. A. BEREND, for six years advertising manager of Pontiac Motor Division of General Motors Corp., Pontiac, Mich., has resigned to take charge of the new West Coast offices of MacManus, John & Adams, to be established in Los Angeles and San Francisco in early April. His appointment was announced by James R. Adams, executive vice-president of the Detroit advertising agency. West Coast headquarters will be in Los Angeles. The Harry Elliott organization, San Francisco, has been representing the agency on the Pacific Coast. W. J. Mueggey, for several years manager of Pontiac's Chicago zone, will succeed Berend as Pontiac advertising manager.

GENE DUCKWALL, business manager of the Lord & Thomas Hollywood office, has taken on additional duties of radio time buyer for the agency's Southern California division. Harwin Mann of the Los Angeles office, continues as manager of the media department.

F. O. BARDEN, since 1928 advertising and merchandising director of Ben E. Keith Co., Fort Worth, Texas, and vegetable marketers, has been named radio director of Hi-Johnson Adv. Agency, Fort Worth. Starting in radio in 1929 at WGN, Chicago, he has been active in the field ever since through association with Swift & Co. and automobile manufacturers, and in production work at the 1939 New York World's Fair.

HILL BLACKETT, president of Blackett-Sample-Hummer, and his wife are vacationing in Mexico.

Agency's Coast Plans

ILLINOIS BELL Telephone Co., Chicago, on March 10 started a 13-week campaign of 100-word announcements and time, weather and temperature reports on all 37 radio stations in the territory covered by its services. Advertising promotes the classified sections of telephone books. N. W. Ayer & Son, Chicago, is agency.

SALESLOGICALLY CORRECT

20 small markets always tuned to
KFYR for news, markets, top chain programs means

1 BIG MARKET for your sales story

LET US SELL IT FOR YOU

550 Kilocycles NBC - Red or Blue
5000 Watts Days
1000 Watts Nights

MEYER BROADCASTING COMPANY
Bismarck, North Dakota

JOHN BLAIR & CO., National Representatives

Lithuanian Program Agency
P. A. SALTIMERAS, who for the last four years has conducted daily Lithuanian programs in the Chicago area, has announced the opening of Saltimeras Radio Advertisers, succeeding Lithuanian-American Radio Advertisers, with new offices at 6012 S. Western Ave., in addition to daily one-hour programs and a weekly serial, The Bertha Family, on WHIR, Hammond, Ind., which this company produces. Saltimeras conducts a Lithuanian Independence Day celebration, a Radio Review and a Lithuanian Day Outing. More than 30,000 attend these events annually.

Miss Bush Joins Agency
ADA LILLIAN BUSH, for the last five years chief of the Consumer Market Section of the Dept. of Commerce-Bureau of Foreign & Domestic Commerce, resigned as of March 5 to become vice-president of R. J. A. McLaughlin & Associates, advertising agency in Washington, D. C. Miss Bush, who had been with the Department of Commerce since Herbert Hoover was Secretary, is widely known as a business consultant on merchandising problems. She has made important studies in marketing research and is author of many publications in that field.
FCC Recesses Revocation Hearings Of Texas Stations to Perfect Its Case

AFTER COMPLETING testimony in only one of six cases involving Texas stations cited for revocation of license because of purported hidden ownership, the FCC March 7 recessed the proceedings in Dallas until March 14. It was indicated the recess was prompted by desire of the FCC staff handling the hearings to make further preparation.

In Austin March 5 and 6 testimony was taken in proceedings against KTBC, 1,000-watt regional, particularly in connection with the purported undisclosed interest of J. G. Ulmer, Tyler, Tex., broadcaster-minister, who proposed to sell the station for $50,000 to interests headed by J. M. West, millionnaire Houston industrialist and owner of the Dallas Dispatch-Journal and Austin Tribune.

On March 7 hearings were begun on revocation proceedings against owner of WGF, but were deferred until March 14 by Commissioner George H. Payne, presiding.

In Fort Worth, involving station TVY, scheduled for Dallas March 14, was deferred until March 18, notwithstanding intervening hearing accordingly. Other stations cited because of alleged undisclosed interests of Mr. Ulmer and Roy G. Terrell, president and chairman of station KOCA, in El Paso, are KRBA, Lufkin; KSAM, Huntsville, and KAND, Corsicana.

Purchase Option

A. W. Walker Jr., professor of law at Texas U and one of a partnership of three who obtained the KTBC license, traced steps leading to the obtaining of the license from an initial conference in 1935 to approval in 1937. Following the approval, Texas A & M College approached the fulltime for WTAW, with which KTBC shares, but the application was denied and KTBC went on the air in July last year.

Mr. Walker explained he understood Mr. Ulmer would manage the station. A contract was culminated last April, he said, under which Mr. Ulmer had an option to buy the interest of Mr. Walker, R. B. Anderson, former state tax commissioner, and R. A. Stuart, of Fort Worth, former state senator, for $20,000 at the end of six months. These three would then obtain a secondary option of buying the property constructed by Mr. Ulmer for $20,000.

It was developed that a balance sheet filed in connection with the proposed $1 million application under which Mr. West would acquire the station, showed a net worth of $1,081, Mr. Walker said, under which Mr. Ulmer had an option to buy the interest of Mr. Walker, R. B. Anderson, former state tax commissioner, and R. A. Stuart, of Fort Worth, former state senator, for $20,000 at the end of six months. These three would then obtain a secondary option of buying the property constructed by Mr. Ulmer for $20,000.

Correspondence between the partners and Ulmer and other parties was introduced by George Porter, FCC assistant general counsel. A letter from James H. Hanley, former radio commissioner and counsel for the KTBC partners, advised Mr. Ulmer he doubted the FCC would approve the WTAW application for fulltime “even though Elliott Roosevelt does recommend it.” At the time the younger Roosevelt, president of Texas State Network, was a member of the board of directors of the college.

Mr. West testified that before the station went on the air he had inquired of the possibility of buying it, and after negotiations and conferences he and Ulmer had agreed on a price. He said Mr. Ulmer advanced part of his the three partners were interested and that he held the contract to purchase their interests for $20,000.

“He said the license was obtained in their names, as I recollect it,” the witness than testified. He added that Ulmer had “left the impression he had put up all the money in building the station.”

When FCC Counsel Porter asked if Ulmer had explained why the others were to be paid $6,000, Mr.
Mem to Broadcast Engineers — The Exceptional WIDE RANGE of this New Stromberg-Carlson Speaker Makes it

* ESSENTIAL for FM MONITORING
* UNEQUALLED for AM MONITORING

PATENTED LABYRINTH AND DUAL COAXIAL CARPINCHOE SPEAKER SYSTEM BRING YOU THE UTMOST OF FM'S INCREASED FIDELITY

This new Stromberg-Carlson Speaker has an audio range to meet every monitoring need. It gives new perfection to AM broadcasts. It brings you the utmost of the extra fidelity of FM broadcasts ... thanks to the patented Labyrinth that assures bass notes ordinarily lost, and to the Dual Coaxial Carpinchoe Speaker System that delivers more accurate treble tones than ever before heard from radio. Housed in a beautiful modern cabinet finished in metallic Beige lacquer with black trim. Mail coupon for complete details. Net price to broadcasting stations $83.70 f.o.b. Rochester, N. Y.

Ready Now — A COMPLETE LINE OF FREQUENCY MODULATION RADIOS

MODEL NO. 35
MONITOR SPEAKER

THE LABYRINTH

in this Stromberg-Carlson Speaker in effect multiplies the baffle area available for the speaker. In addition, the long tube of the Labyrinth properly loads the speaker for most effective operation at high volumes.

Two speakers are used in the Coaxial System, both operating on the same axis. This makes possible the reproduction of high and low tones in proper balance.

Yes, Stromberg-Carlson is ready now with a complete line of staticless radios that offer FM, Standard and Short Wave Bands. There is the No. 480-M, equipped with Labyrinth and Dual Coaxial Carpinchoe Speaker System. There is the popularly priced No. 455-M Console and the No. 455-PL Automatic Radio-Phonograph. There is the No. 435-M value- leader Console. All of these are equipped with Labyrinth and Carpinchoe Speaker. In addition, there is the No. 425-H Frequency Modulation Band (only) Table Radio, which may also be plugged into the phonograph jacks of a larger console to give FM broadcasts through the larger set’s speaker system.

STROMBERG-CARLSON TELEPHONE MFG. CO. 363 Carlson Road, Rochester, N. Y.

Send full details of Model No. 35 Stromberg-Carlson Monitor Speaker.

Name: ______________________

Street: ______________________

City: ______________________

State: ______________________

March 15, 1940 • Page 63
CONRAD RADIO Co., Cedar Rapids, Ia., has announced the sale of the following installations: Collins Type 260 volume limiting amplifiers to WDNW, Chicago; III; KYOB, Great Bend, Kan.; KWAT Water- ton, S. D.; WTEL, Philadelphia; KMPC, Beverly Hills, Cal.; WIFMA, Aniston, Ala.; WKZO Kalamazoo, Mich.; KQKY Scottsbluff, Neb.; WKLZ, Illin- ois 122, battery remotes, to WTAQ, Green Bay, Wis.; KFUB, Maritch- tona, Ia.; KFBI, Wichita; KOIL, Omaha. Collins 300PA 250-watt trans- mitters to WOLF, Syracuse, N. Y.; WJHO, Opelika, Ala.

The OLD 10 kw. transmitter of WJSV, Washington, has been replaced by a 50 kw. WE trans- mitter, has been sold by CBS to the Inter- national Broadcasting Corp., Lon- don, which handles commercial and other operations of numerous continen- tal stations. The price was reported to be $6,000.

A COLLINS transmitter, Lingo tower and RCA console are being in- stalled by the new WOLF, Syracuse, N. Y., 100 kw. on 1500 kc., which will start operating some time in April, according to T. S. Marshall, who will be the manager and commercial manager. Lawrence Reilly has been appointed chief engineer. The transmitter is located on one mile South of the central intersection of Syracuse.

VIDEO & SOUND ENTERPRISES, Omaha, has announced the opening of of- fices in Kansas City, tentatively lo- cated in the Drake Hotel, according to Franklin O. Pease, manager. KSL Salt Lake City, early in March started construction of its new 455- foot Blaw-Knox vertical radiator ex- pected to be completed about April 1.

CONGRATULATIONS TO W MAL
Washington, D. C.
for again winning the General Electric Co. award for maintaining the most nearly perfect operating record in 1939...  

Only 1 min. 21 sec. lost out of 465,600 minutes on the air!

We take pride in the remarkable record made by the WMAL engineers, inasmuch as

3 out of the 4

WMAL transmitter engineers are C. R. E. I. graduates

Engineers and technicians now employed in more than 300 broadcasting stations are modernizing their practical radio engineering with C. R. E. I.

Our interesting story is available in booklet form — sent on request

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-3
3224 Sixteenth St., N. W.
Washington, D. C.

THROWN BY GuLL

THE KSFO, San Francisco, transmitter was thrown off the air last week when a gull, seeking rest from buff- eting headwinds on a high tension power line, roosted to a ten feet from the telephone wire. Chief Engineer R. V. How- ard reports that no commercial air time was lost by the station, because the standby power plant was immediate- ly thrown into operation.

AFRA and Disc Firms Hold Code Conferences

CONFERENCES between executives of the American Federation of Radio Artists and a number of recording manufacturers have been held during the past two weeks, according to Mrs. Emily Cohan, CBS vice-president and secretary of the union, who said these preliminary meetings had been arranged in order to resolve the conflict between AFRA and the record manufacturers. This conflict had arisen over the question of how long an agreement is to be in effect, and whether it is to be renewed. Mrs. Cohan said that the record manufacturers had been asked to agree to the terms of the AFRA contract, and that if they did not agree, then the AFRA would go to court.

STATEMENT by Frank Cohan, of the AFRA, that the contract was to be renewed, was met with a counter-statement by the record manufacturers, who said that they would not agree to the terms of the contract.

AFRA and the disc firms have decided to continue their conferences in an attempt to resolve the conflict. The conferences are expected to continue for several more weeks, during which time the AFRA and the record manufacturers will work out a new contract.

WLS Hit by Lightning

A BOLT of lightning which struck the WLS transmitter at Tinley Park, Ill., and damaged the coils, condensers and tuning house equipment, put the station off the air for almost an hour on March 2. A switch on the emergency antenna put the 50,000-watt station back on the air immediately.

FM Versatility

DON STANLEY, formerly of WIBA, Madison, Wis., has been hired by the Milwaukee Journal as one-man staff announcer, program arranger and director of its radio department. It has its new FM station, WIXA, recently granted full experi- mental license by the FCC. From now on, according to its authorization, the station is to be devoted entirely to experimental work in the field of FM broadcasting. The station will handle a program of music and other forms of entertainment, which will be transmitted on a frequency of 960 kc. The station is expected to begin its operations in a few weeks, and will be experimental in character until such time as it is granted a full license by the FCC.

Application for a shift in frequency from 1500 to 1500 kc., condi- tional upon the Havana Treaty restric- tions when 1500 kc. is granted to go to 1360 kc., has been filed with the FCC by WKPD, Miami Beach, Fla. It also asks for time for the approval of a new transmitter site.

THE Yankee Network-owned stations, WNAO and WEAN, Providence and WICO Bridgeport, Conn., are now among the New Eng- land group of broadcast stations in the Associated Broadcast Technicians unit of IBEW (AFL).
DONALD McBAIN, CBS Hollywood engineer, has taken on the added responsibility of relief co-pilot twice weekly with the Wilmington-Catalina Airlines. Mc Bain recently completed requirements for his commercial license, and handles his new job on days off from CBS.

TED DENTON, CBS Hollywood engineer, is the father of a girl born March 6.

GEORGE PATTERSON, formerly chief engineer of KASA, Elk City, Okla., has joined the engineering staff of KPFD, Amarillo, Tex., replacing Ralph Cannou, former chief engineer, who resigned. Howard Blaker has been promoted to chief engineer of the station.

AL DORAN, engineer of WWJ, Detroit, is the father of a girl born recently.

ARTHUR W. HOLMES, of the engineering department of Canadian Broadcasting Corp., has returned after two months in England. He accompanied Bob Bowman and the first contingent of Canadian fighting forces, handling the engineering and recording of all CBC broadcasts on board ship and in England.

ART BREALEY, J. C. Riekenberg and Jimmy LaShun, formerly on the engineering staff of the old KEHE, Los Angeles, have joined KFKECA, that city, in a similar capacity. Norman Leonard, formerly of KMPC, Beverly Hills, Cal., has joined the technical division of KFKECA.

GEORGE PATTERSON, formerly chief engineer of KASA, Elk City, Okla., has joined the engineering staff of Canadian Broadcasting Corp., has returned after two months in England. He accompanied Bob Bowman and the first contingent of Canadian fighting forces, handling the engineering and recording of all CBC broadcasts on board ship and in England.

Bill Davis, transmitter engineer of WTAR, Norfolk, Va., has returned to work after three months’ sick leave.

LOUIS PADBERG, for the last five years radio supervisor in the St. Louis police department, has joined the engineering department of WWJ, New Orleans, specializing in aircraft operations.

BILL CARTER, chief engineer of CKLW, Windsor-Detroit, participated in a photographic exhibit in Windsor early this month. Photographic is his hobby.

GARO RAY. chief engineer of WCBS, Bridgeport, Conn, is recovering from an infected eye resulting from injury by a flying piece of wood.

GLENN R. GLASSCOCK, ROA. Denver, engineer, is the father of a 74-pound boy born late in February.

RAY HARLOW, engineer of YWSSW. Pittsburgh, is the father of a girl born recently.

PAUL KRANTZ has been added to the engineering staff of WING, Glenwood, Pa.

Named Award Judge

R. HENRY NORWEB, recently appointed U. S. Ambassador to Peru, has been named one of the five judges for the 1939 William S. Paley Amateur Radio Award to fill the position left vacant by the recent death of A. E. Kennedy, Harvard professor emeritus. Serving with Mr. Norweb on the board of awards are: Norman H. Davis, American Red Cross chairman; Dr. J. H. Dillinger, radio section chief of the U.S. Bureau of Standards; Lieut. Commander Charles P. Edwards, air services chief, transport depot, Ottawa, and Rear Admiral Russell R. Waesche, U. S. Coast Guard commandant.

Presto offers a new
Dual Turntable Transcription Recorder . . . complete in a single unit

This new, moderately priced Presto Model F recorder makes the perfect installation for broadcasting stations, colleges, advertising agencies and personal recording studios. It records continuously, without interruption, on records up to the 17¼" master size and also re-records from one record to another. The quality of the recordings made on the model F recorder makes them suitable for use by any broadcasting station.

Note these operating conveniences:

- The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shift-lever changes instantly from 78 to 33⅓ R.P.M.
- Tables are equipped with the Presto 1-C high fidelity cutting head which records uniformly a range from 50 to 8,000 cycles and completely modulates the groove at a pitch of 112 lines per inch.
- A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.
- A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33⅓ R.P.M.
- Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 33⅓ R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.
- The complete equipment mounts in a wood table (Length, 67"—Depth, 21"—Height, 49") attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32".

For descriptive folder and price quotations, write:

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N. Y.
EXPERIMENTING in musical appreciation, Bob Shield has started "Pictures in the Air," a quarter-hour transcribed light and semi-classic music program, on WDRA, Pittsburgh. Listeners are asked to write in their emotional reaction to a specified selection, telling what mental pictures and impressions the selection creates in their minds. Prizes are awarded to the three best letters. The feature is slated to the 'teen age group, and is being publicized in the city schools, with permission of Dr. Ben Graham, superintendent of schools.

Guest of the Week

A 100% AUDIENCE response is the record set by the Guest of the Week, June 26. This program, based on the Pot O' Gold idea, is sponsored by the Court Cafe. A name is chosen each week from the city directory and this person receives a free dinner for two, a corsage for her lady . . . or a roulette wheel for a boy friend, tickets to a local theatre and a taxi for the evening. The name for the week is called on the air and the lucky winner is asked to call the station if interested, but this phone call is not a requisite to receive the prize. The series has been aired six weeks and every week the recipient has telephoned the station while the program was still on the air.

For California Farmers

KSFO, San Francisco, recently inaugurated Farm Journal, first daily offering of a San Francisco station pointed directly at the rural population and broadcast at a time when the farmer starts his day. It is conducted by John W. Chapel, Mon. - Sat., days through Friday, 5:30-6:30 a.m. The program incorporates information on agriculture, market reports, crop reports, frost warnings, temperature reports, weather reports and entertainment features. A question and answer portion deals with farmers' problems ranging all the way from pest control methods to household hints and recipes.

Biginlow's Has It

MAKING a play for clientele from contiguous areas for its sponsors, WJTN, Jamestown, N. Y., carries this program for local department stores. "If you can't find what you want in your home town, come to Bigelow's." WJTN also has a good sale week which retails division of the local Chamber of Commerce in carrying a sustaining program titled "Around the Town," designed to induce out-of-town people to come to Jamestown to shop. Features are descriptions of items and prices available in local stores which are simply identified as "downtown stores and not named." Also carried is a "bulletin board" of events occurring locally which might attract people to town.

Curbstone Motoring

UNUSUAL motoring safety drive is conducted on Curbstone Court, heard Mondays through Fridays on KFXM, San Bernardino, Calif. As Curbstone Court Reporter, announcer Hugh Mosher steps from his car to the curb at random by a motorcycle cop on special assignment, gets the driver's name and address, and tells him how another policeman poses a couple of safety questions to the motorist. Answers, right or wrong, bring the driver a theatre ticket.

Number Racket

SOMETHING new in the way of all-request programs has been started on WKBK, Youngstown, on the half-hour early morning transcribed music session, Early Bird. Will Douglas, m.c., invites listeners to make their requests by number rather than name. When numbers are phoned in, the record with the corresponding number is taken from the files and played by the disc jockey. Result is a variety program covering everything from hillbilly to classical selections, without regard to conscious planning.

Winnowed for Platters

WINNOWING the week's news to get the most interesting items from special events, speeches and interviews, WDAY, Fargo, N. D., on Saturday nights presents its Sound Camera of the Air. The program presents quarter-hour, with quotations of actual voices in the news included via transcription. The show emphasizes local angles.

Duke's Fluke

WALLACE WEST of NBC's publicity staff wrote a radio drama, "The Laughing Duke," and sold it to the network's script division. That was on Thursday, Feb. 29. On Friday, March 1, the production department cast and rehearsed it, and on March 2 it was broadcast as the network's Guild program on the Blue Network. Assignment to publicize the program and its rapid progress from sale to broadcast was handed to Wallace West.

With an ear to the ground Don Searle (right), general manager of KOIL, Omaha, and Morris E. Jacobs, vice-president of Bozell & Jacobs, recently flew board a plane for Hollywood to make final arrangements for Gracie Allen's "Surprise Party" political convention in Omaha, May 15-18. The convention, a leading part of Omaha's annual Golden Spike Days celebration, is scheduled to have delegates from all 48 States plus another from Gracie's own "State of Confusion," with nominating speeches, torchlight parade and all the trimmings—to push her presidential nomination. Burns & Allen will attend in person, participating in the big "Old West" celebration, and will make their regular Wednesday night Hinds broadcast direct from the Omaha convention hall.

Excerpts from Magazines

RICHARD BROOKS, commentator for WNEW, New York, is presenting a weekly Exchange and Postscripts program of condensed versions of writings from the best American magazines. Mr. Brooks has obtained exclusive radio rights to condense and comment on features and articles from such magazines as Esquire, Collier's, Liberty, Life, Fortune, Newsweek, Time and American Mercury.

Exercises for the Elderly

CATERING to the elderly local population, WTSF, St. Petersburg, Fla., has started a quarter-hour early morning feature, "Physical Culture at 50," presenting set up exercises for persons past their fifth decade.

WITH NEW POWER

5000 WATTS DAYS

NEW POWER SAME RATES

1000 WATTS NIGHTS

The Station that Speaks Your Language
CAUGHT BY ORGAN
Church Service Gets Lively
Music From WMJ

ENGINEERS of WMJ, Youngstown, Ohio, recently were called upon to eliminate the disquieting reception of WMJ swing music on a local church organ. One Sunday the pastor had just begun his sermon when popular piano music began to come up somewhere in the church. He motioned his son to shut off the “radio”—but it wasn’t on. He made a fresh start, and the organist grinned at a second outburst of popular music. The organ was shut off when its reception was tracked down.

A few strains of a popular ditty were heard a third time near the close of the service when the organ was switched on for the amen. The choir finally took its cue from a pitch pipe. WMJ explained that if a radio station is in the immediate vicinity of an electric organ, it may strike contact resistance in the amplifier, causing “external crosstalk”, a phenomenon also experienced by the users of the church’s audiophone aids for the hard of hearing.

Ike and Gags

PLACE cooperatively by National Ice Advertising and the local ice dealer, Time Out With Allen Prescott on KHSI, Chico, Cal., employs an RCA-NBC transcription incorporating gag buildup to a middle commercial, using a novelty orchestra and comedian, with local commercial announcements. The thirteen-minute quarter-hour has entirely satisfied the sponsor, who has told the station it was his first program that ever brought local inquiries in numbers.

Wandering Boy

PROBLEMS dealing with juvenile crime and how it is handled in different states form the basis of NBC’s series of weekly quarter-hour programs Youth in the Tides, presented in cooperation with the American Law Institute as a public service series.

Lone Star Bards

LISTENERS are encouraged to submit original poems to Your Children, a new feature inaugurated March 12 over the Texas Quality Network from WQAI, San Antonio. The programs will stress child safety and care along with the reading of the contributed poems. Organ music and singing of semi-classical numbers provides a musical background to these episodes. sponsored by Delaware Punch.

How to Speak

GUIDANCE in speaking English correctly is offered on the twice-weekly Say It Right program on WOV, New York, presented in cooperation with English and speech departments of New York U’s Washington Square College. Listeners send in individual speech problems which experts discuss during the program.

Reviewing the Critics

WMCA, New York, is planning to broadcast a new type of radio review of first-night plays which will feature condensed resumes of opinions by drama critics of the New York City newspapers. The program, Reviewing the Critics, will be presented at a time when an audience is more available than following the curtain drop after midnight.

"Barn Dance" Benefit

HEADLINERS of the WLS National Barn Dance appeared at the Auditorium in Milwaukee March 31 under the sponsorship of the American Legion. Funds from the performance will go toward a county-wide Hallowe’en party held annually for approximately 10,000 children.

FLASH!

10,000 Busy Signals Reported in Albany on Standard Furniture Company Broadcast! Client Renewes Contract.

Exceptional?

No, not at all—

THE RADIO TELEPHONE GAME ALWAYS CLICKS!

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

Harry S. Goodman

WBAI

means business in Baltimore

In Chicagoland

300,000 Lithuanians

Listen to one program

The LITHUANIAN HOUR

Over 5,000 Watt WHIP

10:00 to 11:00 A.M. daily

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.

2. Drew 53,221 letters in December, 1939.

3. Five current participants have been represented a total of 19 years.

for participation details, write

SALTIMIERAS

RADIO ADVERTISERS

6912 S. Western Ave.

Telephone: Republic 0515

CHICAGO, ILL.

HARTFORD

50,000 WATTS

RED network

NATIONAL REPRESENTATIVES

WEED AND COMPANY

NEW YORK • DETROIT

CHICAGO • SAN FRANCISCO

DOMINATES CONNECTICUT AND WESTERN MASSACHUSETTS

Broadcast Advertising

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**New Television Requirements (Continued from page 37)**

“shall not take precedence over experimental service, but shall be subordinate to it.”

Then the rules require that stations submit quarterly reports or forms prescribed by the Commission of their charges and costs as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

It is with this proviso too that some broadcasters quarreled, on the ground that the law does not authorize the Commission to distinguish between experimental and commercial operations and that it has no jurisdiction whatever over rates, charges, or other fiscal operations of stations. Such complaints are usually vested in agencies regulating commercial carrier activities and since radio broadcasting is distinctly classified as a non-public utility in the law, it is felt that the Commission may be setting a precedent veering from the intent of the statute.

**Minimum Schedule**

In connection with operating requirements, the new rules specify that Class II stations shall maintain a minimum scheduled program, service of ten hours per week throughout the license period. Class I stations, or those which will engage in technical research, will not be required to operate any specified number of hours and shall not operate to render a “regularly scheduled television broadcast service to the public.” Both Class I and Class II stations can be assigned to the same frequency but no Class II station shall cause objectionable interference to a Class II station, designed to engage in research, and experimentation or the development of the art in its program phases”.

In its unanimous report (Commissioners Case and Walker absent) the Commission emphasized the need for further improvement in the technical quality of television. It said it felt the public should have available various sizes of screens and that it regarded an essential development of greater definition of image before widespread public endorsement of television will be realized.

**Effective Date**

Some questions arose as to the Commission’s intent in this statement particularly whether it would view as improper widespread promotion by manufacturers to stimulate sales of video receivers. In this connection a number of manufacturers, led by RCA, already are perfecting plans for sales and merchandising activities in areas having available visual transmission.

While the rules permitting limited commercial operation do not become effective until Sept. 1, all other provisions of the new regulations are immediately operative. Nominally, the FCC can act immediately on pending applications for new television stations, of which there are 25, but it is expected that it will be in no great hurry to do so until the allocations questions are settled following the FM hearings. Similarly, plans of NBC, GE and perhaps others to establish television relay stations, looking toward networking of visual radio may be forced to await definite allocations policy stemming from the March 18 hearings.

In repeatedly emphasizing in its report that television still constitutes an experimental art, the Commission stated that it was not unsympathetic with the desire of manufacturers to recoup their pioneer investments in television equipment. It pointed out that the loss to the public by premature purchase in a rapidly advancing field might in a relatively short time exceed many times the present total cost of research, estimated at some $25,000,000.

**Holding Back Standards**

“Such an economic loss in the long run can redound only to the harm of the industry,” it was stated. “In view of the apparent proximity of improvements and of the resolution of disputed technical questions, these risks should be taken. The Commission is, therefore, reserving the matters of issuing standards for consideration at some future time.”

“Asserting that standards of engineering performance ultimately should be issued, the Commission said that at the appropriate time it would endeavor to issue standards “promptly.” In the interim, it expressed the hope that the industry would make every effort to maintain a free exchange of ideas and scientific information and that attention will be directed toward building receivers capable, consistent with reasonable cost of receiving or of being adjusted to receive any reasonable change in methods of synchronization. Such a practice will keep a minimum of economic loss to those acquiring receivers at this state of the art, it said.

Somewhat offsetting these words of caution, the Commission asserted that they should not be construed as an expression of a lack of confidence in television’s future. Describing television as a “mighty achievement” the Commission said pioneers in the field have made great advances and that potentially television is of tremendous value to the public generally.

**Mississippi Exceeds National Business Gains**

**Fast Talking**

PROVING that the female of the species can talk faster than the male was the fact that a stopwatch recorded less than one minute required for the winner of a fast-talking contest on KDYL, Salt Lake City, to read a 251-word commercial. She beat Chief Announcer Emerson Smith by five seconds. Contest was a tieup with the photo play “His Girl Friday.”
**Television Notes**

**Diathermy Troubles**

THE NEED for a strict control over diathermy apparatus to reduce and eliminate the static its operation causes to both regular broadcasting and television is becoming increasingly urgent as television developments continue, according to Allen B. DuMont, pioneer television engineer and manufacturer. Pointing out that diathermy interference "simply breaks up television images and renders video entertainment just about impossible", he declared that although the FCC has stated it has no legal power to regulate or control diathermy, since it operates in a practical sense as communication equipment, seriously interfering with broadcast communication, it therefore should be subjected to the same policing as other signals placed on the air. He recommended that diathermy operators be required to employ crystal oscillator controls and shielded cages for their equipment to cut down static.

**Television Company Financing**

AMERICAN Television Corp., New York, has filed a registration statement with the SEC seeking public financing to the extent of $531,250 through issuance of 425,000 shares of $1 par common stock. The statement also covers 100,000 common warrants to be distributed to dealers at one warrant for each 4¼ shares sold. New finances, if secured, will be used for the production of the company's Video television receiving sets for the home, development of the Tele-Sales department store television, and for a new magnetic wave system to penetrate greater depths.

**Video Prizes**

FIRST PRIZE contest for television viewers will start March 16 on W2XBS, New York, with NBC offering $25 for the correct answers to 15 questions based on a 10-minute mystery film which will be telecast. Contest, a pictorial version of the "Minute Mysteries" newspaper series, will be given a four-week test by NBC, which has scheduled it at 8:30 p.m. Saturdays. Question cards will be mailed in advance to set-owners receiving NBC's program service, with the network expecting that the contest will add a quantity of new names to its list.

**More Television Stations**

TO BACK up its promises that "New Yorkers will be able to watch the inauguration next January on their television sets," NBC is expected to file applications with the FCC for television transmitters in Washington and Philadelphia. Once these construction permits have been granted, it is said RCA will begin work on a radio relay chain to connect Philadelphia, New York and Washington with Philadelphia. Despite lack of official confirmation, it is believed that this action will begin in the immediate future, so that completion may be assured before Jan. 20, 1941.

**THOMAS E. (Tommy) LEE**, head of the Don Lee Broadcasting System, is the subject of a personality sketch in which he is called "Tommy Television" for his interest and work in that field, in the Feb. 10 Screen Magazine, published in Beverly Hills, Cal.

**JOIN** committee of the Associated Actors & Artists of America for the administration of employment of actors in television (Broadcasting, Feb. 16, March 1) has as yet held no meeting nor have the four members decided on the selection of the fifth member.

**PLAY'S THE THING**

**Video Audience Pleased by Broadway Hit**

PROOF that television need not be restricted to short subjects and that audiences will watch their receivers uninterruptedly for more than an hour at a stretch if the subject matter is interesting enough was given by the enthusiastic response by set-owners to NBC's telecast of the complete stage play "When We Are Married," on March 3. Play, currently running in New York, was presented in its entirety, consuming about an hour-and-a-quarter on the air, including two three-minute intermissions. Only difference between the stage and the television production is that in the latter the scope of the action was cut down to meet the limitations of studios and equipment.

Cost of telecasting stage productions, Actors Equity Assn., having ruled that each player must receive a full week's salary for appearing before the television cameras, combined with the natural reluctance of a manager to let the video audience view the show without buying tickets, will probably curtail frequent repetitions of this sort of telecast. It is possible, however, that arrangements could be made to teleview plays at the end of their Broadway run, given ticket sales would no longer be endangered. The experiment was completely successful, however, in disproving the frequently-raised argument that television must change the type of its entertainment every 15 minutes or half-hour to hold attention.

**BRASS TACKS Logic!**

- If 46 of Detroit's representative retailers use CKLW day in and day out, this repeat business means that their sales are on the up—and that they need the low-cost response this station gives them. If your product is sold at retail in the Detroit area—it's just brass tacks logic to tie up with a winner!

**CKLW**

...for low cost response in the DETROIT area!

5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra

**BROADCASTING** • Broadcast Advertising

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KIDO, Boise, Ida., on March 4 made a Radio Day presentation the interest of radio as an advertising medium before the weekly luncheon meeting of the Boise Ad Club, of which C. G. Phillips, KIDO manager, is president. Covering radio and the consumer, radio and the retailer, and consumer coverage, the KIDO presentation was made with three announcers reading a script on each subject. Two 10-minute NBC movies, 19 courses and fungus, also were shown. Manager Phillips plans to repeat the presentation for business men's clubs in neighboring towns.

JUDGE GIBSON E. GORMAN, pioneer radio court broadcaster of the Chicago municipal court, has returned to the air supplementing Judge John Gutnecht in the traffic court. Sessions are aired each Monday and Thursday at 10:05 a.m., and on Wednesdays at 7 p.m., over WIND, Gary, Ind. Judge Gormann formerly was heard in daily broadcasts from Safety Court in Chicago. Judge Gutnecht is currently campaigning for the Democratic nomination for state attorney of Cook County, Ill.

WJBC, Bloomington, III., has been advised by school officials that the broadcasting of the four local high school and two college basketball games this season has resulted in no loss of attendance, and probably accounted for the larger turnouts.

WTSP, St. Petersburg, Fla., observing Women's Day March 8, has furnished facilities to prominent local clubwomen who handled regular commercial schedules, announced musical selections and performed the occasional functions of announcer and producer. Log, is only male allowed to perform his regular duties was the jaunty.

KVFU, Tulsa, Okla., on March 10 started a series of 10 weekly half-hour Sunday broadcasts saluting the International Petroleum Exposition, of which Manager William Way is an executive, to be held in Tulsa May 15-25. The programs bring to the mile 10 outstanding exhibitors in the exposition and offer music by a full-studio orchestra.

KTLU, Tulsa, Okla., on March 10, made its sixth plant expansion in six years which is now the largest, 15,000 square feet of space in the National Bank of Tulsa building, to house the executive offices of Wm. C. Gillispie, vice-president, offices for sales and promotion and a large lunchroom. The new offices are furnished in Swedish modern style. KTLU now ocupies the entire 21st and 22nd floors.

KSFQ, San Francisco, on March 1 issued a new rate card, No. 4. The card does not embody higher rates but incorporates certain revisions and additions for purpouses of easier rate calculation and offering for quotation several new services and features.

KIDRO, Longview, Tex., has started a series of weekly hour-vocalization guidance programs under auspices of the local Kiwanis Club. Representatives of various professions and occupations appear on the programs to outline the facts about their work and the training required. The Kiwanis Club has arranged for schools in the area to tune-in the programs, beginning Wednesdays at 2:30 p.m.

JOSEPH SAAMASTER, foreign news analyst of the Cincinnati Times-Star, on March 9 started a series of programs titled Samaster Comments on MBS, Saturdays, 6-6:30 p.m., originating on WKEC, Cincinnati.

WTMJ, Milwaukee, has started a new half-hour Sunday afternoon publication broadcast conducted in cooperation with the local Junior Chamber of Commerce. Broadcasts of the program are open to the public. First half-hour is furnished by the program's guest speakers, with the second half open for audience questioning of the speakers. Ray MacArthur, former Junior Chamber president, acts as moderator for the series.

WKEN, Youngstown, O., is distributing the booklet, "The Fellowship of Prayer," to listeners on the daily Advertiser Service program presented under auspices of the religious work committee of the local YMCA. The booklets are distributed by Erma S. Deter.

The booklet contains daily scripture readings and prayers for Lent.

WBTH, Danville, Va., on March 9 opened its new 600-person "radiotherapy" room in the new building of the weekly Don River Showboat feature, which is carried by WBTM and WLVX, Lynchburg, Va.

J. ROY STOCKTON, baseball writer of the St. Louis Post-Dispatch, and half of the Stockton and Stockton sports team heard daily on KSD, St. Louis, is in St. Petersburg, Fla., covering the local baseball team's training camp. Ricketts, entering the program, heard Wednesdays from the Stockton-Petersburg, Fla., area.

KROD, Oklahoma City, has started its regular morning news service at 7 a.m., Monday, Wednesday, Friday, with four hours of news, weather and traffic reports each day.

BROADCASTING

Mt. Hood Soap Company boasts volume over popular Northwest radio station!

Most folk like good advice, just as they like good soap. Realizing this, the Mt. Hood Soap Company of Portland has been using Oregonian radio station KEX to air a three-times-a-week day program to women. Stars of the program are two—Mt. Hood Soap Blossoms and The Oregonian's popular correspondent on personal affairs, Marian Miller. Miss Miller's radio visits to a receptive audience form an effective background for the sales story of Mt. Hood Soap Company. Just how effective is best told by Adolph L. Block, branch manager in charge, who reports: "Since the time that our program 'Marian Miller's Problem Corner' started on KEX we have had very good response in audience mail and dealer comments. There has been a marked increase in the sale of Boone Soap Granules due to this program."
ALMOST WEALTHY
Litten Spurns Chance to Join
Treasure Hunters

GLEN LITTEN, formerly manager of KFSD, San Diego, Cal., and for six months a member of the KFI-KECA, Los Angeles, engineering staff, now is missing, probably been a millionaire.

A few months ago he was approached by a treasure-hunting expedition to furnish and operate radio equipment for a cruise to Cocos Island, off Costa Rica. Litten turned down the offer. On March 3 he learned the treasure had been located, according to seemingly authentic reports.

If the jewels and gold were actually recovered, they will bring the finders an estimated $80,000,000. Litten’s share, had he accepted the proposition, would have been approximately $1,000,000. When notified of the alleged find, Litten observed, “Narrow escape! Think of all the trouble I’d have with all that money!”

KOA, Denver, has four Naval Reserve officers on its staff. They include General Manager Lloyd L. Yoder; General Manager Robert H. Owen; Control Supervisor Walter Morrisey, and Engineer Glen R. Glasscock.

STARTING with a series of dramatics of true detective mysteries, WIBB’s newly formed Playhouse group has begun its work over the Memphis station. Taylor Rogers, a member of the station’s staff, directs the amateur group.

WIBL, Cincinnati, is to broadcast exclusively March 15 opening of the city’s Community Chest drive, the station announces. Announcements will be sent to school children to tune the program and Boy Scouts will patrol the streets carrying signs. A special program has been arranged by Joseph Ries, WLW educational director. WLW, Cincinnati, is placing its newsroom in the main lobby and the public will be permitted to see what’s going on in the glass-enclosed room where nine men work under William Bailey, news editor.

Baltimore is a growing market—here’s the 25 year record:

POPULATION—grew from 700,000 to 1,000,000!

RETAIL TRADE—grew from 150 million to 372 million!

BANK DEPOSITS—tripled!

MANUFACTURED PRODUCTS—tripled in value!

MANUFACTURING PAYROLLS—grew from 40 million to 125 million!

Compare these records with similar figures in other Eastern seaboard metropolitan centers—Baltimore is growing FASTEST!
From Piccolo to Contra-Bassoon

from the high harmonics of a piccolo to the low harmonics of the contra-bassoon ... from the sound of a gentle rain to the din of a thunderstorm — radio programs require faithful reproduction of a wide range of sounds. Network programs rely on telephone facilities to guard these sounds in transmission from city to city — from coast to coast.

From the very beginning of multiple-station broadcasts, telephone engineers have co-operated with the radio industry. They have provided equipment and supervision which help to insure the quality of sound on any network. The work goes on continuously in Bell Telephone Laboratories to find new and better means of increasing the public's enjoyment of network programs.

Bailey Introduces Radio Legislation; Pepper Bill Would Require Hearings

By LEWIE V. GILPIN

Radio legislation aimed directly at the operations of the FCC received a shot in the arm early in March when Senator Bailey (D.-N. C.) introduced in the Senate a companion measure (S-3515) to the Ditter bill (Broadcasting, March 1) to amend the Communications Act of 1934. A second Senate proposal, made by Senator Pepper (D-Fla.), would amend the Act to require local public notice of FCC applications and provide automatic hearings on request by "any person".

In other Congressional deliberations radio came up for incidental attention. Most sensational was the charge in the House that the Interior Department was using the broadcast medium to further its own ends and even promote certain favored legislation pending in Congress. Although delayed longer than was expected several weeks ago, House Rules Committee leaders have indicated that the Walter-Logan bill to revivify administrative court procedure will be taken up in the House with-in two weeks despite "strong resistance" from Government administrative agencies.

Census Bill Cracked

The status of other legislation touching upon radio remains substantially unchanged. The Johnson proposal, and the related governmental broadcasting bill prohibiting broadcast advertising of alcoholic beverages continues stymied by Senator Clark's (D-Mo.) threat to attach the controversial anti-lynching bill as an amendment. The first deficiency bill, carrying a $6,000,000 appropriation to start the Housing Census, which will carry in its schedules a question designed to yield the number of U. S. radio homes, has passed the House and is now pending in the Senate. The Housing Census appropriation is drawing fire in the Senate as it did in the House, stemming from questions going into personal financial matters. The radio section of the census has not been mentioned in the controversy, and the only direct effect on it could come from complete elimination of the Housing Census funds from the bill. This is deemed unlikely, since the only telling opposition has been directed at particular sections.

The Bailey bill differs from its companion measure in the House only in providing a 10-year maximum license period instead of the Ditter bill's five-year term, and in limiting the President's powers to take over broadcast stations to actual war in which the United States is engaged. The Ditter proposal would give this power to the President also in event of "insurrection within the United States equivalent to war." Both plans provide three-year minimum license periods.

Pepper's Measure

The Pepper bill (S-3512) provides that no license, renewal or modification application may be approved unless a notice of the application is published locally at least once weekly for four weeks, with publication expense paid by applicant, and requires that the FCC hold a public hearing on any application upon the request of an interested party. Senator Pepper's proposal is explained as a means of insuring interested local parties notice of FCC actions and giving them the opportunity of being heard. It was pointed out that in some cases the FCC might take action on an application without interested parties knowing anything about it until it is too late to present their case.

Text of the Pepper bill follows:

Section 309 of the Communications Act of 1934, as amended, is hereby amended by adding at the end thereof the following new subsection:

"(c) No application for a station license or for the renewal or modification of a station license shall be approved prior to the expiration of four weeks after the first notice of such application is published. The Commission shall cause notice to be published once a week for four consecutive weeks in a newspaper of general circulation in the town or city in which the station is or is to be located, or if it is not located or is not to be located in a town or city, in a newspaper of general circulation in the county in which it is or is to be located. The expense incident to such publication shall be paid for by the applicant at the time of filing the application. Such notice shall contain a statement that objections in writing to any such application may be filed with the Commission prior to the expiration of the four weeks publication period and that a public hearing will be held if a request is made therefor prior to the expiration of such period."

Interior Dept. Fund

During House deliberation March 7 on the Interior Department appropriation bill following charges that the Department was using its radio facilities for political purposes, the House accepted an amendment by Rep. Gossett (D-Tex.) prohibiting the use of any part of the appropriation "for the broadcast of radio programs designed for or calculated to influence the passage or defeat of any legislation pending before the Congress". The amendment was accepted following failure of an attempt by Rep. Taber (R-N. Y.) to strike from the bill items totaling $185,000, including funds for the radio section as well as propaganda and publicity, photographs and a power-party committee.

Rep. Gossett, speaking on his amendment, asserted that concurrently with deliberation on a petroleum conservation measure in Congress an Interior Department What America program was preaching the gospel of Federal control of the oil industry and appealed "to an imaginary Mrs. Murphy to see her Congressman's view. He declared that "several broadcasts have gone entirely outside and beyond the field of education, information."

Interior Department activity in promoting its views via radio programs also has been alleged in other press and in Congress. Secretary Ickes' use of nation-wide radio facilities to make his memorandum to the President through a broadcast dramatization Jan. 8, 1939, was cited even from his testimony before the Standard Oil Co. of Cal. in a recent U. S. Supreme Court proceeding.
Kobak Leaves L & T

EDGAR KOBAK, who resigned as sales vice-president of NBC just four years ago to become a vice-president of Lord & Thomas, New York, announced his resignation from the agency March 12. Mr. Kobak, who was with NBC for two years in charge of sales when on March 15, 1936 he suddenly announced his decision to enter the agency field. His duties at the network were thereafter assumed by Roy C. Witter, also a vice-president. Mr. Kobak, who came to NBC from McGraw-Hill Publishing Co., where he was managerial head, plans his future plans.


FELS & Co., Philadelphia, after the broadcast of March 31 will discontinue the Honey Lobby program, currently on 51 CBS stations, Sundays, 5-6:30 p.m. through Young & Rubicam, New York.

PROCTOR & GAMBLE Co., Cincinnati (Crisco), on April 1 replaces This Day is Ours with Vic Sade on 13 NBC-Red stations, Mon. thru Fri., 10:30-11:45 a.m. (also heard on 6 NBC-Red stations, Mon. thru Fri., 3:15-4 p.m.). Agency: Compton Adv., N. Y.

WIBC INDIANAPOLIS

“INDIANA'S FRIENDLY STATION”

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana


WIBC INDIANAPOLIS

1000 Watts - 1050 kc.

FOR SALE

(AVAILABLE IMMEDIATELY)

BIGGEST MAIL-PULLING PROGRAM ON KYW – "THE RED NETWORK STATION IN PHILADELPHIA"!

• 13,789 LISTENERS SENT IN OVER 16,000 DINES FOR A BOOKLET OFFERED ONLY ONCE DAILY DURING ONE WEEK IN FEBRUARY, 1940!

THAT'S PULL — WITH LISTENERS!

WRITE, WIRE OR PHONE

KYW - PHILADELPHIA OR NEAREST NBC SPOT SALES OFFICE
He's thinking about a terrific smash over the center field wall; about a sensational shoe-string catch; about a tied score. He's thinking baseball.

And what's he thinking when he reads

BROADCASTING? He's thinking radio.

Everyone reads BROADCASTING to read about radio. It's 100% radio all the time. Small wonder that BROADCASTING is just right for your story if it's radio you're selling.

They're Radio-Minded when they read BROADCASTING
Progress of Radio Technical Unions

IBEW Alone Claims to Have Organized 150 Stations

By JOSEPH L. MILLER

Director of Organizing, National Assn. of Broadcasters

SLOW BUT STEADY organization of engineers and technicians has been the outstanding development in broadcasting labor relations since the threatened musicians’ strike was averted.

The leading union in the field has been International Brotherhood of Electrical Workers (AFL) with its affiliate, Associated Broadcast Technicians. The IBEW says it now has about 60 contracts with radio stations.

American Communications Assn. (CIO) also has been active, but its organization has been confined, for the most part, to the larger cities in the East.

Efforts of the IBEW to enroll broadcasting personnel on the other hand, have been nationwide. The AFL union has been able to reach into stations throughout the country because for many years it has had a local in almost every city. These locals take in all types of electrical workers. IBEW has staked a claim to, and organized workers who make, install or operate electrical equipment.

Recent Growth

Under a plan adopted last year, however, all broadcasting employees in IBEW belong to Associated Broadcast Technicians, an affiliated union with the status of a local even though the IBEW has combined membership. ABT is officially connected with IBEW only through the latter’s national office. Thus an IBEW local has no control over the affairs of broadcasting station members in the local’s territory.

The union’s membership has been confined to employees of CBS. It had to spread out, however, before it affiliated with IBEW. ABT has a long-term contract covering CBS technicians in all CBS-owned stations except KMOX, St. Louis.

KMOX engineers are covered by a separate contract with IBEW.

D. J. Dunlop of Chicago is business manager and chief full-time executive of ABT. His only superior is Daniel Tracy, president of IBEW. Dunlop for many years was a broadcast technician and a radio engineering teacher in Chicago.

Leaders of IBEW say they deplore strikes, and their record appears to prove their sincerity. Many times during the last 18 months they have called strikes. All of these were on the West Coast, and all resulted from disagreement on the terms of first contracts. All IBEW contracts stipulate that the union will be bound by the strikes or walkouts during the life of the agreement, and call for arbitration of all disputes arising under the contract.

Quick Settlements

Two of the four IBEW strikes were settled in less than a day, the third after a few days. The fourth, started last October, is still in progress.

Along with a no-strike clause, the usual IBEW contract calls for a three-month probationary period and one-half for overtime, vacations with pay, and compensation for travel on remote control assignments. The pay scale varies greatly.

There are many clauses dealing with employment and discharge, a majority providing for a closed or preferred shop in employment. Some stations have retained complete freedom in hiring and firing, agreeing to compel all new technical employees to join the union.

Jurisdictional Fights

IBEW and ABT take in only technical employees, but they already have on their hands two jurisdictional scraps with other AFL unions. American Federation of Radio Artists claims the right to enroll “gain riders” when they do any announcing, and American Federation of Musicians claims the right to enroll them when they handle records or transcriptions. In both cases, the IBEW, the American Communications Assn., CIO union, takes in all broadcasting station employees except musicians and other artists.

The American newspaper Guild, another CIO union, also has a few contracts covering technical employees among others.

HOME TALENT ON ‘BARN DANCE’

WLS Adds New Feature to Saturday Night Series

As Community Shows Yield Hopefuls

FOLLOWING up its long policy of fostering development of home talent, WLS, Chicago, has added a half-hour Home Talent Barn Dance feature to its regular Saturday night Barn Dance show. The station also presents a special Saturday afternoon broadcast along the same lines, with talent drawn completely from neighboring towns.

The new feature is the outgrowth of a plan started five years ago when the station began a Community Service program. Community Service was incorporated as a non-profit organization to help local groups sponsor a community talent program. The Barn Dance pattern was generally preferred and all present shows are modeled after it. Since then more than 2,000,000 have attended the 2,000-odd WLS home talent shows produced in Illinois, Indiana, Wisconsin and Michigan communities.

On the Big Show

At least one act from each show is given the opportunity of appearing on the Saturday afternoon shows, on which a considerable number of professional acts have started, among them Rusty Gill, Bill Newcomb, Eunice Martin, and “Little Alfalfa’s” of Our Gang comedies. Six acts from the afternoon show are used in the half-hour section of the big evening show. Four are chosen from a selected county in the WLS area, and a special tribute is paid the country through a prominent local citizen who is asked to appear on the show. Another feature of the home talent shows is an announcing contest, with the winner appearing on the WLS broadcast. The most popular act of the afternoon show also appears on the evening broadcast, along with a sixth act presenting regular WLS staff artists.

Executive Membership Picked for Committees Of NAB Sales Group

COMPLETE executive personnel of the NAB Sales Managers Committee, under chairmanship of William R. Cline, commercial manager of WLS, Chicago, was formally announced March 8 by NAB President, Neville Miller.

Members of the steering committee in addition to Chairman Cline, are Craig Lawrence, KSO-KRTN, Des Moines; Ellis Attebery, KCKN, Kansas City; Charles Calvey, WMBD, Peoria; Barney Lavin, WDAY, Fargo; Owen Uridge, WJR, Detroit.

District chairmen appointed by the NAB director in each of the 17 geographical areas into which the NAB is divided, are William Malo, WDRC, Hartford; Clifford M. Taylor, WBEN, Buffalo; Lester W. Lindow, WCAS, Pittsburgh; John H. Dodge, WRC, Washington; Maurice Coleman, WATL, Atlanta; Vernon Anderson, WJBO, Baton Rouge; Edward Y. Flanagan, WSPD, Toledo; Ford Billings, WGO-WIT, Fort Wayne; Charles Calvey, WMBD, Peoria; Karl Koerper, KMB, Kansas City; Barney Lavin, WDAY, Fargo; Ellis Attebery, KCKN, Kansas City; Sam Bennett, KGKO, Fort Worth; W. E. Wagstaff, KDYL, Salt Lake City; Will O’Connell, WLS, KSRB, Santa Rosa; Wilbur Eickelberg, KJH, Los Angeles; Loren B. Stone, KIRO, Seattle.

The steering committee will meet occasionally with Samuel J. Henry Jr., of the NAB staff, and other staff members to discuss industry sales matters and the work of the recently organized Bureau of Radio Advertising.

NAB Names Carpenter

H. K. CARPENTER, vice-president and general manager of W克莱, Cleveland, March 1 was named chairman of the NAB Research Committee by President Neville Miller. Other members of the Committee are H. M. Bevillé, research director, NBC; Arthur B. Chisholm, president, American Broadcasting Co.; James D. House, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, CBS executive director; Theodore C. Streibert, vice-president, WOR, MBS, and Scott Howe Bowen, WBIX, Utica.

NEW subscribers to International News Service announced since mid-February, Minnesota News, WDAE, Tampa; WRJN, Racine; WGCN, Gulfport, Miss.

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Copyright Action by Justice Dept. Seen

(Continued from page 18)

withheld announcement of its proposed new broadcast license plan, which would be required to implement existing contracts expiring at the end of this year. The ASCAP board, at its meeting last month, announced that the emotional reactions of the board members were such that it would be impossible to give such a plan "calm consideration." The report may be presented to the board later this month, although a spokesman for GMG said no date may be called whenever the committee is ready.

Bill No. 121, introduced on March 13, had a subscription list of 280 stations that have actually purchased stock. A total of $547,729 has been subscribed in stock by these stations, representing one-fifth of their total pledges of $1,295,400. With approximately 100 additional stations pledged to join BMI, it is anticipated that the $1,500,000 goal will be overwhelmingly met.

Stations which recently have joined BMI include WGN, Chicago; WCKY, Cincinnati; WIP, Philadelphia; WIBW, Topeka; KGQ, Spokane; KROW, Oakland; WKRC, Cincinnati; WBAP, Dallas; WSB, Atlanta; WSBF, Montgomery; WJHP, Jackson- ville, and KGVO, Missoula, the latter having been one of the stations instrumental in bringing criminal action against ASCAP and major network officials which culminated in Buck's arrest.

On the State copyright fronts activity continued with ASCAP seeking to knock out State statutes designed to prevent it from doing business on other than a royalty basis. The suit of ASCAP against the State of Florida seeking a permanent injunction to enjoin the State from enforcing its laws, has been set for trial before a three-judge Federal court in Madison, Wisconsin. A Federal court in Omaha, hearing is scheduled March 25 before a Federal court on motion of the State for a new trial of the suit to test the constitutionality of the anti-ASCAP law enacted there in 1937.

State Developments

In the Florida case, likewise based entirely on the constitutionality of the statute, the three-judge court will determine whether a temporary injunction to enjoin the State law should be made permanent. The suit involves both the 1937 anti-ASCAP statute and the amended state statute enacted by the Legislature in 1939. Andrew W. Bennett, NAB special copyright counsel, and Attorney Boggs, Jackson- ville attorney, will be counsel for the State.

In the Nebraska case, the court previously rendered a unanimous decision finding the statute unconstitutional. The plea for a new trial was made by William J. Hotz, Omaha attorney, who represented the NAB along with Mr. Bennett.

On March 4th a new ASCAP measure, a word-for-word copy of the laws of Montana and Washington, still in force, was introduced in the New Jersey assembly by J. Stanley Herbert, Sea Girt Republican.

Buck's Challenge

Immediately following the termination of the Phoenix fiasco, Mr. Buck bitterly assailed the broadcast industry, and asserted that the incident was only the beginning of the Society's fight to gain "justice" for American composers. He called the negative reaction to his "horse-opera charge" and referred to Phoenix Sheriff Lon Jordan, who made the arrest on Washington's birthday, as a "musical comedy sheriff!"

In Los Angeles Feb. 29 the ASCAP president renewed threats that legal action alleging false arrest would be instituted against radio operators. Moreover, he said "there will be no easy dealing now."

He spoke disparagingly of the "gutter tactics" of broadcasters, and said ASCAP hasn't collected a dime from Montana licenses in three months. Like other ASCAP associates, he inferred that NAB was behind the incident, and named Mr. Buck's fellow Missourian, Fred Craney, KGK, Butte, and Kenneth Davis, of Davis & Schweger, music publishers, as "stooging" for a group in NAB.

Announcement also was made of receipt by Mr. Buck of a telegram from Attorney General U. S. Justice, Chief of the Federal Bureau of Investigation, which read: "I read story from Vancouver, Wash., on where you are at least one friend who has no doubt as to the facts and wishes you success."

Meanwhile, the ASCAP board at its meeting in New York Feb. 29 announced that it had linked it to the NAB. A resolution was adopted condemning "the outrageous and unwarranted arrest and the mandatory influence of the radio industry upon American composers and authors, which attack has been successfully developed during the past eight years and consistently pursued and which has brought about this arrest."

Hollywood's Rebuke

In a letter March 2 to NAB President Neville Miller, KFI General Manager Harrison Hollway depre- cated the recent "outrageous, unwarranted, malicious, and self-serv- ing libelous" suit of ASCAP seeking to knock out State statute in favor of ASCAP. If NAB is helpless to call a halt to such an attack, he said, then those members responsible "should be asked to resign...."

A 25,000 man meeting with ASCAP is public sympathy toward our side of the problem. If the NAB is not prepared to take the initiative and use the resources of the industry itself this would not necessarily be so. But Buck, who opens his mouth the daily press is too happy to give space to his remarks. It seems too bad to say what Mr. Buck says and will continue to say does the radio industry no good and is a real public relations job to do.

"Now if the arrest of Gene Buck is a public relations job in favor of ASCAP, then we don't know the meaning of public relations. I feel that it was an attempt to make this incident blow up because the incident took place. I think that NAB should make it clear that malicious activities of this sort are not spon- sored by the radio industry as a whole. Neither Gene Buck nor any one else reserves such treatment from radio. When the radio industry is held responsible for such an incident, it also justifies the whole matter is getting just a little too personal and should be brought to a halt."

"If the NAB is helpless to call a halt to such activities of its members then those members who are responsible should be asked to resign and appropriate publicity should be given to such request. Regardless of the outcome on our ASCAP problem we, at KFI and KECA, want to feel that we have conducted ourselves within the bounds of, at least, common decency."

THOMAS G. TINSLEY Jr., Baltimore and Washington representative of the American Federation of Radio Publications, Frederick W. T. E. J., Hagertown, and WTBO, Cumberland, all in Maryland, and new company applying to the FCC for a new 50,000-watt station on 1210 kc. in Baltimore.
RCA Plans Television Network To Connect Principal Centers

Applies for Philadelphia, Washington and Chicago Channels, Using High-Frequency Air Relays

CONSTRUCTION of new television stations in Philadelphia, Washington and Chicago as part of its television expansion program, along with the establishment of a television relay system between New York City and Chicago, has definitely been planned by RCA as part of the expansion program of NBC's present television program service.

This was announced March 12 by David Sarnoff, RCA president and NBC chairman, as he disclosed an active merchandising campaign for moderately-priced television receivers [see page 86] as his company's response to the recent action of the FCC favoring limited commercial operation of television [see page 37].

Applications for the new stations were forwarded to the FCC March 12, asking 1 kw. on the 84-90 mc. band in Philadelphia, 44-50 mc. in Washington and 84-90 mc. in Chicago. Philadelphia and Washington sites have not yet been selected. The Chicago station will be located at the Civic Opera Bidg.

Relay Facilities

It was disclosed, in connection with the high-frequency relay service designed to make network television possible without the need of wires or inter-city or coaxial cable, that RCA will shortly file an application for relay frequencies to be used between New York and Philadelphia, then extended to Washington and Boston if and when the Washington television station is authorized and a station is secured in Boston. The relay service will supplement RCA's radiotelegraph and radio facsimile services already in operation.

"Our invention of a television relay system, as recently announced [Broadcasting, Feb. 1], provides the means for interconnecting television centers or metropolitan areas by simultaneous delivery of programs in centers outside New York," Mr. Sarnoff stated. "Our initial step will be to construct such a relay system between New York and Philadelphia, and thereby enable these two great metropolitan centers to exchange programs and the varied forms of education and entertainment made possible by television."

"It is anticipated that later Washington, Boston and other cit-

les will be interconnected by this method, so that eventually television program series may be extended to cover the nation."

"RCA has licensed other and competing radio manufacturers for the use of its inventions in the field of television for the manufacture and sale of television transmitters and receivers sets. RCA and other manufacturers are ready to build television transmitters for broadcasters who may wish to enter this field."

"As soon as radio relay systems are established, NBC will be prepared to provide a television program service to the independent stations that are interconnected, similar to the manner in which it now furnishes a sound program network service. The television net-

work radio relays to be constructed by RCA will provide a service available for use by other broadcasting companies in the same way that trans-oceanic facilities of RCA are now made available to competing broadcasting systems."

NBC's video program schedule, which in the last few weeks has included a Broadway play, an air-

line view of New York and grand opera, will be expanded, Mr. Sarnoff declared.

WFLA Group Buys WLAK

WLAK, Lakeland, Fla., 250-watt outlet on 1310 kc., will be sold for $1 and other considerations under an application for transfer of ownership filed with the FCC by B. B. Jones, Sr. of St. Petersburg, Fla., the owners.

FCC Denies Local

Because the limited service contemplated would not afford satisfactory use of the facility requested, the FCC March 14 announced denial of the application of C. T. Sherer Co. Inc. for a new station in Wilmington, Del. The applicant sought 100 kw. and 240 feet of antenna above ground. The Commission concluded that such a station, under the limitations, could serve only the interests of the Delaware Valley and the vicinity of the city, which already has two regional stations.

Title Injunction Granted

1 PERMANENT restraining against use of the title "Information Please" by Information Please, Inc., was granted by New York Supreme Court Justice Carroll G. Wallers to Daniel Padman, editor of the NBC Blue network radio program by that name sponsored on NBC-Blue by the General Motors Corp. It charged the publishing firm sought to take advantage of the radio program and its "invaluable radio personalities," has been organized by Clifton Padman, m.c. of Canada Dry Ale, Information Please on NBC, with his two brothers, Edwin, a foreign film producer, and Maxwell, a western story editor for M-G-M. Offices are at 1501 Broadway.

Scott Howe Bowen, owner of a new 1000-watt station WIBX, Utica, N.Y., took the FCC for a new 250-watt station on 1420 kc. in Rome, N. Y.

Special NBC Programs Aid Metropolitan Opera

In Campaign for Funds

CONTINUING its radio participation in the campaign for funds for the Metropolitan Opera Assn., NBC on March 10 presented a special hour of opera, during which Metropolitan stars sang operatic selections under direction of Edward Johnson, general man-

ager. NBC's contest for the best 100-word letter on "What the Met-

ropolitan Opera Broadcasts Mean to Me" will close March 23, with the six winners to be announced shortly after that date. Winners will be offered their choice of a trip to New York to attend the opening night of the 1940-41 Met season, or a season ticket to opera.

Listeners to the NBC Saturday afternoon broadcasts have sent in name, address and city, in response to the first appeal for funds. All contributions have been received by the radio committee, of which Da-

vid Sarnoff, RCA president, is chairman, and Mrs. August Bel-

luci, of the New York Civic Opera, is vice-chairman. Donations have come from listeners in every State and District, from Columbia, Canada, Switzerland, France, the West Ind-

cies and Chile.

JUNIPER

KRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Manager over KFRU

Covers the Heart of Missouri

BROADCASTING • Broadcast Advertising

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FIRST in the rich and fertile TENNESSEE VALLEY

THE BRANHAM COMPANY

ELXONVILLE • TENNESSEE

IN THE HEART OF THE MOTOR INDUSTRY

IN THE HEART OF THE MOTOR INDUSTRY

ONTARIO — MICHIGAN

1000—STREAMLINED Watts

(Daytime & Nighttime)
Joint Program Survey
Of Children's Features
Is Started in Midwest

THE national survey of children's programs, jointly sponsored by the NAB and the Radio Council on Children's Issues, is about to develop an acceptable and improving standards for juvenile broadcasts in accordance with the NAB code, got under way March 12.

The survey is being made by Mrs. Edwin C. Lewis, vice-chairman of the council and radio chairman of the National Society of New England Women, during a six-month tour of the 22 station visits, sponsors and teacher and women's clubs in 44 States. The NAB Board of Directors late in February allotted $1,500 for partial expenses for traveling involved in the study [BROADCASTING, March 13).

Mrs. Lewis, formerly connected with a radio station and also the advertising agency business, started her extensive tour in the Midwest, visiting Chicago March 12 and going from there to several points in Michigan by mid-March. Her itinerary through March and April is as follows:

March 17-20, Chicago area; March 21, Racine, Wis.; March 22-23, Milwaukee; March 24-25, Madison, Wis.; March 26, Davenport, Iowa; March 27, Rochester, Minn.; March 28, Minneapolis and St. Paul; April 2-3, Omaha; April 5-6, Des Moines; April 6, Amsa and Cedar Rapids; April 6-7, Davenport; April 8, Chicago; April 9-11, Pittsburgh; April 12, Baltimore; April 13, Philadelphia; April 14, Lancaster, Pa., and April 16-18, Philadelphia.

Radio and Education

EDUCATIONAL, Radio Script Exchange, created by the Federal Radio Education Committee in October, 1936, on March 4 published its first complete printed short-speech services, including its 3,000 educational scripts, production aids information and idea exchange and recommended:

THE Human Adventure, educational feature presented by Chicago U in collaboration with the station was broadcast 90 stations on its network, a 25% increase over that of last summer's extensive national series.

WBKY will be the call letters for the new U of Kentucky high frequency educational radio station recently authorized by the FCC (BROADCASTING, March 11). This will be the third such station licensed since the shortwave bands were set aside for this service.

OUTSTANDING American novels of the 18th and 19th centuries are dramatized on the Life and Works weekly programs presented on WNYC, New York municipal station, in cooperation with the public libraries of New York. Well-known literature critics, faculty members of metropolitan colleges serve as commentators on the programs, while Mitchell Grayson, writer-director, formerly of the radio drama department, is directing the programs.

FIRST Columbia Workshop program was broadcast March 14 on CBS with program's new policy of encouraging new play groups and writers was broadcast March 14 on CBS with members of the staff of KNX, CBS Hollywood affiliate, doing all directing, production, engineering of the three plays presented. Plays were discussed at the Fraternity Meeting by Rich Hall of the KNX music clearance department, and Jack Maloney, junior continuity writer.

WTMC, Ocala, Fla., in cooperation with the Ocala High School, is presenting two one-hour programs daily under the supervision of the students themselves, who prepare their own scripts and arrange their own auditions. Sponsors of the programs are advertisers who have products suitable for students and home owners. The programs are also used as a practical sales experience by soliciting advertisements for the programs, which feature home economics and speech guidance.

A NEW Pacific Coast series, Music and Education, is under way in a group of colleges presented by school groups of the stations was launched March 2 over the NBO-Red, Saturdays, 6:30-7 p.m. ( PST).

PRIZE winners in the Wayne U Broadcasting Guild's second annual script contest, which was announced last fall and for which the following awards were given: $25 first prize in undergraduate division, Walter Burton; $10 second prize, Max Weinseig for Secret Mission, Skin; $25 third prize, Richard Stein for the drama, Before God; $25 fourth prize to Randolph Forsebag for Scoop. Judges in this division were: Col. Martin Kerman, chairman, and Alfred Lord, member, and Myron Golden, WWJ educational director.

The Human Adventure included among the winners were: first prize in undergraduate division, Walter Burton; second prize, Max Weinseig for Secret Mission, Skin; third prize, Richard Stein for the drama, Before God; fourth prize to Randolph Forsebag for Scoop.
1940 Yearbook Changes and Corrections...

Page 62—Delete KUMA, Yuma, Ariz.
Page 65—Under 580 kc, change power of KMJ, Fresno, to 1,500 w, and 1,000 night, Under 940 kc, change power of KXAF, Arcata, Ca., to 1,120 kc, change power of WJBO, Baton Rouge, La., to 500 w.

Page 85—Under 1120 kc, add 560 as minimum power of KXSR, Payson, Ariz.
Under 1290 kc, change power of KXEL, Chico, to 1,000 day and 600 night. Under 1370 kc, change power of WADG, Akron, to 6,000. Under 1710 kc, change power of KVFY, Fort Dodge, to 250.

Page 74—Under 1420 kc, delete KUMA, Yuma, Under 1490 change power of KCMO, Kansas City, Mo., to 1,000.

Page 12—Under 1010 kc, delete CKCD, Vancouver, B. C. Under 1610 kc, delete CKFV, Edmonton, from call letter list. Under 580 kc, change power of CKO, Fort Collins, to 1,000.

Page 80—Change Chicago manager of The Katz Agencies to Gerald H. Gereaux.

Page 82—Change New York representative of WGN to Ernie Foerst.


Page 86—Delete Kingston, Mass., City, from Radio Advertiser's Corp. list and add WCAF, Providence, R. I., and WCLM, Charlotte, N. C., from Sears & Ayer "information list. Add KFMA, Kante, Kansas City, to Howard H. Will son list.


Page 92—Change address of Mertens & Ferman Inc. to 325 Second Ave., New York City.

Page 105—Delete KUMA, Yuma, Ariz.

Page 106—Indicate power of KXEL, Chico, Cal., as 5,000 w, 6,000 in License, of KFJN, Fresno, 1,500, 1,500.

Page 124—Add change commercial manager of KFYD, Fort Worth, to Elvin Silver, Cleveland.

Page 127—Change manager of WJPN, St. Petersburg, Fl., to Louis D. Jinkes, and change address to 1917 Magnolia Ave., St. Petersburg, Fl.

Page 127—Change manager of WSBI, Atlantic, to J. J. Alphonse, and add new transmitter and antenna affiliation for WSAB, Savannah, Ga.

Page 128—Change address of WFBM, Indianapolis, to William F. Kelley Jr.

Page 129—Change power of KFVDF, Fort Dodge, Ia., to 1,000 w.

Page 131—Add Palm Beach representative of WMBC, Detroit, Change program director of WMBC, Detroit, to Frank A. Cranmer, and add Radio Advertising Corp. as representative of WMBC. Change chief engineer of WMBC to George H. Jaspat as Commercial Mgr. of WMBC, West Palm Beach.

Page 133—Change representative of KCMO, Kansas City, to Wilson. Eliminate Ed gerton P. Shutt as Commercial Manager of WJQT, St. Louis, Change commercial manager of KGO and KGTV, San Francisco, to Peter Tuteur. Change program director to George E. Wilson and add 250,000 w, 250,000 night.


OWNERS of the 1940 Broadcasting Yearbook may keep their volumes up-to-date by making changes and corrections from the stories and items published in the regular issues of the magazine. The following changes and corrections, some representing errors on our part but most of them required because of radio station license applications, have been made over the past year. Your guide book had to press, will bring your 1940 edition more or less up-to-date as of March 1. Since radio facilities and personnel are in a constant state of flux, there has been no effort in this list to add newly-established stations and programs to correct the data on all stations and in all departments, or to bring up-to-date miscellaneous logs such as television, facsimile, high frequency etc. These are being reported as they occur. Only the more important stations and changes, including those called to our attention, are here tabulated. Also not included are the listings of new stations authorized since Jan. 15, 1940. All 1940 new station grants, besides being reported as they occur, will be tabulated quarterly and published in regular editions of Broadcasting.


Page 145—Change chief engineer of KFRA, Anaheim, Calif., to Jack Neill.

Page 145—Change power of KROD, El Paso, to 250.

Page 146—Change frequency to 1210 and 600 of power of KPAC, Fort Arthur, Tex., to 1210 and 600. Add WBSD, New Orleans, as commercial manager of KMFC, Los Angeles, and WJTS, Cincinnati, as purchasing and promotion manager. Show James Dillon as program director of WRNO, New Orleans.

Page 148—Change commercial manager of KYA, San Francisco, to Charles E. Mervin and program director to Richard Ellers. Change chief engineer of KERO, Santa Rosa, Calif., to James E. Tompkins as chief engineer of WTSP, St. Petersburg, Fl.

Page 149—Change manager of WSBI, Atlantic, to J. L. E. Cavanaugh, and change address to 1917 Magnolia Ave., St. Petersburg, Fl.

Page 150—Change manager of KFBI, Dallas, to Irving Underwood, and add new transmitter and antenna affiliation for KFBI, Dallas, for SAVB, Savannah, Ga.

Page 152—Change MBS Republic affiliation to WSAB, Savannah, Ga.

Page 154—Change address of WFBM, Indianapolis, to William F. Kelley Jr.

Page 155—Change power of WVJS, Washington, D. C., to 50,000 watts full time.

Page 158—Change manager of WJPN, St. Petersburg, Fl., to Louis D. Jinkes, and change address to 1917 Magnolia Ave., St. Petersburg, Fl.

Page 161—Change manager of WKAV, Charlotte, N. C., as radio executive. Add George H. Jaspat as commercial manager of WMBC, West Palm Beach.

Page 162—Add Palm Beach representative of WMBC, Detroit, Change program director of WMBC, Detroit, to Frank A. Cranmer, and add Radio Advertising Corp. as representative of WMBC. Change chief engineer of WMBC to George E. Wilson and add 250,000 w, 250,000 night.

Page 163—Change address of WFBM, Indianapolis, to William F. Kelley Jr.

Page 164—Show power of WJZB, Kansas City, Mo.,
Noxzema to Add
NOXZEMA Chemical Co., Baltimore (skin cream), since Feb. 5 has been sponsoring a weekly quarter-hour program of music and jokes on WCAU, Philadelphia; and on WNBC, New York, also. The program, entitled “Obituaries,” is 15 minutes long and is broadcast every Tuesday from 10:30 to 11 a.m. (EST). The host is T. J. Coburn, who has been in charge of the program for the past eight years.

M&O Sales Up Again
TOTAL revenue for January, 1940, of local and spot sales on KXNO, Minneapolis, was $3,670. The increase was $1,070 over January, 1939, when the station's revenue was $2,600. The revenue for February, 1940, of local and spot sales on KSOO, Omaha, was $4,000. The increase was $1,000 over February, 1939, when the station's revenue was $3,000.

Rubicam an Arbitrator
AN ARBITRATION system for the entire amusement industry has been completed by the appointment of Raymond Rubicam, chairman of Young & Rubicam, New York agency, as a member of the board of directors of the American Arbitration Asso., Lucius R. Eastman, chairman of RCA, and chairman of the AAA board, in announcing the appointment of Mr. Rubicam, that under the code of fair practices adopted by major broadcasting companies and American Federation of Radio Artists, all controversies involving radio artists and advertising contracts are referable to arbitration under the AAA rules. Movie and theatrical writers, actors and producers have been using AAA facilities for many years. [For AAA-AFRA Chicago developments see page 71.]

New Erie, Pa. Station
A NEW local station for Erie, Pa., was authorized by the FCC March 13 in a tentative decision granting the application of Presque Isle Broadcasting Co. The grant is for 100 watts at 1500 kc. on the air full-time on 1500 kc. Stockholders are listed as Jacob A. Young, president, 40%; William P. Stengel, secretary, 25%; Gerald P. O'Connor, 25%; B. Walker Bennett, treasurer, 5%; Joseph V. Avresti, 5%. The application was filed in September, 1988.

WICH is the call letters of the new local station recently authorized by the FCC in Rome, N. Y. [Broadcasting, March 11.]

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 15% TO 20% By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plans to stop waste permanently!

WIRE COLLECT: Postal Telegraph
For Free Telegraph File-Analysis—With No Obligation to You—Wire Collect: C. B. Ellis, 253 Broadway, New York City. Postal Telegraph

STILLIOUS QUIZ
Youngsters Get Prizes in "Quizaroo" Series
CHOCOLATE PRODUCTS Co., Chicago (Stillicos Vitamins), on March 16 starts its second week half-hour children's quiz program, Stillious Kids Quizaroo, on three CBS California stations (KNX, KARN, KSFO), Saturday, 10-10:30 a.m. (PST). Program will originate alternate weeks from Hollywood and San Francisco.

Four teams of three youngsters each, from age 9 to 15 years of age, will be featured against each other weekly. Four winning teams each 11 weeks will be selected to participate in the all-California playoff game which is to be held on the final two weeks.

Cash prizes will be given victorious teams weekly. Awards are also to be given outstanding individuals of each team. Contestant is to receive $1 and a 30-ounce tin of Vitamix for participation with more than 200 children who are to be invited as studio audience each week, and will also receive a tin of Vitamix each. An extensive merchandising and promotion campaign will be conducted. Placards for schools and organization bulletin boards have been distributed and letters are being sent to various groups inviting them to participate.

The same company is currently running a school quiz program on WCAU, Philadelphia, Monday and Thursday mornings; Story Man, five-weekly quarter hours on WTN, Minneapolis; Don Dunn, thrice-weekly quarter-hour taped show on KDL, Duluth, and participation announcements on KFPR, Lincoln, Neb., for Stillious Vitamin B chocolate milk mix. McCord Co., Minneapolis, handles the account.

Mello-Glo's Boston Tests
MELLO-GLO Co., Boston (cosmetics) is running a test campaign of participation announcements, chain breaks and a 15-minute local spot in the home market. Participation on Caroline Cabet's Shopping Service has been secured for 13 weeks and Hollywood Highlights, quarter-hour local show, will run for 22 weeks on WEEI. Chain-break announcements will run for an indefinite period on WCAC. H. W. Kastor & Sons, Chicago, handles the account.

Wahl Plans Quiz
WAHL Co., Chicago, is planning a quiz program in the interests of Wahl-Eversharp fountain pens and pencils to start the middle of March on NBC-Blue. No details on the new program have been released as yet. A. S. Kirkeby, Manager, Manhattan, handles the account.

BELLEVIEW BITMORE
A. S. KIRKEBY, Managing Director

BELLEVIEW HOTELS
KIRKBY HOTELS

BROADCASTING • Broadcast Advertising
March 15, 1940 • Page 81
Intercollegiate ‘Chain’ Organized in the East
By Brown U Students
AN INTERCOLLEGIATE network for the exchange of programs is being developed in a dozen eastern universities following formation recently of the Intercollegiate Broadcasting System at a meeting called by “Brown Network” at Brown University. The new association brings daily “wired radio” programs to dormitories and fraternity houses over a 30,000-foot net of transmission lines. While Brown Network, pioneer in campus broadcasting, is headquarters for the new intercollegiate organization, charter members of IBS include Brown, Cornell, Columbia, Holy Cross, Pennsylvania, and Drexel in Pennsylvania State, St. Lawrence University of Connecticut, Wesleyan and Williams. Five other colleges and universities extending as far west as Colorado either have campus stations under construction or projected.

The first intercollegiate broadcast is scheduled for mid-April. At least five eastern colleges, including some of the charter members, will be linked together by a combination of telephone lines and wire service. Experimental exchange broadcasts of recordings are now being tried among the member colleges which have their stations finished.

While the system is “a non-profit association for the furtherance of education, entertainment, and good will among the member colleges,” according to the executive committee, plans are being discussed to make the system self-supporting by cutting advertising contracts. All proceeds, however, are to be turned back for improved facilities.

Willard Adds 4
WILLARD TARLET Co., Chicago (stomach tablets) has expanded its varying schedule of 5 and 15 minute broadcasts, using local talent, to WWL, New Orleans; WTMV, East St. Louis, Ill.; WZDZ, Tuscola, Ill.; WBIC, Indiantown, Ky. Other stations being used are: KID WJJD WLS WGBF WHBC KTEN KRAJ KDTH KQCO WTTN WWVA. First United, Broadcasters, Chicago, is agency.

PATRICK L. CARTY, associated with Media Records Inc., since its establishment in 1929, has been elected president, succeeding the late Charles E. Beck. William D. Nugent becomes vice-president and continues in charge of sales.

NOT ORCHIDS exactly, but a floral blanket went to this sleek greyhound for winning the special “Twenty Grand Cigarettes Handicap” of the Jacksonville Kennel Club in Florida the night of Feb. 28. Several thousand spectators witnessed the d o u t h greyhound race, promoted as a special feature of the meeting by WJAX, Jacksonville, for Axton-Fisher Tobacco Co., sponsoring George Weiss’ Sports Review Daily on the meeting. In the winner’s circle at the track, besides the uniformed starter, stand (1 to r ) Pat H. Montgomery, Florida manager for Axton-Fisher, who made the floral award; John T. Hopkins III, WJAX manager, and Harry E. Cummings, regional radio station representatives of Jacksonville. Weiss & Geller Agency, New York, handles the Axton-Fisher account.

British Liner’s Arrival Is Given Wide Coverage
WHEN the giant British liner Queen Elizabeth arrived in New York March 7, WOR, Newark, and WHN, New York, covered the event more completely than the other New York stations, which devoted only special bulletins and regular news broadcasts to the arrival. Dave Driscoll of the special events division of WOR, Newark, was on hand at the dockside to account of the ship’s arrival from an Eastern Air Lines plane off 6:45 a.m. Driscoll met the liner on a two-way conversation with John Gambling in the WOR studios during the Musical Clock program, Driscoll and Cameron King, WOR’s authority on maritime matters, described the vessel’s passage up the harbor and Al Joseph of WOR special events broadcast the description of the Queen as she docked at Pier 56.

WHN, New York, was the first station to bring listeners a word picture of the actual docking of the liner at 4:15 p.m. George Hamilton Combs, Jr. and Robert Stevenson of WHN described in detail the crowds greeting the ship, and Combs was the only radio commentator to make the trip aboard the cutter with newspaper men to the ship at quarantine.

Two Westinghouse shortwave stations, WPFT, Pittsburgh, and WHOS, Boston, are featuring the Westinghouse-sponsored Music for America program for South America, South Africa and Europe. The program, heard at 8 p.m. Thursdays with repeat at 11:30 on NBC-Blue, is shorted simultaneously during the broadcasts and by delayed broadcasts on Fridays.

Tulsa Blankout
KVOO, Tulsa, had to call on the U.S. Army to help complete one of its programs March 10. Announcer Herb Leal on loan to KVOO sound track and a recorder were sent 30 miles to a New Year’s Eve broadcast on the mountain to record a presentation to Gen. Alva J. Niles of Gen. Leon C. Philips’ address in the citation. But when the crew arrived, they found they’d forgot to bring any blank recording tape. An Army platoon was pressed into service to whip back to Tulsa and pick up a couple.

NEW FM STATION
GRANTED CROSLEY
CROSLEY Corp., operating WLW and WSAI, Cincinnati, on March 12 was granted a construction permit by the Federal Communications Commission for an experimental high-frequency broadcast station in Cincinnati. The Commission said Crosley proposed a transmitter and tower for the station. The Crosley station can be heard in Florida, Miami and West Palm Beach.

The station proposes to operate on 45,200 kc. with 1,000 watts. The antenna is planned atop Carmel Tower, one of the tallest buildings in the Midwest. The grant was subject to change or cancellation at any time without notice or hearing.

The FCC also authorized Westinghouse high-frequency broadcast station WJKX to move its PM transmitter from Boston to Hull, Mass., for operation on 45,600 kc., 1,000 watts. General Electric was authorized to move W2XOY from Albany, N. Y. to New Scotland, N. Y., and increase its power from 150 to 1,000 watts and install new equipment to operate on 45,200 kc.

One New Station Authorized by FCC
Puerto Rico Granted Local; KARK Increased to 5 kw.

IN ONE of the biggest routine docket it has handled for several months, the FCC at its meeting March 12 authorized one new station—Intercontinental (Little Rock) increased day and night power of 5,000 watts and authorized several modifications and power increases. It also ordered minor changes in operating conditions because of an absence of a quorum March 4. The Commission did not hold its regular weekly broadcast meeting and doubled up March 11.

The new station in San Juan will be Puerto Rico’s sixth outlet, and was granted, with 250 watts on 1500 kc., to Puerto Rico Advertising Co. The same company, owned by Ralph E. Perry, R. C. Camara and Esperanza de Fililo, also owns WFPRA, Mayaguez, a local station. The new station was authorized to become a regional with 1,000 watts transmit and 5,000 day on 780 kc. It will be a transmitter to be used with local in Arecibo, Puerto Rico. Still another application for a new station in Arecibo was denied by the FCC—that of Caribbean Broadcasting Co., headed by Juan Fiz, owner of WJAL, San Juan, which seeks 250 watts on 1500 kc.

Little Rock Grant
KARK, operated on 890 kc., was authorized to install new equipment and increase its power from 1,000 watts day and night to 1,500 watts, employing a directional antenna.

WMOH, Mobile, was granted a modification to operate fulltime in lieu of daytime with 100 watts power. KYCA, Prescott, Ariz., was granted an increase from 100 to 250 watts.

The only cloud on the FCC’s recent grant of a new regional station to Independent Merchants Broadcasting Co., Minneapolis-St. Paul, was cleared up March 10 by the direction of William Amesbury, Minneapolis Shopping News publisher seeking hearing, rather than a re-statement of the objection by and the objecting to the recent grant of a new station with 1,000 watts day and night power, to Independent Broadcasting (Broadcasting, Feb. 1, 16). The Commission announced it had dismisced the petition for hearing and the protest against its action of Jan. 17 in granting the new station to the firm headed by former Judge John P. Devaney.

The FCC administrative board granted modification of a construction permit for the Devaney station, to be known as WLOW, for a transmitting station in St. Paul rather than Minneapolis.

The Commission approved a revised form of application for admission of two new stations, which includes a provision for statement by the applicant attorney as to whether or not a license has been suspended or disbarred from practice before any governmental agency.

Another amendment to Section 35.1(a) of the rules governing standard broadcast stations extended the time within which existing stations are required to determine the operating power by the direct method from July 1 to Dec. 1. Such a modification was occasioned by the delay in effectuating the Havana Treaty.
AFM Local Negotiations Altering Few Contracts

ABANDONMENT of the national plan of settlement between the American Federation of Musicians and the network affiliated stations has made little change in the station, according to Thomas Gamble, assistant to the president, AFM.

Copies of new contracts, individually negotiated between local stations and local unions, are slowly coming into the union headquarters, he said, and for the most part, they are duplicates of former contracts drawn up in accordance with the agreement worked out two years ago by the AFM board and the Independent Radio Network Affiliates negotiating committee. In many cities, he added, station-union relationships are being continued without new contracts, so the total effect is that the general employment of musicians in radio is just about what it has been.

MUSICIANS STRIKE AT KWK SETTLED

AMICABLE settlement of a strike of union musicians at KWK, St. Louis, was announced March 2 after a week during which the musicians were idle because the station had refused to cooperate with demands for increased pay.

While no formal word was forthcoming either from the union, or St. Louis Local No. 2, it was generally believed in broadcasting circles that the settlement was on the same basis as the former employment contract. The union had asked an increase in scale from $25.50 per man to $60 an hour with a minimum guarantee of $11 rather than $10 an hour.

The strike was called March 2 at 12:01 a.m., when Robert T. Convey, KWK president, was in New York. The musicians returned to work March 3.

Ray Dady, KWK manager, handled the preliminary conversations with the union and sought to defer the strike until Mr. Convey’s return. The union declined, however, and called the strike. The settlement will be divulged after further conversations between Mr. Convey and the union.

Convey was represented as being “entirely satisfied” with the outcome.

Salesmen Join CIO

TIME salesmen of WFL, Philadelphia, have signed a two-year contract with Local 28 of the American Communication Assn., whereby they will be paid $118 per month, a smaller percentage on all time sales rather than the usual 10-15% commission accounts sold. The technicians have been under an A.C.A. pact since 1937, while the station’s announcing-production staff last year received an increase. They did not have any usual safeguards and advantages in addition to set fees on all commercial programs.

WDAS-ACA Renewal

ENGINEERS of WDAS, Philadelphia, have renewed for another two years their contract with Local 28 of the A.C.A. for which they have had since 1934. Hours have been reduced from 48 to 40, which, together with an increase in pay scale, netted the engineers a 20% increase in salaries.

RESTING at the press table after victories and between interviews are these three Mutual special events actors: (1 to r) Ed Linchak, program manager of KSO-KRNT, Des Moines; Dale Morgan, news and special events announcer of KSO-KRNT, and Foster May, news editor of WOW, Omaha, as they cover the National convention in Detroit late in February. Four stations and three national networks covered the event, at which leading national experts on agriculture, labor and industry discussed “The American Farmer and the European War” before 1,000.

A Life Saved

WBIG, Greensboro, N. C., was praised by Dr. Samuel F. Ravenel, a local specialist in children’s diseases, in a letter to Maj. Edney Ridge, general manager, relating how a 2-year-old boy had been brought to the hospital as a charity patient, with a blood transfusion the same night considered necessary to save his life. WBIG was asked to appeal for a Type 2 donor. Though it was after 11:30 p.m. seven Type 2 donors came to the hospital and 23 more called within 30 minutes. Stephen Douglas (a-grandson of Stephen A. Douglas, who bought Abraham Lincoln for the presidency of the United States) was the first volunteer and his blood was accepted. The lad recovered.

WLW Weather Service

WLW, Cincinnati, planning to establish a weather report service, has appointed James C. Fidler, meteorologist, as its weatherman for WLW staff. Cooperating with the U. S. Weather Bureau and using reports of the airways radio system of the Civil Aeronautics Authority and the facilities of the Abbe Observatory, the contemplated weather service will furnish climatic data on a country-wide basis. In addition reports on road conditions and river stages will be included. While a student at Ball State Teachers College in Muncie, Ind., Fidler became interested in weather studies and organized a weather station there. At the same time he started twice-weekly weather broadcasts on WLW, Muncie, which later became a daily feature.

NAPA Asks Shift

PETITION to transfer the suit of the National Association of Performing Artists against WPEN, Philadelphia (BROADCASTING, March 1), from the Court of Common Pleas of Philadelphia, to the federal Court of the Eastern District of Pennsylvania is being presented by R. C. Convey. Petition states that he controversy involves sums in excess of $3,000 and therefore falls under the jurisdiction of the Federal Court; that also the suit is actually between NAPA and WPEN and that the other defendants (sponsors of programs of phonograph records on WPEN) are improperly joined.

P & G Drops Fidler

PROCTOR & GAMBLE Co., Cincinnati, on April 23 will discontinue the “Fidler program” for Drene, currently on 30 CBS stations, Tuesday, 7:15-8:30 p.m. The company has sponsored Fidler for the past three consecutive years. Blackett - Sample - Humsbert, Chicago, is agency.

MEDIA PROMOTION ASSN., open to all engaged in media promotion, based in San Francisco, recently was formed in Boston, with the city, which has a number of radio men on the membership, Thor Smith, promotion manager of the Oakdale Theatre named chairman of the group and R. O. Oppenheim of Westbound Advertising, is secretary. Among the radio members are Miller, Samuel, NBO; Bob McDermott, WAP, Harry Fox, KGB, Innes Kreut, KFRC; William Shee, KYA; W. C. Grove, KSN.

Political Bookings Heavy in Canada

PRIVATELY-OWNED Canadian broadcasting stations sold Canadian political parties 124 hours and 56 minutes of time during the last two weeks of February when political broadcasting for the Federal election, March 28 and the Alberta provincial election March 21 began, according to a count by the Canadian Broadcasting Corp. This total includes time sold locally and on regional networks. No time is being sold on national networks, the stations on the CBC national commercial chain each contributing 12 3/4 hours of free time.

Canada has had trouble finding enough paid time of the political broadcasts to meet the demands of the various parties. The regulations set forth by a joint administrative committee of the broadcasting authorities, the provincial parties and the CBC [BROADCASTING, Feb. 15] have been enforced, and in only a few cases have two political broadcasts been permitted without at least a 15-minute break for a sustaining or commercial program.

Because of the amount of time demanded by political parties, far beyond expectations, it has been difficult to make and radio advertisers have marked time with new spring and summer campaigns until the election.

The tabulating by the CBC station relations department is made from large charts for each station showing the actual times political broadcasts have been scheduled. Permission for all political broadcasts, whether local or regional, must come from CBC. Backlog is a desire for proper programming and a control so that no one party will buy up all broadcast time available on any station or group of stations. There must be a lapse of 16 minutes between each political broadcast if possible.

Censorship regulations have not caused serious trouble. It is under-standable, ten census being available throughout Canada, that the difficulty in interpreting war-time regulations.

The station manager is responsible for enforcing the rules on his own station, and all messages must be okayed by him within the censorship rules.

A complete tabulation of the paid time used by the election campaign will not be available until the election is over.

(U.P.)

THE MARK

OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS

COVERAGE

UNITED PRESS

March 15, 1940 • Page 83
**FEBRUARY 29 TO MARCH 13, INCLUSIVE**

**FM Recess**

**HEARINGS on frequency modulation which begin March 18 before the FCC on ban, will be rescheduled March 15 until March 21 to permit the Commission to devote a week to the handling of routine decisions. In order to keep its routine work current, the FCC has decided on this procedure at its regular meeting March 15.

**AMENDMENTS TO THE RULES**

*Changes in the Rules of the Commission have been made to correct errors and to clarify the jurisdiction of the FCC. The changes are effective immediately.*

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**APPLICATIONS**

**MARCH 1**

- WOV, New York—License new station.
- WDN, Johnson City, N. Y.—Increase in power from 5 to 15 kw.
- WAT, Watertown, S. D.—License to WSO.
- KFRC, San Francisco—Change to 150 kw.

**MARCH 2**

- WVOX, Westport, Conn.—Phaseout.
- KFRC, San Francisco—Increase of 5 kw.

**MARCH 3**

- WQX, Chicago—License new station.
- WQX, Chicago—Increase of 5 kw.
- WQX, Chicago—License new station.

**MARCH 4**

- WQX, Chicago—License new station.
- WQX, Chicago—Increase of 5 kw.
- WQX, Chicago—License new station.

**MARCH 5**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 6**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 7**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 8**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 9**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 10**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 11**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 12**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

**MARCH 13**

- WQX, Chicago—License new station.
- WQX, Chicago—License new station.
- WQX, Chicago—License new station.

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**CASES RECOVERING**

**HAVING passed the crisis following an attack of pneumonia, FCC Commissioner Norman S. Case was able to resume his duties after being released from a hospital where he had been treated for a respiratory infection. The FCC is currently investigating the matter.**

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**Scoopy Scoop**

SCOOBY, the New York arrival of the Queen Elizabeth, British luxury liner, is claimed by Scoony-Vacuum Oil Co. and its agency, whose radio and newspaper advertising is being written up by the use of Scoony-Vacuum oil on the world's largest sea vessel. With a copy for a 1,000-line pictorial ad spent in the New York Sun, Scooney-Vacuum oil was prepared and telephoned to stations in Albany, Utica, Syracuse and Buffalo. When the ship entered its Hudson River pier, papers were sent on the streets and the advertising of the accompanying Scoony-Vacuum oil was in the successful transatlantic run.

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**O'N Man River**

LOCATED is the tip of San Francisco Bay, the transmitter plant of KQW, San Jose, was all but caught in the recent Northern California floods—high water reaching with its inches in the transmitter floor. Although the station lost no air time, all roads leading to the transmitter were flooded. Chief Engineer Ced Davey and one of his assistants, Sam Melincove, took their camping outfits to the plant and spent a couple of days eating their own cooking.

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**Case Recovering**

HAVING passed the crisis following an attack of pneumonia, FCC Commissioner Norman S. Case was able to resume his duties after being released from a hospital where he had been treated for a respiratory infection. The FCC is currently investigating the matter.
Hecker Starts Drama

HECKER PRODUCTS Corp., New York (Shinola) was to start a dramatic serial "Lincoln Highway" on NBC-Red stations March 6, using the 10-10:30 a.m. period Saturdays. Burgess Meredith, Broadway actor, was signed for the lead part in the opening installment. Benton & Bowles, New York, is agency.

DENVER’S biggest March snow-storm since 1929 caused plenty of trouble, but nothing serious for KOA. Although about 45 telephone poles slumped down in the four miles between the suburb of Aurora and the KOA transmitter, the KOA studio-transmitter cable held. The KOA engineering staff set up an emergency shortwave pickup in Aurora in case the cable should break, but it was not put into service.

Agency Man Burglarized

THEFT of 30 pieces of jewelry valued at $15,000 from the apartment of Wilfred S. King, executive in charge of radio and motion picture advertising of J. M. Mathes Inc., New York, was disclosed March 12 by New York police. The robbery occurred during the Feb. 17 week end when Mr. and Mrs. King were away from home.

SHIF'TO 550 KC.

IS GRANTED TO KOY

KOY, Phoenix, key of the recently formed Arizona Network, was authorized March 15 by the FCC to change from 1590 kc. to 550 kc. with its present power of 1,000 watts fulltime. A CBS outlet, KOY is a sister of WLS, Chicago, both headed by Burridge D. Butler.

KOAC, Corvallis, Ore., non-commercial educational station of Oregon U had opposed the grant on interference grounds, since it operates on the same channel with 1,000 watts. The Commission said in its final order that, under its engineering standards effective Aug. 1, the application would be granted. In its proposed findings last September the Commission tentatively granted the shift but KOAC objected.

The Commission said that its engineering standards are based on averages arrived at by measurement of a greater number of signals in all parts of the country over a long period. Their accuracy as reflecting the average situation is well established, it continued, pointing out that the theoretical separation required for the operation is 735 miles and the actual separation 977 miles. If objectionable interference develops, the Commission said, it will require appropriate protection.

PUREX Corp. Ltd., Southgate, Cal., (water softener), thru Lord & Thomas, Los Angeles, on March 11 selected for 20 weeks using three-minute participations, five times weekly, in programs on KFI, KHJ, ROIN, KBOI.

RUMFORD CHEMICAL WORKS, Providence, (baking powder), the started sponsoring on WILH, Brooklyn, the Housefriend, counselor on family problems, a twice-weekly Yiddish program, handled by Rubin Goldberg, in direct pitch from Wm. H. H. Humphreys, Boston.

CRYSTAL SPECIALISTS Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are of your service to--

1. REGRIND your present crystal to another new frequency .... $17.50
2. NEW CRYSTAL (less holder) ...... $22.50
3. NEW CRYSTAL fully mounted . . . $30.00
LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE
124 Jackson Ave. University Park, Md.

CRYSTAL UNITS FROM 20KC. TO 3OMC.

Write for catalog G-11 describing complete line.

BLILEY ELECTRIC CO., ERIE, PA

March 15, 1940 - Page 85.
Drive to Promote Video Set Sales

Started by RCA

Minimum of 25,000 Receivers

In N. Y. Area Is Planned

DETAILEDS of an advertising and promotion campaign designed to push RCA's television receivers into homes within range of NBC's video transmitter on the Empire State Bldg., were announced March 12 by Thomas F. Joyce, vice-president and advertising director of RCA Mfrs. Co., at a meeting of more than 400 dealers of New York and New Jersey. Similar meetings had previously been conducted for dealers of eastern Pennsylvania and Connecticut, at Camden and Bridgeport.

Based on the success of a 12-week experiment in Poughkeepsie, Newburgh and other areas last fall, the new drive will emphasize NBC's present service of visual programs and the substantial reduced prices of receivers.

Price Cuts Retroactive

The largest RCA receiver, a 12-inch television receiving tube and containing an 11-tube all-wave radio as well as a television receiver, has been reduced from $600 to $395. A similar model, but with a 9-inch receiver tube, which is now priced at $295 instead of $450, and there are similar reductions for smaller models.

Larger dealer discounts and provisions for the purchase of video sets on time payments are being included in the sales campaign. Mr. Joyce announced that these price reductions would be made retroactive, with rebates given to all RCA set-owners who had purchased their television receivers at the original price.

The company will sponsor a radio campaign for television sets on WEAF and WJZ, New York, details of which are now being worked out. Full-page advertising in New York dailies and several magazines will be to the direct-mail campaign directed at restaurants and taverns, which Mr. Joyce said would be the heaviest of all the set sales in last fall's test.

A one-red movie on television is now in New York theaters, schools, clubs, etc., and, using television to sell itself, this picture will also be telecast once a week on the NBC station W2XBS.

RCA has organized a special staff of television sales specialists to help dealers in this drive and will conduct a series of classes to train them in the practical use of new equipment ordered from the field and in installing television receivers and antennas.

Meeting, held in NBC's largest studio, had an overflow group in an adjoining studio, was also addressed by A. H. Morton, NBC vice-president in charge of television, who described the past and present program service and who divided the company into two or three years the automatic radio to television conversion, which television programs would make this service available to television stations along the Atlantic Coast from Boston to Washington.

At present, he said, the audience was estimated at only 2,500 television homes. This is based on a mailing list of 1,253 for NBC's weekly television program, "Close Call." The quarterly reports showed that an average daily audience of 69,000, or 57% of the set-owners, were tuned in to the program. Mr. Morton said that the results were superior to those of any of NBC's other programs, especially since the program is not in the Ch. 6 broadcast area.

Hanging of 'Price Tag' on Television Expected to Speed Growth of New Art

PREDICTING a rapid improvement in television programs as a result of the recent FCC decision to permit limited commercialization of this new means of communication [see story on page 27], A. H. Morton, NBC vice-president in charge of television, hailed the ruling as a tribute to the strides television has already made.

"Formerly," he said, "the members of the FCC were dubious about the entertainment value of the day television and they realized that there would be little point in allowing advertisers to use it, even experimentally and without paying the price, which are mailed free to all set-owners requesting them. Comparison of their lists with records of sets sold in scattered localities shows that from one-third to one-half of all set-owners have asked for the program service, which is already made and adding that an average return of program cards of 35% to 40% gives his staff an excellent idea of how each telecast is received.

Based on a simple scale of 1 for first place, NBC's telecasts for the first nine weeks of 1940 have been given an average mark of 2.13. Best liked program was the full-length Broadway comedy, "When We Are Married," which received a rating of 2.85. Analysis of the return shows that 100% of the sets are in use approximately two hours weekly and that more than 60% of the sets are tuned in to every telecast.

Average evening audience is 80% and average daytime audience 57%, he stated.

owners of television receivers can see as much as $1,000 worth of merchandise.

In the near future other sponsored programs will be seen as well as heard. The program will have special lightweight, small portable camera equipment, which can be taken into the regular broadcast studios, will permit the televising of programs which could not readily be staged in the network's present television studios.

When sight is added to sound, the sponsors will have a chance to experiment with visual as well as auditory advertising for this new medium. Before Mr. Thomas had been able to secure a week's time on all the RCA transmitter had installed in the studio a large electronic display which flashes its "Nu Blue Sunoco" message, while the receiver receives the program's closing words.

CBS May Start July 1

CBS has made no comment on the FCC ruling, except to say that it is being "fully studied." Despite this silence regarding a possible starting date, which CBS executives have maintained ever since their first announced date proved premature, it is learned that regular programs from the CBS transmitter will begin about July 1. The story is that when the program began last fall, the CBS television engineers found it would not permit them to do all the things they thought they would be able to do with the equipment they had designed new equipment ordered from RCA. Delays in manufacturing have taken back the delivery date, originally set for Jan. 1 and now planned for April 1.

Allowing 90 days for experiments with the familiarizing themselves with operating techniques, they now figure to be on the air by next fall.

"Praise for the FCC report as giving the "green light" to technical development, came from Allen B. DuMont, inventor and manufacturer of video equipment, who at the January hearings asked for "an open field" in the medium so far as standards are concerned. Stating that "this action will permit television stations to plan for the most efficient use of frequency channels to eliminate overcrowding of television stations without the FCC putting the report as one that has "made it possible for receivers to be delivered which will be sufficiently flexible to be used 20 and 30 years from now, rather than becoming obsolete."

E. A. Nicholas, president of Farnsworth Television & Radio Corp., hailed the FCC action as "an open field" in the medium for television progress. He said his company is ready to play its part in making television a medium for education, entertainment, and for the good of the nation.

Declaring the Commission action gives new impetus to his company's efforts, he said his television activity has been encouraged with increased momentum.

IT WAS erroneously stated in the March 1 issue of Broadcasting that the use of the name "Newport" or the initials "L" for any of Louis Bromfield had been secured by the Ted Collins Corp. Mr. Bromfield has secured the rights to his works not tied to his name. Charles Bromfield, short story writer, for adaptation purposes, has secured the rights, exclusive, to Mr. Bromfield's "Green Bay Tree," "Fog Horn," "Rose," "Radio" and a series of quarter-hour scripts, but this is no longer the case.
EVERY client of the Nation's Station has the assurance that his interests are as well attended to as if Richard Garner, WLW's Sales Service Manager were on his payroll. His experience with advertisers, agencies, radio stations and station representatives has well fitted Mr. Garner to continue the sales service work ably instituted by former Sales Service Manager Walter A. Callahan, now manager of the Chicago branch of Transamerican Broadcasting & Television Corporation. Whether it's explaining WLW's merchandisability to advertiser's representatives or dealers, arranging special promotions, looking after advertiser's network programs, making special Cincinnati appearances, or attending to the multitude of details every successful radio campaign needs, Mr. Garner is available..."Garning" friends for WLW who believe that "Service is Showmanship."

Garner explains WLW's chart story, a story of the Nation's Station that impresses dealers, distributors, advertising men and representatives with the selling power of WLW. If you or your organization has not seen this story, write, wire or call, Richard Garner, Sales Service Manager. WLW, Cincinnati.
RCA offers complete TELEVISION service to the broadcaster

- TELEVISION CAMERAS

RCA television cameras have been designed for studio or field use and for film transmission. They make use of the Iconoscope, the all electronic pick-up tube or the newly developed Orthicon—a low velocity Iconoscope. RCA cameras are equipped with first class optical systems and various focusing and framing devices to add to the ease of operation.

- NEW FIELD PICK-UP EQUIPMENT

Television has been given 7-league boots and a multitude of new program sources have been opened up by new field pick-up apparatus developed in RCA Laboratories. Costing about one-sixth as much . . . weighing about one-tenth as much . . . consuming about one-fifth the power required by former mobile television units, the equipment is built into cabinets about the size of a suitcase and may be carried easily in passenger cars or light trucks.

- VIDEO EQUIPMENT

In the studio, video equipment engineered by RCA is housed in racks. The synchronizing generator, the power supply units . . . and equipment required for amplification and for supplying suitable deflection voltages for the camera . . . all are arranged for accessibility as well as for carrying off heat from components and tubes. RCA video apparatus may be obtained in rack and panel design for any number of camera channels or in simplified cabinet form for use with one camera only.

- RCA 1 KW PICTURE TRANSMITTER, TYPE T-1

Product of RCA's extensive research and field tests is the RCA Picture Transmitter, Type T-1. Built to commercial standards, it offers a number of important circuit developments. It is crystal controlled and AC operated. The tubes have been designed expressly for this application. The transmitter is easy to install and easy to operate.

- TELEVISION TEST EQUIPMENT

RCA has developed a number of high-quality instruments to meet the exacting requirements of television. These include a 9" Special Cathode-Ray Oscillograph, a Square-Wave Generator, a Video Sweep Oscillator, R-F and I-F Sweep Oscillator, Sweep Rectifier, and other units essential to the television broadcaster.

- RCA VICTOR TELEVISION RECEIVERS

Completing the RCA television chain, are several types of RCA Victor Television Receivers. The performance of these instruments has justified over and over again the vast sums spent in research and in field tests prior to their introduction. Thanks to their excellence, the consumer has received a favorable first impression of television.