It started in Sept., 1938. The company had no distribution, no sales in Iowa. By way of a test, the agency cooked up a startlingly good program idea, calculated to make young children demand this certain cereal from their parents. Result—in two months, the company had almost 100% distribution in this State, and the product was moving by the carload throughout Iowa!

Today, nineteen months later, this cereal is an Iowa stand-by!

Moral... If WHO alone can even occasionally do a job like this, then your own good sales force, backed by a good program over WHO, can certainly make this big, rich market a profitable spot for you. Isn’t it worth a trial?

"Of course, it's better to use a ladder!"

Don’t get the idea that we think anything can take the place of salesmen in most kinds of selling. But here is a rather spectacular case in which a cereal manufacturer secured virtually 100% distribution in Iowa—without a single salesman—by the clever use of WHO.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives
And this market, Mr. Space Buyer, includes Toledo, the glass center of the United States, with its $90,000,000 industrial payroll, as well as the rich Northwestern Ohio and Southern Michigan agricultural area.

WSPD can honestly say that it rates Number 1 in audience in this locality in more ways than one. The answer is really simple—because WSPD has the shows—and the signal that covers the big Toledo market. Then, too, WSPD is the listening habit of this area, for it has been servicing this community for over eighteen years. WSPD is a Basic Red NBC Station, and its list of NBC Commercials, as well as National spot accounts, classifies it as an important advertising medium.

TOLEDO'S BASIC Red NETWORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY
New York • Chicago • Detroit • Kansas City • Dallas • San Francisco
This patriotic pilgrim made history by his famous ride. He served the purpose—as far as he went—but he couldn’t go far enough today.

It’s impossible to arouse modern New England by any one man messenger service. You need wide coverage with intensive local application.

If you will analyze the 18 local trading areas covered by The Colonial Network, you will find that no other combination of stations offers so many listeners (5,874,711 potential audience) at such low cost.

Get the facts—learn the reason for the large quota of consistent advertisers on the network that reaches and ‘rouses such satisfactory sales action in New England.

**The Colonial Network**

21 Brookline Avenue · Boston · Massachusetts

Edward Petry & Co., Inc., National Sales Representative
There are really two kinds of advertisers...

One needs sales searchlights, the other, sales floodlights. For one advertiser wants fingers of light pointing to that section or those cities; while another requires a vast flood of light to cover the country so that every crossroad counter and every cash register on Main Street stands out sharp and clear.

By adding floodlight coverage, Mutual now offers both types of approach.

Mutual's floodlight broadcasting is scoped for full-sized advertisers who want year-round advertising on a guaranteed-time basis. It delivers big coverage...beginning at 76 stations. And it uncovers savings of a third and more.

The Biggest Broadcasting Bargain

You can now talk to 17,250,000 radio families...can floodlight 225 of the nation's leading 300 cities for only $3,400 an evening half-hour. This same coverage would formerly have cost $1,500 more each broadcast.

Suppose, to be extremely conservative, only 5% hear the program. Assuming the very low average of two listeners to a family, that's still five prospects for each penny!
Mutual Is Everybody's Network

Searchlight...or floodlight...take your pick.

There's nothing limited about Mutual's selling searchlight. You can make it follow your sales plans and your budget just as closely as the Hollywood movie camera follows every step of the stars.

Or now, with Mutual's vast floodlight coverage, if you are a big advertiser you have an economical network that can match you sales-stride for sales-stride, clear across the country.

MUTUAL BROADCASTING SYSTEM
WHERE YOUR NEEDS DETERMINE YOUR NETWORK
Maximum Power Where It Counts

WHAS

Selling a $2,214,269,000 Market

50,000 Watts Basic CBS Outlet

Represented Nationally by Edward Petry and Co.
“Believe me—it takes more than a bloodhound to find an engineer who wouldn’t rather have Western Electric.”

*ONE REASON WHY MORE THAN 200 STATIONS NOW ARE...

Western Electric
EQUIPPED FOR BETTER BROADCASTING
"I WISH I'D KNOWN I COULD GET SUCH CHOICE LOCAL TIME ON WEAF AND WJZ"  

"THAT'S NOT THE ONLY REASON YOU SHOULD CHECK WEAF AND WJZ FIRST IN NEW YORK—IT'S GUARANTEED TIME, TOO!"

MAKE IT A RULE to check WEAF and WJZ first when you're planning radio advertising in the New York market. Check them for choice time availabilities, for guaranteed time, for result getting, client-tested participation shows. You will find that from early morning till late at night both stations have potent periods to offer advertisers who demand the coverage, audience and sales in the New York market that selected time on major stations alone can give.

Ask an NBC spot salesman for a list of open time. Check it against the offerings of other major stations. The better opportunities on WEAF and WJZ will be apparent. And the reason is that several hours each day are set aside on both stations for the exclusive use of spot and local advertisers—good time, guaranteed time, selling time.

WEAF and WJZ—key stations of the National Broadcasting Company

Represented Nationally by SPOT Sales Offices

NEW YORK  CLEVELAND  DETROIT
CHICAGO  SAN FRANCISCO  HOLLYWOOD
SAN FRANCISCO  BOSTON  PITTSBURGH
And as another news front blazed, United Press correspondents on the scene moved into action, covering accurately and completely the rapid-fire developments which embroiled the northern neutrals.
Year after year, radio plays a bigger and BIGGER role in advertising, in selling and in the life of the nation. Here’s exactly what has happened in radio during the past six years... years of brilliant and sustained growth for this medium that has proved so vital to our people.

**Radio Set Sales—UP 85%**

During the “uncertain” years from 1934 through 1939, household budgets wavered up and down. But budgets for home radio sets went steadily up. U.S. radio set ownership increased 85%... climbing from 20 million to over 37 million home radios. Plus 6,500,000 automobile radios. Plus over 1,000,000 portable radios.

**Radio Listening—UP 98%**

Radio has taken its place as America’s First Activity! The carefully taken testimony of the public shows radio first in preference over all other forms of entertainment—and first in hours of attention each day. Every year—from 1934 to 1939—the amount of daily home listening by America’s radio families went up and up from the 1934 high of over 62 million family-hours a day to the amazing high of 123,000,000 family-hours of listening each day—an increase of 98%!
happened to Advertising!

Radio Advertising—UP 126%

Advertisers have been quick to take advantage of radio's unique coverage of the "whole market" for merchandise in America. Following not the uneven cycle of industry but the steady upswing of radio set ownership and radio listening...not down but UP...the nation's hundred leading advertisers increased their network radio appropriations month after month, year after year...spending 126% more for network time in 1939 than in 1934.

CBS Advertising—UP 158%

As the use of all radio networks by the nations' leading advertisers increased, so, too, has their use of the Columbia Network. But faster! CBS has outpaced all radio's swift climb—increasing its billing from the hundred largest advertisers—from 1934 to 1939—by over 158%. And this year, month after month, the CBS curve swings upward—new highs upon highs—setting the pace for all networks—carrying a greater volume of business than any other network.

CBS Facilities—Up, UP and UP

In one fast-paced year—1939—CBS increased the number of its outlets to 119, in 117 cities. In addition, 91 CBS stations made major improvements, which resulted in increased signal strength and 30 CBS stations increased their power in 1939. Today, there are 16 CBS 50,000 watt stations—more maximum-power U.S. stations than in any other network.
In this corner—

**CHARLES G. BURKE!**

Having served seven years as commercial manager of an important regional radio station, no one knows better than "Chuck" Burke that management makes the radio station.

Management determines the proportion of time devoted to audience-building entertainment. Management says whether or not your program is going to be in "good company" or bad. Management determines the character of the station, of the programming, hence of the audience. Management decides whether the equipment shall be capable of delivering a good, clear signal over its proper territory. Management sets the rates. Management controls the merchandising assistance. Management even determines the voices of the announcers... (and their "will to sell").

Management can make or break the effectiveness of any radio effort. That's why Free & Peters have always held management to be the first consideration—when soliciting stations for our own list, and when recommending stations for your list.

Chuck Burke, chief of our Detroit Office, knows these facts about station management. So do all our other thirteen top-flight men. That's just one more reason we are better qualified to help you make a really sound selection of stations, here in this group of pioneer radio station representatives.
Justice Dept. Clears Pot o’Gold Program

Also Gives Clean Bill of Health to Local Texas Series
In Advising FCC Prosecution Would Be Inadvisable

THE FCC’s crusade against prize contest programs as possible violations of the lottery statutes fizzled April 12 when the Department of Justice gave the NBC-Red Pot o’Gold program what amounted to a clean bill of health by declining to prosecute.

In a terse letter to FCC Chairman James Laverty Fly, O. John Rogge, Assistant Attorney General in charge of the Criminal Division, advised after a thorough examination that both the Pot o’Gold and a “Mead’s Bakery” program broadcast locally in Texas should not be prosecuted as possible violations of the statutes.

Pot o’Gold program has held the headlines, the Mead’s Bakery program was regarded as the more significant of the two, since involved prize contest elements which appeared more flagrant than those in the Pot o’Gold.

In its report the Department’s refusal to prosecute, it is expected that five other program citations, referred by the FCC’s March 29 [BROADCASTING, April 1] likewise will be returned without action.

This cannot be stated with a certainty, however, since there is always the possibility of singling out some factor that might turn the legal tide.

The Department’s Letter
Assistant Attorney General Rogge advised the FCC in a letter dated April 10 as follows:

“Reference is made to our letter of Feb. 21, 1940, acknowledging receipt of yours of Feb. 19, 1940; transmitting for such action as the Department may deem appropriate certain information concerning the broadcasting of the Pot o’Gold and Mead’s Bakery programs, both of which are alleged to be in violation of Section 316 of the Communications Act of 1934.

“After a thorough examination of the material submitted and a careful consideration of the facts presented, the Department has concluded that prosecute action under Section 316 of the Communications Act of 1934 in these two matters is inappropriate.

“Neither Chairman Fly nor other members of the Commission commented on the action. Nevertheless, it is understood that several members of the Commission (Fly, Walker, Thompson and Payne) look askance upon prize contest programs. Because of the summary nature of the Department’s ruling, however, it is thought the FCC will be disposed to let the cases drop entirely.

To Change Format

Even before the Department’s ruling became known, Lewis-Howe Co., St. Louis (Tums) and Stack-Goble Adv. Agency disclosed that theimetis diet prize program will be entirely changed as of April 30. It was said the new program form will be entirely acceptable to NBC, and therefore it was presumed it will not meet with disfavor from the majority of the stations carrying it.

Stack-Goble, advised BROADCASTING April 12 that the format of the new program is still being discussed with the client. It was indicated the name Pot o’Gold will be retained, that the $10,000 prize will be kept and that the telephone technique also will be continued but probably with variations. The Horace Heidt orchestra also will be retained.

Mead’s Bakery Case

The fact that the Department handled the Mead’s Bakery program, over KBST, Big Spring, Texas, in the same fashion as the Pot o’Gold, despite the variation in prize technique, indicated such a conclusion with respect to the other program citations. The bread program involved the Fine Bread Mystery Woman who called at houses in the community to buy a loaf or part of a loaf of Mead’s bread for $6. The mystery woman’s movements were described in the program. Housewives not having the loaf did not receive the prize. This technique differed from the Pot o’Gold in that it was thought there was more chance of “consideration” being involved, since the recipient of the award had to purchase a loaf of bread.

In the case of the Pot o’Gold, with its $1,000 award or $100 absentee prize, the winner is not required to purchase anything or even listen to the program. The award is forthcoming if the particular telephone selected by the telephone subscriber to the big prize. If the phone is unanswered, the telephone subscriber still gets $100.

On April 2 NBC Vice-President William S. Hedges sent to all Red stations a notice that the agency planned to change the structure of the Pot o’Gold program effective April 15. It was insisted that the sponsor proposed to break the news in an announcement over the air—probably on the April 25 program—so it could be arranged by that date.

Carefully Considered

The interpretation placed on the Department’s action was that it had advised the client to consider the Pot o’Gold feature, particularly since there had been reaction not only at the FCC but in Congress, because of agitation of motion picture exhibitors, ministerial groups and others. While the FCC the Tums program along with the bakery program to the Department Feb. 8, the material was not physically transmitted to them until late that month. The whole matter was assigned to a senior attorney in the Criminal Division who devoted his major attention to it for more than a month. In the absence of Attorney General Jackson, Assistant Attorney General Rogge transmitted to FCC Chairman Fly on April 11 the Department’s response along with the entire files in the case.

The new citations, referred to the Department March 29, were assigned to the Department’s Administrative Division for action. Stations involved were WGN, Chicago, on Musico; WIP, Philadelphia, on Sonita; WPTF, Raleigh, N.C., on Steak ’n Treasure; WISE, Asheville, on Stears’ Grab Bag; KRLD, Dallas, on Dixie Treasure Chest.

Despite the hands-off attitude of the Department, with the implied opinion that litigation is not warranted in the cases and under the lottery statute, FCC Chairman Fly repeatedly has made it clear that he did not consider programs employing the prize offer technique as in the public interest. He expressed himself to one group of broadcasters as viewing them in effect as placing radio in the position of ‘buying’ its audience. A number of stations for that reason have dropped the Pot o’Gold program while others have rejected offers of similar programs, whether network or spot, on the ground that while they may be entirely legal, they were not worth the risk.

In effect, it is thought the Department’s action gives the green light on this program. Nevertheless, many broadcasters have adopted the attitude that such programs do not constitute good radio and that a preponderance of such prize offers might result in competition among advertisers to make them the rule rather than the exception. Such a trend, it has been stated, would do radio no good. It would deteriorate commercial programming.

Immediately following the FCC’s citation of the prize award program on WFIL, Roger W. Giffin, general manager, stated that the giving away of radio sets by WFIL is a matter which any Washington that the program was not a lottery, he said that in view of the questions raised by the Commission the station was suspending the program until further notice.

Sponsor May Expand

M. H. Aylesworth, former NBC president, retained by Stack-Goble as consultant with the Government if and when it became necessary to proceed, expressed his support of the Department’s action. He declared he could not see anything objectionable in the program, but inasmuch as its propriety had been questioned, it was decided to alter the format somewhat. He expressed belief that the changed structure of the program would satisfy the most fastidious and the most fearful.

In the opinion of the Department’s action, it is entirely possible that the sponsor will seek to capitalize on the publicity by expanding its radio activities. It has been considering a similar series on MBS, and there have been conversations with MBS executives. It is understood MBS was reluctant to clear time until an adjudication from Washington was procured.

Whether stations which dropped the Pot o’Gold program on NBC because of the litigation now will carry it, remained problematical. Among the stations which dropped the feature were WWJ, Detroit, WFBF, Baltimore, and WDAF, Kansas City.

BROADCASTING – Broadcast Advertising
April 15, 1940 • Page 13
Mr. Johnstone, now director of public relations for Mutual, is likely to take over by May 1, assuming duties which it had previously been supposed would be handled by Robert I. Berger, Democratic radio director in the 1936 campaign. During March 15, Mr. Berger, now employed as assistant in the executive office of Howard R. Lowell Metlitt, director of Governmental affairs, is definitely unavailable for the post.

Because Mr. Berger’s duties are so closely related to the White House, his selection at present as a Democratic radio chief might be construed as hand-picked by the President and would therefore be a further fuel to the discussion whether Mr. Roosevelt intends to run for a third term. Moreover, if Mr. Berger resigns his present Government job, he cannot resume it after the elections in which he had participated as a partisan, according to a construction placed on a recent ruling by Attorney General Jackson.

The Middle Ground

There are at least a dozen applications before Mr. Michelson for the post, but Mr. Johnstone’s qualifications are believed to be stronger. By training and long experience in radio as well as through his wide-spread contacts in the industry, it is conceded that he is eminently qualified. Recently he has been functioning under loan O.D. as publicity aide to Herbert Hoover in the Finnish relief drive. [A complete sketch of Mr. Johnstone appeared in the Feb. 1 BROADCASTING.]

The Democrats are said to be eager to get their radio activities under way, particularly since their national convention is in Chicago July 15 and someone must function with the network publicity program in arranging for an adequate build-up and coverage. Because the press generally is regarded as anti-New Deal, the Democrats see in radio their chief medium for reaching the voters during the campaign.

The $1,000,000 or more Democratic budget for radio is still in the “talk” stage only. No budget can be fixed before the nominations and the selection of a new chairman, treasurer and other officers of the Democratic National Committee. With headquarters in New York, the chairman, Farley (who may be renamed chairman, depending upon political functioning) to his assistants are extremely “radio-wise” in the

NOTICES that stations may broadcast phonograph records manufactured by Columbia Recording Corp. without fear of legal reprisals for the time being have been sent by these companies to all stations. In the case of CRC the notice is a reaffirmation of its established policy, but the Decca action is a complete reversal of its previous position.

First indication there might be a change in Decca’s prohibition of the broadcasting of its records was contained a letter sent to stations last August [BROADCASTING, Aug. 15] following the decision in the U. S. District Court in New York giving to recording companies the right to control the use of their records on the air. Decca then notified broadcasters it was formulating a license plan making the Decca catalog available “subject to certain reasonable restrictions and upon payment of a fee.”

Although the letter stated that “further details will be sent you in the near future,” the next official statement on the subject was the present letter, dated April 5. After reviewing the court decision and the present appeals therefrom, which, Decca says, may keep the case in the courts for some time to come, the letter states that “for the time being” Decca will raise no objection to “reasonable use” of its records on the air. Letter specifies that this offer is subject to withdrawal on 60 days written notice.

Wire sent April 8 by Columbia Recording Corp., a CBS subsidiary, to broadcasters, reads: “We confirm that our constant policy remains unchanged of refraining from taking action against broadcasters for performance of our records. We will not bring action or make claims against, or for use of Columbia, Brunswick or Vocalion records and will give you notice if circumstances cause us to alter our policy.”

Pressure From Artists

While no official explanation was forthcoming, the Decca letter particularly was generally taken to be the result of pressure from artists and recording artists who felt that lack of radio promotion accompanying the broadcasting of their recorded performances was adversely affecting their popularity with the public, with equally bad effects on the sale of their records and their other employment. Before its complete about face, Decca had allowed the radio use of recordings of certain artists on conditions in localities in which these performers were making personal appearances.

Meanwhile briefs in the White- man-RCA-WNET appeal were filed April 12, with answering briefs to be filed within the next month.

“Does This Household Have a Radio Receiving Set?”

Right to Perform Recordings

Granted by Decca, Columbia

The campaign for Luckies started April 1, and features Hit Parade numbers on the hour several times daily on WTRY. If other station records by the same orchestras and singers are played for other sponsors, a large amount of confusion would result, hence the clause.

Since the start of the campaign the company has expanded its contract with WHN, New York, the station now carrying 120 of the announcements weekly, or 20 daily from 10 A.M. to 11 P.M. As a result, the station is headed by Harry C. Wilder, president of WSYR, Syracuse, WJTN, Janestown, N. Y., and WKNE, Keene, N. H.

The station, under preliminary plans, was to be dedicated in ceremonies to be participated in by Gov. Lehman of New York, Mayor William of Troy, Dr. James Laurence Moore, president of Russell Sage College, and Mrs. Peter L. Harvie, member of the WTRY board. Fred Johnstone, re-elected and general manager of WSYR, is the operating head of WTRY. Ed Robinson is assistant manager, and W. F. Toes, managing editor of the News-Editor is Andrew F. Kinchen.

Selma Seitz

SELMA SEITZ, owner of WFAS, White Plains, N. Y., from 1930 to 1940 April 7, she had resigned from active participation in the station last summer due to failing health, being transferred ownership to J. Noel and Valentine Macy, Westchester county publishers. Under the new combination, Mrs. W. has a contract with the station, Mrs. Seitz is vice-president and managing director of the station. Surviving Mrs. Seitz are her married daughter, Mrs. Arvella, survivor, and general manager of WSYR, is the operating head of WTRY. Ed Robinson is assistant manager, and W. F. Toez, managing editor of the News.

SOCE social science assignment for April, from the Laboratory School, Zanesville, O., is the student discussion of topics presented on NBC’s Youth Program. The assignments of the program and student reaction forums are held in the class rooms on alternating days.
NAB Committee Forms Plans To Impose Copy Restrictions

Prepares for Oct. 1 Operation on Commercials; Urges Consistent Station Policy on Politics

WITH PROVISIONS of the NAB Code placing limitations on commercial credits for all programs due to become effective Oct. 1, the NAB Committee on Compliance with the Code, meeting in Washington April 11, formulated plans designed to bring about the transition with least possible hardship. Legitimate advertisers, advertising agencies and broadcasters.

At the same time the Code Committee, in the light of the impending political campaign, discussed several means of invoking code provisions.

It was concluded, Chairman Edgar L. Hill, WMBS, Peoria, announced following the sessions, that stations should be advised to follow a consistent course, within the limitations of the law. The light, for treatment for all sides in use of their facilities. No hard and fast rules were suggested and the committee recommended that an indefinite date as to when the national campaign should be constructed as getting under way, which might be the opening barrier for the special political broadcasts. Instead, the committee suggested there should be no set deadline but the conditions and laws peculiar to each State or jurisdiction should be observed.

Time Problem

In connection with the time limitations on commercial copy, the committee felt that the only purpose intended is that of applying the code to commercial transcriptions which may be made during the summer for presentation after the code becomes effective Oct. 1. Into this problem also was thrown the question of day and night time differentials, since the length of day used in daytime programs is greater than that permitted for similar night presentations.

The committee decided that not later than July 1 it would notify advertising agencies placing spot business about the new code provisions to become effective Oct. 1. It will be suggested to agencies, for example, that transcriptions designed primarily for night use should use the commercial limitations specified and, if placed for daytime use, local live announcements could be made in addition, within the code limitations. It was not anticipated that inseparable problems would arise, since legitimate advertisers record their programs more than a few weeks in advance.

There was considerable discussion on the committee in connection with political broadcasting. Because of industry sentiment and because no single yardstick can be applied to every State jurisdiction, in view of variations in laws, it was decided that the most the committee could do would be to advise stations to follow a consistent course in delaying the establishment of a policy. For example, it was said that if an affiliated station accepted a network program gratis for one candidate of one political party, it should accept other network schedules of opposition candidates, whatever their party. Bonus stations on networks should pursue a similar course, it was suggested. Where time is sold, one candidate locally, his opponents also should be required to use commercial time, it was pointed out, since the Communications Act itself requires equal treatment to all candidates for public office.

The commercial program provisions that through the NAB's 1951 annual convention in Atlantic City last year after considerable debate, already have been adopted by the major networks and by a number of stations. As a consequence, it is expected that little transition difficulty will be encountered. The commercial section provides that, during the daytime, stations shall hold the length of commercial copy, including that devoted to contests and offers, to 3:15 minutes for a 15-minute program; 4:30 minutes for a half-hour program and 9 minutes for a one-hour program. At night, the limitation is 2:30 minutes for a 15-minute program; 3 minutes for a half-hour rendition, and 6 minutes for a one-hour program.

Special Rulings

These limitations do not apply to participation programs, announcement programs, “musical clocks”, shoppers’ guides and local programs falling within these general classifications. The section also specifies that because of varying economic and social conditions throughout the country, members of the NAB shall have the right to present to the association for special ruling local situations which in the opinion of the member may justify exceptions to the prescribed limitations.

At the April 11 meeting, in addition to NAB President Neville Miller and Code Committee Chairman Bill, were Martin Campbell, WFAA, Dallas; Earl J. Glade, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore C. Streibert, WBMBB; Gilson Gray, pinch-hitting for Edward Klauber, CBS executive vice-president; H. K. Berkeley, substituting for Niles Trammell, NBC executive vice-president; William B. Dolph, as a guest member, and E. M. Kirby, NAB public relations director and Code Committee secretary; L. M. Birkhead, national director of Friends of Democracy Inc., an organization actively campaigning against un-American activities, met with the committee.

A NETWORK was born when these North Carolina station officials got together recently to form the Carolina Network, tying together WRL, Greensboro; WTM, Wilmington; WFTC, Kinston. Left-to-right are Jonas Welland, owner of WFTC; Gil B. Murray, general manager of WRL, and H. W. Wilson, owner of WTM. WRL is key. The stations are on gruual. For its first sponors, Net added WMFD, Wilmingtont, and WEED, Rocky Mount.

CANDIDATE for governor of Iowa is H. R. Gross, head of the news bureau of WHO, Des Moines, who resigned April 16 and announced his candidacy in a paid commercial broadcast on WHO and KMA, Shenandoah. Gross is the third Republican candidate and one of his opponents is the incumbent governor, George A. Wilson, J. O. Maland, Central Broadcasting Co. vice-president and WHO manager, announced that Jack Shelley, former assistant news editor, will be acting head of the bureau, assisted by Bob Burt, Leonard Howe, Lorana Ellsworth and Farm Editor Herb Plambeck.

KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore C. Streibert, WBMBB; Gilson Gray, pinch-hitting for Edward Klauber, CBS executive vice-president; H. K. Berkeley, substituting for Niles Trammell, NBC executive vice-president; William B. Dolph, as a guest member, and E. M. Kirby, NAB public relations director and Code Committee secretary; L. M. Birkhead, national director of Friends of Democracy Inc., an organization actively campaigning against un-American activities, met with the committee.

A NETWORK was born when these North Carolina station officials got together recently to form the Carolina Network, tying together WRL, Greensboro; WTM, Wilmington; WFTC, Kinston. Left-to-right are Jonas Welland, owner of WFTC; Gil B. Murray, general manager of WRL, and H. W. Wilson, owner of WTM. WRL is key. The stations are on gruual. For its first sponors, Net added WMFD, Wilmingtont, and WEED, Rocky Mount.

A NETWORK was born when these North Carolina station officials got together recently to form the Carolina Network, tying together WRL, Greensboro; WTM, Wilmington; WFTC, Kinston. Left-to-right are Jonas Welland, owner of WFTC; Gil B. Murray, general manager of WRL, and H. W. Wilson, owner of WTM. WRL is key. The stations are on gruual. For its first sponors, Net added WMFD, Wilmingtont, and WEED, Rocky Mount.

Affiliate’s Status To Be Reviewed In Supreme Court

Ruling to Determine Whether Station Is Agent of Net

SUPREME COURT review of the relationship of an affiliated station with a network, to determine whether network’s agent in its area, was authorized April 8 by the nation’s highest tribunal. Granting certiorari to review a ruling by the Supreme Court of Washington State. The litigation was initiated by CBS, in a case in which KIRO, its Seattle outlet, was enjoined in a damage suit as legal representative of the network. The suit was brought by Waldo Hospital Assn., Inc., asking $25,000 from CBS and KIRO for alleged damages resulting from a CBS program broadcast over KIRO.

The hospital association alleged slander because of a program originated by KMOX, St. Louis, CBS-owned station, which ran a program disparaging a hospital having a somewhat similar name, to which a diploma mail annotation was given.

The Supreme Court first held that it could not review the action technically for “want of jurisdiction,” but concluded that it could review the case by reason of the fact that argument will not be heard until the fall term beginning in October.

Just a Contractor

KIRO was served in the case under Washington State laws which authorize service upon any “agent, cashier, or managing agent” of a non-resident corporation. CBS held that it had served KIRO as its agent and sought to enjoin the action. It contended that as a New York corporation it was not in any sense an agent of KIRO and that it did not do business in the State. Its only relationship with the outlet was that of an “independent contractor” of KIRO. The State Supreme Court, however, concluded that the service was proper, since the network learned that the station was a KIRO and therefore it is to be construed as its legal representative in that city.

The case is construed as one of fundamental importance in connection with libel and slander via radio, to determine whether or not the originating station or all stations on the network can be held liable.

Planning Fall Schedule

UNITED PROFIT-SHARING Corp., New York, is planning a radio program to start this fall on a national scale to promote the programs and the affiliates of the company. Details have been almost completed, but will not be announced for about ten days, according to Hubert Hoage & Sons, New York, the agency.

BROADCASTING • Broadcast Advertising

April 15, 1940 • Page 15
AFLRA Disc Code
AMERICAN Federation of Ra-
dio Artists may submit its tran-
saction to the United States Cen-
turers of transcribed programs within the week of April 15, Mrs. Emily Hoit, executive se-
ter of the department, has in-
formed BROADCASTING. She has been authorized to start negotiations for ac-
ceptance of the code, she said. Terms and conditions set up by AFLRA for the employment of announcers, actors and singers on transcriptions are approxi-
ately the same as the rates paid to talent employed on network programs.

LESSONS OF 1936
Six ‘Vital’ Composers of the Air Six Months

REPLYING to an article in the New York Herald-Tribune for April 4, which listed eight composers whose works, according to ASCAP, could not be ban-
ished from the air without seriously affecting pro-
gram interest, the last issue of "Numbers & News" listed five more composers — Victor Herbert, Ru-
dolph Friml, George M. Cohan, Irv-
ing Berlin, Jerome Kern, Cole Por-
ter — and added a "watch list," headed by Hugo
Romberg. Then it points out that from January to July, 1936, when the last ASCAP drive was on, and from ASCAP and was kept off the air, six of these eight composers were given free reign, while only Cohan and Berlin being heard on the air. "This does not mean," says BMI, "that it would be impossible to get ASCAP list do not write good music. It does mean, however, that having been banned for one or two months without destroying the listener in-
terest of radio, it is conceivable that radio will never again do it in 1936 and without any damage to its programs.

Levy on Records
Refunded by RCA

[See earlier story on page 14]
The LAST restraint on performance of phonograph records by broadcast stations until the RCA-
Whiteman case on performance rights is adjudicated, was lifted suddenly April 12 by RCA. Stations which had taken licenses, ranging from $500 to $2500 per month, were sent checks refunding in full all of their payments since the license began. Four months ago, and all others were notified they could perform Victor and Blue-
bird records without fear of action until further notice. Columbia and Decca previously had notified sta-
tions they were free to perform those records.

The letter of W. W. Early, manager of recordings and records of RCA, to all stations, said in part: "It now appears that final de-
termination of all questions involved in the Whiteman case will be delayed longer than we had anti-
ipated. Many quarters have been passed upon by the high-
est court. We have therefore de-

New TBS Feels
Sent to Stations

STATIONS, originally affiliated with the Transcontinental Broadcast-
ing System, have received a letter sounding them out on their willingness to join in new contracts with the proposed new national network along the lines of the con-
tact with stations with other net-
works.

Letter, written April 6 by H. K. Boice, general execu-
tive, states that "under proper conditions" both capital and busi-
ness are available and asks for prompt replies to which TBS may immediately begin laying plans looking toward starting operations in the early fall, when business generally returns to the air, or possibly in midsummer to cash in on the political advertising which will start shortly after the national political conventions.

Four Essentials

Pointing out that the original TBS contract was "based primarily upon" the former TBS which was to obtain from a single source," but which "did not ma-
terialize," Mr. Boice lists the four essen-
tials of the new contract desired by TBS:

1. We must have a certain number of free hours to help de-
fray line charges. Second, a rate on wit-
nessing networks.

The network a return to further cover the cost of lines and oper-
ing expenses. Third, an option on re-
newal of the rate contract.

Fourth, it could not guarantee any fixed amount of sponsored programming. In which he adds that "we would expect to fur-

nished a satisfactory sustaining serv-
vice." He said, "we cannot guarantee it at the start."
While it is too soon for any vol-
untary action, yet, TBS re-
ports that responses received to date indicate a willingness to go along with the network in an attempt to make it work.

Mr. Boice said he believed a new network venture could get a suf-

ficient amount of signatures to warrant an early starting date. This business should start about the time of which TBS would have to be in a posi-
tion to quote a firm rate. In view of the answer on the writing of a new agreement along the lines sug-
gested, he asked that the callers advise him what rate they would quote on a "per occasion" basis. It was possible to be in a position to query the station as to the avail-

able time.

Levy on Records
Refunded by RCA

decided to terminate all licenses here-
after in all stations across the nation and to refund all license fees pro-
duced thereunder.

"We wish to inform you that until further notice from us to the contrary, we shall not make your use of our records for fees in any of the states for the purpose of any claim against you."

WITH 275 stations voluntarily car-
rying its WBS transcriptions, the Child-
ren's Crusade for Children has dis-
cussed with station managers and station news bureaus the possibility of the campaign to take place April 25-30 on behalf of child victims of the world crisis.
Little interruption to Schedules; Bulletins Fed to Press

By BRUCE ROBERTSON

TWO HIGHLIGHTS stand out in the record of radio's coverage of European events during the critical week of April 8.

(1) The ease and efficiency with which the networks moved into emergency status to bring to the American public the unvarnished reports of Germany's unexpected drive into Scandinavia, and the fact that complete as this coverage was it was accomplished with scarcely any disturbance to normal program schedules.

(2) Radio's cooperation with the press associations and newspapers, testified to by hundreds of front page stories and bulletins crediting the networks as their sources.

Although the INS bulletin announcing entry of the German army into Denmark came as an almost complete surprise and although it came at 11:45 p.m., April 8, the news-covering technique which the networks have been carefully perfecting since the crisis of September, 1938, made clear their efficacy as a news agency as well as an entertainment medium. No sooner had the news of invasion been received than they began to function. Abandoning usual sign-offs, NBC and CBS stayed on the air through the night (CBS all night; NBC until 4 a.m.), broadcasting bulletins of developments as fast as reported.

Monitors Busy

The disruption of communications from Denmark and Norway coincident with the Nazi conquest brought the network monitoring services into full play. CBS and NBC placed crews of engineers and translators on 24-hour duty, listening to broadcasts from European stations, in the midst of this seeming importance and rushing them to the news editors for broadcasting.

All important news not covered by the press services is immediately put on the teletype that connect NBC and CBS with the news services and New York daily papers.

WHEN the invasion of Norway and Denmark made news the most important subject in the Scandinavian populated Twin Cities, KSTP news-casters took a one-day short course at Minnesota U in proper pronuncia-
tion of Norse names. Last week are George Grim, Bob Murphy, Brooks Henderson and Prof. Martin Ruud, head of the Scandinavian languages department.

Care is taken, however, not to send any but really important, hot news to the press, as it would be no favor to the author or editor to swamp him with trivia or with material already received from regular channels.

In addition to its regular listening post at Freeport, Long Island, which has been in 18-hour daily operation since the outbreak of the war, both NBC and CBS have an additional receiver on the roof of its studio building to listen exclusively to BBC and other stations in the U. It was put on a 24-hour schedule for a few days, but reverted to its 18-hour trick at the end of the week. Monitoring routine at CBS calls for engineers at Freeport to monitor four European broadcasts at all times, feeding whatever seems most important by wire into the CBS news studios. Certain broadcasts, such as the BBC news periods, are tuned in daily, and when the station is constant tuning from station to station in search of a news break.

In view of the fact that both networks are recorded on dicatograph records, translated if need be, and passed along to the news editors, who read it over, the news received from the news agencies via teletype, edit it and pass along to 15% of 1% of its out to their announcers and to the papers. At NBC, whose receiving antennas are on the roof of the RCA Bldg., and whose engineers and translators are in the news department, the handling process is much the same. NBC, which has used the viewers' monitoring equipment and on ever since Munich, also put it on 24-hour duty for the first few days of the present German offensive.

Monitoring BBC April 11, NBC found news being jammed. Music would come through clear as a bell in the announcer's mind, but if the announcer, who had just read a news dispatch, a loud buzz would block it out.

Scoop by INS

Chief scoop of the Scandinavian campaign was the opening bulletin sent to its radio clients, including both NBC and CBS, by International News Service, which brought the news that Germany had invaded Denmark to them about 45 minutes ahead of other news services. CBS scored with a 3 a.m. broadcast from London in which Edward Musgrove told America that the German troops had landed at Bergen.

Major proof of radio's increased skill in news reporting is given by the fact that NBC's regular commercial program was cancelled or interrupted during the week for war news, and after the first night for war news was flashed, although occasionally a news bulletin would be inserted between numbers in a musical program.

By increasing the number of pick-up and follow-up news bulletins in the station-breaks between programs, the networks kept their audiences informed without the annoyance of constant interruptions in the midst of comedy or dramatic shows. If a major news break comes, it will of course take precedence over anything else on the air, all network newsmen agree, but as far as possible they are striving to give the news without affecting the entertainment.

Mutual on Tuesday and Thursday nights utilized its crisis technique of recording pickups from abroad to give its listeners a program of news from London, Rome, Paris and Berlin, allowing the audience to get the same news as interpreted by the various government agencies. MBS also was unique in presenting several broad- casts, each with a different commentator, on the same day, correspondent there for the Chicago Tribune, doing the broadcast, as neither NBC nor CBS had been able to get in touch with their correspondents in that city.

None of the networks attempted to arrange broadcasts from Oslo or Copenhagen, as the first move of the Nazis on entering those cities was to take over the radio as the means of giving orders to the public, and therefore whatever could be had from these points would almost inevitably be propaganda. General procedure was to pick up the news from London, Paris and Berlin, where all arrangements for broadcasting to America had been set up since the beginning of the war and were well established.

Kaltenborn's Dual Role

The conflicting news bulletins and reports of the various governments were broadcast as news, and then analyzed by the commentators of each network. H. V. Kaltenborn, who the week previous had shifted from CBS to NBC, was made official commentator of the Red Network; John Gunther handled that assignment on the Blue. At CBS, Elmer Davis, Linton Wells and Maj. George Fielding Elliott analyzed the news. Raymond Gram Swing, Mutual's chief commentator from the West, returned to his former schedule of five broadcasts weekly. Kaltenborn, incidentally, was in a unique position of being an NBC commentator while his CBS Pure Oil schedule must be maintained for two more weeks.

Although the sudden move by Germany was unexpected, both NBC and CBS had received advance warnings from abroad. A cable from one of its correspondents to watch for news from Scandi-
navia, was the signal for NBC to put its monitors on 24-hour duty. On the following day a CBS foreign correspondent told in his broadcast a sentence to the effect that important news is expected soon "but I can't say what since totalitarian states don't take leaks into radio into their confidence." This cryptic statement was enough to keep Paul White, CBS news director, at his desk the next evening and on the job when the break came.

KSTP, St. Paul, applied to the FCC April 12 for a Class 2 television station... to operate with 10,000 watts on 41-45 mc.

WHAT to talk about? is the problem to be solved by NBC's news commentators and executives. With foreign censors listening, the subjects are decided in pre-broadcast trans-

iccations over so-called Q circuits, Here (1 to r) John Gunther, NBC-Blue commentator, A. A. Schechter, NBC news and special events director, and H. V. Kaltenborn, NBC-Red commentator, talk with Fred Tate in Lon-

don and Paul Archinard in Paris.

Arbitrators Hear Chicago Problem

Ruling in AFRA Case Seen Before the End of May

HEARINGS conducted under the auspices of the American Arbitra-

tion Assn., on the dispute between the American Federation of Radio Artists and the networks regarding extra compensation to be paid staff announcers of Chicago outlets for local commercials concluded April 4 after three days of testimony. With 20 days allowed for the filing of evidentiary additional five days for reply briefs and a month for the arbitrators to con-
sider the case, decision may be expected about the end of May.

At the present evidence were Barry Rumple, NBC statisti-

can, who broke down talent costs for salesmen and producers; Robert J. Scott of Schwimmer & Scott, Chicago advertising agency, who supported the network contention that announcers would act as a handicap to the sale of time to local advertisers; John A. McLaughlin, a canta-
tor for WBBM, Chicago CBS key, who explained the station point of view, and Emily Holt and George Heller, executive secre-
taries of AFRA, presenting the union's testimony.

Counsel included Henry Jaffe, for AFRA; Joseph A. McDonald, NBC; John B. Moser, CBS; Keith Master, WGN. Mr. Master was to attend Tuesday's meeting. After the hearing, and his place was taken by Ed Wood, sales manager of MBS. WLS, Chi-

cago, was not a party to the suit but the station's attorney, Thomas G. Murphy, was permitted to attend the sessions.

Arbitrators George Bowdoin, representing the networks, Wesley A. Sturges for AFRA and Nathan Isaacs, chairman.

Fielding Elliott analyzed the news. Raymond Gram Swing, Mutual's chief commentator from the West, returned to his former schedule of five broadcasts weekly. Kaltenborn, incidentally, was in a unique position of being an NBC commentator while his CBS Pure Oil schedule must be maintained for two more weeks.

Although the sudden move by Germany was unexpected, both NBC and CBS had received advance warnings from abroad. A cable from one of its correspondents to watch for news from Scandi-

navia, was the signal for NBC to put its monitors on 24-hour duty. On the following day a CBS foreign corre-

spondent told in his broadcast a sentence to the effect that im-
portant news is expected soon "but I can't say what since totalitarian states don't take leaks into radio into their confidence." This cryptic statement was enough to keep Paul White, CBS news director, at his desk the next evening and on the job when the break came.
Networks Making Schedule Shifts For Time Change
Many Programs Are Affected By Annual Spring Switch

WHEN Daylight Saving Time goes into effect at 2 a., April 28, sponsors of many of the network programs announced plans for season cuts and other scheduling changes necessary for the start of summer. The changes in schedules, discontinuing programs for seasonal reasons, and others, are also being made by Daylight Time Schedule shifts of NBC, CBS, and other networks for the most part settled their summer plans for broadcasting, while those of companies ending in May or later are not entirely definite.

Replacements programs are under consideration for many of the networks which, for various reasons, go off the air for the summer to return in the fall after Daylight Time ends on Sept. 25. According to the agencies, these summer programs cost the sponsors $4 to $8 of the entire program, as long as the talent employed is concerned. Time costs too are slightly less during the summer, usually due to the fact that some stations carrying the programs are dropped from the schedules and others in the Central Time Zone move into daytime hours which are less expensive than the evening hours.

The schedule of NBC, CBS, and MBS programs is as follows:

BCB-NEW
R. F. DREXLER (cigars), Smokey Dreams, on April 7.
FOOD & BEVERAGE Broadcasters Assoc., "10 a.m. to 11:30 p.m.
JOHN MORRILL & Co. (Red Heart Dog Food), Dog Show, on April 7.
BROWN & WILLIAMSON Tobacco Co. (Avonite), Aviation, Time, on April 28.
LEWIS-WINEY MEDICINE Co. (Tums), Quaker Oats, on April 27.

BCB-UK
DR. A. S. SLOAN (Sloan's Liniment), Tune, on April 25.
GENERAL MILLS (Wheaties), Jack Armstrong, continues to narrate summer for first time, with April 29 renewal.
BENJAMIN MOORE & CO. (paint), Red Boot, on April 28.

BCB-BLUE
GENERAL FOODS Corp. (Jell-O), replaces Jack Benny with "The Aldrich Family, June 23.

BCB-BLUE "B" C. F. MULLER Co. (macaroni), Thunder Over Paradise, on May 10.
GENERAL FOODS Corp. (bran flakes), Young Dr. Mason, off May 3.
MANHATTAN SOAP Co. (Sweetheart soap), Jack Armstrong, continues to narrate summer for first time.
WARD BAKING Co. (bread and cake), Joe Penner, on April 25.

CBS
GENERAL FOODS Corp. (Grappino), The Kate Smith Hour, on June 14.
LEVER BROS. Co. (Kinos, Big Town, on June 11.
BROWN & WILLIAMSON Tobacco Co. (Bachelors), Paul Sullivan hosts the News, on April 26, 2:45-5 p.m., April 29.
PRATT & HOPKINS CORDLE Co. (Teal and Drew), Professor Quiz shifts to Tues., March 3, 8:30 p.m., rebroadcast 11:30-12:30 a.m., April 16.
CAMPBELL SOUP Co. (Amos 'n Andy), Arline Oakley, on April 27, 11:10-12:30 p.m., WJR WHA WMKO WCCO to repeat.
CAMPBELL SOUP Co. (Franco-American Spaghetti), Lena Rose, April 23 shifts WJR WHA WMKO WCCO to repeat.
INTE NATIONAL SILVER Co. (Silver Threads), with May 28 by Press in Print, Sun., 8-11 p.m.

THEME PAY Rulling Aroused Protests
AFM Contracts Are Changed Despite Their Provisions

BROADCASTERS and transcription companies are protesting a recent ruling of the New York local (502) of the American Federation of Musicians, which prohibits, for example, paying for pianists or organists supplying theme music for dramatic script shows. The ruling applies to the union's requirement that the performer's fee be paid in addition to the union's membership, usually called the "double" expense. A similar ruling was not made to compensate the leader of an orchestra, selecting music for the Network broadcast of the opera. A similar contract was, under this new ruling, now gets double pay for extra performance.

'Blank' Checks

Objection is not aimed solely at this ruling, although it means absorbing the extra muscle cost for the duration of present contracts with depots, but is also being called for the programs to be billed at over-all package prices, but at the general agreement making a contract, by its contracts subject to change with- or notice. In effect, say the broadcasters, the "blank" contains a blank check whenever we sign an AFM contract. Since we cannot similarly control our advertisers without likewise requesting them to sign blank checks, which they would probably refuse to do, we are left holding the bag.

Furthermore, the AFM, unlike other union, is consistently refused to any disputes to be submitted to outside arbitrators, reserving to themselves the final decision in all disagreements.

Another recent example of this "subject to change without notice" policy is Local 10's decision that 802-called by charge levies when traveling orchestras in New York during the month of June should apply to transcriptions as well.

Recording Charge

The rule is that when an orchestra having one or more members who belong to other locals than 802 comes into New York for a hotel, or other engagement, and broadcasts from New York a fee amounting to 50% of union scale for the whole orchestra should be paid to 802. This letter is a reproduction of a transcription manufacturer who issues such a fee for transcriptions made last December by a traveling hand, not only applying its new interpretation, but immediately, making it retroactive as well.

FOR the second consecutive year KCKN, Kansas City, Kan., on March 30 turned over the entire afternoon broadcast program to a new group originated and produced entirely by students of the local Argentine High School, under the direction of the management staff of John Attenberry last year. The program, heard from 2 to 7 p.m., was prepared entirely by the students of the school. The schedule featured all types of radio fare, from news to music.
Flexible Television Is Urged by President

Endorses Fly's Stand; Full Commercial Operation of Video Is Foreseen

By SOL TAISHOFF

CLIMAXING a controversy that has swept from Congress to the White House, President Roosevelt April 12 advocated a free, competitive television industry paralleling present-day broadcasting, and predicted a great future for visual radio with the whole regulatory problem straightened out by this summer.

Commenting at his press conference on the dizzy developments of the last fortnight, the Chief Executive said he had discussed the whole matter with James Lawrence Fly of the FCC. In effect he endorsed the position taken by the FCC and warned against development of a monopoly of television transmission, suggesting that the important difference between television and aural radio, pointing out that unless a receiver is developed permitting reception of all video transmissions, the public may be forced to have several different types of sets.

Virtual Mandate From Senate Committee

The President's comments strengthened the view that the FCC should be given virtual powers by Congress, pending the outcome of visual radio, license new stations and settle the allocation issue. As a matter of fact, the FCC and the industry leadership have already prepared a virtual mandate from the Senate Interstate Commerce Committee on April 10 to get together quickly and stop what has been termed the bickering and bungling that are delaying television development.

Moreover, it was gleaned from the swiftly moving developments that full commercial rather than the sharply-criticized "limited commercial" operation of television is in the offing. The FCC after expiration by Sept. 1—the date originally set and then suspended for the onset of "semi-commercial" video—issued its publication on June 24, 1940, which Mr. Sarnoff is said to have withheld to keep his "freeze" in effect until the FCC changed its actions.

The President said he had called in Chairman Fly to find out what was going on regarding television. Predicting a great future for the industry, he indicated he did not believe it would put as many people to work as had been predicted. In this connection, President David Sarnoff of RCA had advised the Senate Commerce Committee, which has been investigating a billion dollar industry employing perhaps 500,000 to 600,000 people when television emerges full blown.

The important question in television development, in the opinion of the chief executive, is that of competition. The FCC properly wants to avoid a monopoly and because of the peculiar setup of television technically, he feels precautions should be taken. The FCC does not want the industry to get into the position where one company will control all television transmission. Since in standard radio, there are national, regional and local stations which can be picked up on any set within range, the chief executive said he felt television should follow the same general line and the structure ought to be under the same competitive system. While the telecast is a "limited commercial" operation, or a town hall meeting, the public should have a receiver capable of picking up both, he felt.

Even while the President commented on the television controversy, the FCC was winding up its hearing on the issue under its order of March 23, which reopened the whole question of television regulation because it felt RCA was attempting to stampede the public into buying receivers and thereby "freeze" transmission and reception standards—a contention which RCA President Sarnoff vehemently disclaimed. It was this rehearing order which touched off the explosion.

Aside from the legislative activity, there descended upon the FCC the editorial wrath of many industry's leading newspapers, which charged the agency with exceeding its authority and attempting to stifle industrial development. The Commission's action has also caused many to criticize RCA's merchandising and advertising campaign in the New York area as an effort to inveigle the public into buying its 441-line receivers. This, a commission majority had held, would snuff out competition.

Gratifying of DuMont Station Indicated

Immediately following his White House visit April 11, Chairman Fly started his auditors with the confession that he felt the FCC had erred in its original television action of last Feb. 28, authorizing limited commercial operation. This brought from Chairman Wheeler (D-Mont.), of the Senate Committee, a plea for peace between the industry and the Commission. He urged RCA, the FCC and others to get together and compose their differences, perhaps through an agreement on standards for a flexible-type television receiver. Members of the committee concurred and the FCC found itself under what amounted to instruction to settle the differences.

It became apparent that the resolution (SR-231) by Senator Lundeen, Minnesota Farmer-Laborite, to investigate the FCC on grounds that it had retarded television development and had exceeded its authority, which was the basis for the Senate hearings, would die. The preponderant committee opinion was that since the FCC had admitted its error and was trying to rectify it, the whole matter should be completed with dispatch.

The Senate Committee heard Mr. Sarnoff immediately following Chairman Fly, as well as brief statements from representatives of DuMont and Farnsworth. The RCA President charged that the FCC had impeded development of what he predicted would become a "billion dollar industry" by its "bewildering action" in "publicly indicting" RCA. He disclaimed any RCA intent of trying to freeze or monopolize the market and asked only that television be permitted to go on ahead. RCA, he said, was ready to offer home television on an 18 x 24 inch screen as well as full-size motion picture television. He also predicted prompt network television which could expand to nationwide proportions if the industry is permitted to get under way.

The President made his statement, the only voices outside the FCC's own hearing in support of which came from Rep. Cox (D-Ga.), in a brief address on the floor if the House, and in editorials in a handful of newspapers, as against the many which had condemned the action.

During all this Congressional and White House activity, the FCC continues to ponder the question of whether it should amend its Feb. 29 order and halt "limited commercial operation" scheduled for Sept. 1. Hearings before the Commission began April 8 and continued through April 12.

Barbour Lashes at Bureaucratic Actions

On the heels of the Lundeen Resolution, Senator Barbour (R-N.J.), on April 10 introduced a bill (S-485) to amend Communications Acts and strip the FCC of power to regulate or control radio experimentation, research or development of scientific future, such as the use of any apparatus for transmission or reception of radio "or the business policies of radio broadcasters." It was referred to the Interstate Commerce Committee, but its fate is doubtful in view of the election year and because it would entail an investigation of the FCC. This Congress evidently does not relish, with a political campaign in the air, a bill that would place the FCC under the House and Senate of the 80th Congress.

Senator Barbour lashed the FCC in introducing his bill, declaring that the public will be deprived of early television. Five senators Congress "knocks some sense into the FCC." He said his bill would unshackle television from the "present misbegotten" caption of "bureaucratic control by bungling and brazen bureaucracy". He cited the recent Supreme Court decision in the DuMont case (Broadcasting April 1, 1940) as reestablishing the FCC's authority, declaring that Congress did not give the FCC power to do anything "ugly, but rather that its function is to "police the air". A third resolution (HRes-482)
Locks and Keys, R.R. Tracks and Television—An Editorial

BEHIND the hue and cry over television, which seems to be the freest and most exhilarating information - not possibly a monopoly unless the Government wills it so, lies a glaring flaw in the broadcasting industry that the FCC, far from cooperating with radio progress, is being involved by some into a complex. The whole television upsurge, the expense of needless hearings, the fraidy nerves, might have been avoided had the FCC majority been a keen sense of public as well as industry relations.

Going far out of bounds in basing their suspension order on RCA's promotional activities, the FCC has repeatedly accused the company of decep-
tion, if misleading, they more easily might have called in the principals and, across the table, employed the powers of amicable persuasion. Or they might simply have issued a statement warning the public that television standards are not yet established and that buyers should beware lest sets become obsolete or require later radical changes.

To us the argument was that a few thousand sets, sold in one restricted area be- tween now and the time the FCC might get around to establishing standards, might freeze standards at the RCA (and RMA) levels. RCA was frankly straining at the leash to get started. It had $10,000,000 invested in television; it had the transmitting equipment, the production facilities and the men. Through RCA some of the best brains in the art had agreed to certain scanning and framing meth- ods that would become a sealed and ex- pensive. It quite properly did not want to wait for others not yet ready or not au-
thorized to broadcast their own systems before consumption. The monitors were made available to a wider audience.

RCA finds itself on the popular side of its issue with the FCC—in the preponderant edi-
torials of the time, in the legislatures, sub-
stantial bi-partisan Congressional elements.

Mr. Roosevelt need have no fear of monopoly so long as the FCC has the authority to license competing televising stations and systems and exercises the authority to fix standards, which no one disputes. The fact remains, however, that only one system was ready for public in-
roduction; that few other stations are oper-
ating; that the FCC report itself stated they should re-
main flexible; and that no date for official standards had even been hinted until all this uproar.

The fact also remains that RCA-NBC, not to forget CBS, Don Lee, Farnsworth and other elements, are not going to go along (we think wrongly) with "limited commer-
cial" operation, whereby the sponsor might pay only program costs, implying the right of the FCC to check income records and perhaps impose taxes on the "fixed" license fees. As the FCC advocates, should have de-
manned full commercial privileges or none.

The whole episode seems to have been born of the desire to make a some- what new and traumatic, but still not clear. Yet out of it all, we have every hope that good will come. The Commission has disclaimed any au-
thority over marketing and promotion, which is none of its business; it has done its issue over attempts to exert program control; it has been shown that the industry, though fearful of its very life because of the vast re-
prisal powers residing in the Commission, can get up on its hind legs and command public and official attention when aroused.

Nevertheless, it is apparent that some sort of check and balance over commissions and com-
missioners with prejudices and predilec-
tions is needed—perhaps the administrative court sitting behind independent agencies en-
visioned in the Logan-Walter Bill slat ed for action in Congress this session.

was introduced April 10 by Rep. Con- nery (D-Mass), persistent cit-
ic of the FCC and of purported monopoly in broadcasting, seeking a sweeping radio investigation. He has introduced similar resolutions during past sessions.

RCA Ready to Make Flexible Receivers

Meanwhile, RCA in its testimony April 12 before the FCC, revealed through its vice-president and general counsel, Manton Davis, that if the FCC licenses receivers to broadcast television on standards in addition to those in use and will specify what the standards are to be, RCA is "prepared now to build television receivers so that they will receive television programs from such standards."

This was accepted as a com-
mitment by RCA to manufacture flexible receivers capable of pick-
ing up several systems, to the satisfaction of those which might be authorized by the Commission, provided it is tech-
nically feasible.

The Senate committee hearing was seen as a vindication of the views of Commissioner T. A. M. Craven, who dissent from the Commission's action reopening the television hearings. He did not testify, but was reported straight after Chairman Fly had stated that he had filed no dissent-

The FCC is headed. It is an important development of the FCC's jurisdiction over the radio Manufacturers Assn., dealing with television since the is-
pelled to close and fan his wings; the FCC has been shown that the stake is high.

RCA is the largest of the "big four" television companies; its stockholders' equity is under £200,000,000. The implications of a decision against RCA are bound to be serious.

Meanwhile, RCA has been showing its due to the Senate, and the Senate, plentifully.
ed commercial operation of television there had developed confusion in the public mind and "abandonment of manufacturing, advertising and sales promotion" that had been halted. A committee proposal that the Senate Committee investigate the FCC actions in connection with television and ascertain whether it had exceeded its authority and whether it was acting within the freedom of public and private enterprise. "From the outset it became evident that the committee was divided. Senator Reed (R-Kan.), former Governor of Kansas and now chairman of its Utilities Commission, at one point walked out of the room, contending the whole matter was strictly before the Senate and not before the congressional judiciary. He was prevailed upon to return by Chairman Wheeler but several times afterward interjected he felt the committee was wasting its time and should meet only on matters having to do with new legislation.

Chairman Wheeler took the position that the industry should seek to get together and arrive at an agreement which would permit the Commission to establish operating standards allowing immediate development of the new industry. He concluded toward the end of the first session of a flexible receiver, which would accommodate all methods of transmission and which Mr. Sarnoff had testified could be developed at an additional cost of perhaps $40 per receiver.

Senator Hill (D-Ala.) also intervened on behalf of the fly position. On the other hand, the fly appeared, were Senator Lundeen, author of the investigation resolution, and Senator Gurney (R-S.D.), former operator of WNAX, Yankton.

Chairman Fly spoke for the extraordinary. He appeared from the evening session of the first day's hearing and several times carried the fight to members of the committee themselves. He maintained the FCC was following the Congressional mandate. When Congress amended the Communications Act of 1934 he proposed to carry out the charge as he felt it was its duty.

Foreign Progress

Discussed by Chairman

In opening his presentation, Chairman Fly said he was glad of the opportunity to appear because so much "misinformation" has been spread about the proceedings. He evidently referred to the deluge of editorial and press releases in connection with the FCC's action. In reviewing the FCC's television actions, he said the original Commission order, authorizing limited commercial operation effective next Sept. 1, was the best unless it was improved by the support of its television committee of three. The second order, calling for the redevelopment of the industry, was, by a 4-to-1 vote, Commissioner Craven dissenting. But, added the chairman, his resolution was never challenged as to its propriety or reasonableness. It was when the Commission began to ask "what if anything should be done about the art "moving too fast"", Chairman Fly said, that the committee was in serious trouble.

As asked by Senator Lundeen about European television, Chairman Fly said the British development, which had progressed for three years, had been stopped because of the war. He said the British system was mechanical as opposed to our electronic system. He characterized Germany as behind Britain and said he knew of no other developments in visual radio abroad. Alluding to his "ill and heavy cross" Chairman Fly sought to explain that television has a feature not found in any other industry including sound radio. With the FCC is aiming at today, he said, is a flexible system that will pick up a method of transmission. Whether the industry can get a "standard gauge" on which all will operate, he added, remains to be done for the public. He held that a few months' delay may prevent a serious public loss along with freeing of one system and the snuffing out of all competing systems.

Parrning questions by Senator Lundeen, Mr. Fly said there must be competition if television is to have a public trial and that other systems, such as those developed by DuMont and Philco, should be given an opportunity to develop.

Senator Gurney read from the April 1 Broadcasting the Supreme Court decision in the Sanders case, paring "the ill and heavy cross" of the opinion dealing with FCC functions. He inquired whether that decision, had it been rendered prior to the FCC's action reopening the hearing, would have had any bearing on the action.

"Not any more than the flowers that bloom in the spring," replied the FCC chairman. He held that the language in the opinion was entirely inappropriate and did not fit the television situation. He pointed out that it related to applications of standard broadcast stations and was directed to the single question of free competition.

Might Allow Limited Commercial Operation

While Chairman Fly disclaimed any intention on his part to regulate the sale of receivers or the advertising and merchandising of sets, he declared nevertheless that under his construction of the statute, if the Commission observes from any source the effort to "lock down" development, "we are going to have in there to carry out our duty."

Chairman Fly insisted the Commission had done nothing more than suspend one provision of its rule — dealing with limited commercial operation beginning Sept. 1. He said that as things now stand the Commission might permit a limited type of commercial operation, with the sponsor paying for programs only.

When Senator Lundeen asked whether Chairman Fly felt his first order was wrong in the light of developments, the chairman replied that such a conclusion "probably is right". While the Commission might make its first order more conservative and to warn that television is experimental, he said it now appears it did not set up proper safeguards.

Chairman Fly paid tribute both to DuMont and Philco. He described Allen B. DuMont as perhaps the second most important research man in television and Philco as the largest manufacturer of radio and seller of radios in the world. He called DuMont the leading competitor in television.

When Senator Wheeler inquired whether DuMont was connected with Paramount, Mr. Fly said that DuMont had some financing from the motion picture company but rejected any rumor that Paramount had "forced" the rehiring issue. He said no company in any industry can bring that sort of pressure upon the Commission and that no one had communicated with it in connection with the RCA merchandising campaign.

Senator Hill read the RCA full-page ad, which was cited by the FCC in its order. Chairman Fly referred to the RCA merchandising campaign as a sort of "blitzkrieg". He again stated he would rather say that we made a mistake" and that an honest difference of opinion is quite possible in the public interest. Thus, he said, since the FCC felt its precautions in its original order were unnecessary, it decided to go back and clean up the defects.

A discussion of the television patent situation was precipitated. Mr. Fly said the FCC had not suggested whether anyone had to pay a royalty if he personally had thought about suggesting to the industry if it could have been added in the rule. His understanding was that RCA itself owns or has the ability to license all of the patents necessary to television manufacture.

Belittles Efforts at Commission Lobbying.

A discussion of lobbying of the FCC brought from Chairman Fly the statement that though there had been many efforts along that line, he hated to say that such interventions hurt anyone but that "it never helps". He observed, too, that the FCC had been used as a sort of "public whipping boy", and again referring to newspaper criticism.

Television, the chairman said, is not a new force. It is already making headway with a pessimistic and extensive merchandising campaign, and he felt it might be able to within a few months, however, and predicted that within a year "we can go ahead with full commercial operation and have our general standards and full competition."

When Senator Wheeler asked if it would not be possible to get all industry groups together before developing standards, Chairman Fly responded affirmatively, provided independent manufacturer PARAMOUNT CORPORATION had entered in such a plan. He said the great danger was that of taking "this thing to the public" and selling him down the river for a few pieces of silver.

Billions Dollar Industry

Foreseen by Sarnoff

At the afternoon session Mr. Sarnoff first read a prepared statement in which he defined the position. Responding to a question, he predicted that, given the opportunity to develop the industry, he believed that it would be a billion dollar industry. He estimated that the present radio industry, with a $600,000,000 turnover employing 400,000 people, would be augmented by an industry with a $2,000,000,000 turnover which might hire from 500,000 to 800,000 people, and take up the unemployment in that field.

Declaring that solution of the problem lies in action rather than words, Mr. Sarnoff explained that he never questioned the FCC's jurisdiction regarding powers given it by Congress to license television or other radio services if it had no views as to whether any act of the Commission "will advance or retard" television, but that all such action is made clear as a result of the current hearings.

The commissioner's opinions regard to television he enumerated as (1) should introduction of television be expedited by the FCC; (2) that the engineers of the industry have agreed on technical standards; (2) further research be retarded by the FCC; (3) the early introduction of television receivers now on the market; (3) the public suffer from excessive obsolescence due to

ACTUAL OPERATION of multiplexing—the transmission and reception by radio of both facsimile and voice simultaneously on an FM station—was demonstrated in early April by W. G. H. Finch, president of the French_Inventions "Parade of Inventions" exhibit held in Washington. This French Facsimile Film Laboratory, a compact and specially designed mobile unit shown above was used as the multiplex transmitting unit. The trailer houses a complete fixed-wire radio station and various models of Finch facsimile units. Shown in the photo (1 to r) are Harold Hunkins, engineer in charge of the mobile unit; E. J. Kett, FCC chief engineer, and Fred Ehler, executive of the Finch company.

Yet They Sell

DESPITE the publicity adverse to television sales that resulted from the FCC's March 22 order suspending the Sept. 1 starting date of "limited experimental operation," RCA dealers in the New York area reported the sale of 40 television sets during the following week. Chairman Reed was said to have entered a radio shop and purchased a television set, asserting that "wouldn't let those men in Washington tell me whether or not I should buy one."

BROADCASTING • Broadcast Advertising

April 15, 1940 • Page 18-C
the improvements in the new art; (4) will competition be helped or injured through the introduction of television by those in the industry who are now ready, and what has been done for them.

Answering the first of the questions, Mr. Sarnoff said RCA has never purchased a single set of standards and he felt such action is not necessary to create the television industry. The "true" public service that would flow from it.

Declaring the triumph of television lies in the fact that it has made possible the addition of the "electrical eye to the electrical ear in color," he said. But RCA has invested more than $10,000,000 in ten years of television development. The expenditure by RCA for this work is $2,000,000 annually. But he said these sums were only a "drop in the bucket" to what will be needed for further research and development in the next 20 years. He said little achieved today will survive the next ten years.

"FCC research achievements by RCA, he said, have been set forth in a total of approximately 1,000 engineering studies and he felt that FCC is "contributing to the achievement of higher standards of television transmision which is higher than any other organization in the United States."

**Tell of Developments in the Laboratories**

Discussing new developments, he said that RCA has been developing television is authorized, to seek a license for construction of a radio relay system and a direct transmission television to the public on a nationwide basis. Home television receivers with receiving pictures as large as 18 x 24 inches are being developed in the laboratory, he declared. Moreover, in the near future, he said make available theatre television equipment which will project pictures upon full-size movie screens. For television, he said, RCA has been so conservative as to its achievements in the past that it has been called "conservative," and he added, "RCA is not so conservative as it is often charged with the "charge of holding back the art for commercial reasons." He said that in the field of television service is available every schoolboy knows the limitations of television and that the receiver is not sold sight-unseen in a package over the grocery store counter. Sight transmitted through the air should not be treated on the same basis of obsolence as a spring hat or fur coat.

Even if higher standards should entail ultimate obsolescence of the television equipment, Mr. Sarnoff said, the changer would still have a first-class receiving set with sound reception on three bands, unaffected by any changes in the transmission. Declaring that only three suggestions have been made regarding changes in television, he said that if all were adopted, the cost to the consumer to adjust sets for this new reception would be about $40. But he said these changes were incorporated in the new sets originally, the cost might be a little less. He favored no such action before the full out obligation, RCA has already re-funded to the purchasers of some 1,400 of its sets amounts equal to the reduction of $40, and the reduction, he said, would be possible by commercial production, amounting in some cases to $205 per instrument.

"I believe that, given the opportunity, American ingenuity and engineering will develop a new industry in television amounting to a billion dollars and growing at a pace as the world has never seen. It is our opinion that this can be done without undue disturbance to the existing standards. But this achievement is impossible unless we show the courage that has underlined the radio center of the world."

Concluding his prepared statement, Mr. Sarnoff threw himself open to questions from the audience. Chairman Fly had taken a seat next to Chairman Wheeler. On several occasions interdictions were introduced to refute statements made by Mr. Sarnoff and even directed currently to the truth, a rather unusual procedure.

**Merely a Matter of Changing the Key**

Mr. Sarnoff said that prior to Mr. Fly's testimony he had not known the FCC felt it had made the choice of changing the key. He was being accused of the error. He said all RCA desired was to see the "lock and key" relationship of the FCC rule of the "lock and key" or "whatever else will get it started".

Mr. Sarnoff said the lock and key relationship mentioned by Mr. Fly, the RCA president said this was not peculiar to television alone, but also to the radio. He felt it was not a question of "throwing away the house" but simply a matter of changing the key and keeping the house, in the event there are developments of the character that are to be announced by the chairman. One-half of the television receiver is a broadcast instrument; the other half is a picture circuit, he said. All that is necessary, in the event of sweeping changes, is that the visual key be changed and the person making the change pays for it.

When Chairman Wheeler wanted that RCA develop a flexible receiver, capable of picking up all signals, Mr. Sarnoff said it would not be ready in a hurry. Moreover, he said RCA was not convinced that the DuMont or any other receiver not of its own, manufactured under RCA standards. He said DuMont had already advertised that they would sell their receivers and since it claims that advantage, it is taking no risk. If its receivers are better than those of RCA, he said the public would buy them and RCA would be the loser.

Reading from the FCC order of Feb. 29, setting up limited competition, Mr. Sarnoff pointed out that the Commission had urged against adoption of certain standards that the industry and said that they should be "scrupulously avoided for the time being." In the case of DuMont, he said, although it has had an application pending for more than a year for a station in New York, it has not been granted and the DuMont system has never been publicly demonstrated. He pointed out aside from the material and DuMont system by RCA and has never been publicly demonstrated. He pointed out that aside from the material and DuMont system by RCA and has never been publicly demonstrated. He pointed out that aside from the fact, said Mr. Sarnoff, "that the Commission actually said it had made not only two, but three mistakes.

Displaying a DuMont full-page ad published in the New York Times in April, 1938, Mr. Sarnoff said that his company has only one member on the RCA board and the RCA standards represent a cross-section of the best engineering judgment in the industry. Moreover, he said Philco was an RCA member while DuMont was not. When Chairman Fly questioned the Philco statement, Mr. Sarnoff said it was his understanding that Philco had joined in the unanimous RCA report on the adoption of standards and then when the FCC hearings started "Philco ran out on it."

**Lunden Promises to Carry Fight to Senate**

Observing that the Commission had warned the industry against fixing standards, Mr. Sarnoff said that the Commission actually added that it had made not one but two mistakes.

Displaying a DuMont full-page ad published in the New York Times in April, 1938, Mr. Sarnoff said his company has only one member on the RCA board and the RCA standards represent a cross-section of the best engineering judgment in the industry. Moreover, he said Philco was an RCA member while DuMont was not. When Chairman Fly questioned the Philco statement, Mr. Sarnoff said it was his understanding that Philco had joined in the unanimous RCA report on the adoption of standards and then when the FCC hearings started "Philco ran out on it."

Senator Lunden denounced "little. Government bureaus" which are "intruding themselves" in business and "paralyzing industry. Declaring there are some 12,000,000 unemployed in the country, he said such action as the television then tended to add to the unemployment plight of the nation. Referring specifically to television, he said the industry should be permitted to proceed and contribute to industrial development until it can take the fight to the floor of Congress.

Declaring that Thomas F. Joyce, RCA Mfg. Co. vice-president in charge of advertising, had told the FCC at the original television hearing, "next week we will have the merchandising plans of RCA in detail. Mr. Sarnoff said he did not know today what Mr. Joyce had to say. We shop the company's merchandising campaign. The test, he said, is how many sets RCA was producing. The answer is that there could only be 5,000 RCA sets produced between Feb. 29, 1939, the date of the FCC action and the Sept. 1 limited commercial date. The man said during the first year was 25,000, because of production limitations, he said.

Asserting he felt the FCC action did not constitute "fair treatment," he said RCA was in "astounding bewilderment, after it had been broadcast and published in newspapers.

**Uses FM Reference in Obsolescence Rebuttal**

Refuting the FCC statement regarding British television, Mr. Sarnoff said that some 30,000 sets in England. The British system he said, is not mechanical but is based on American inventions and substantially the same as the RCA method. He pointed out that in England there had been the same sort of "row" on standards but that a special Government commission was appointed and, after a one-year study, including a visit to this country, the commission recommended a superior system. He said it turned out to be "our system." In this country, he said, RCA itself did not develop it. He believed the Government had accomplished, but had spent its own funds for development and had not which the FCC had shown the same sort of initiative, we would have been further ahead, he said.

While this country is behind Europe in public television, Mr. Sarnoff pointed out in Germany, he said, public television service is in existence over televisions in Berlin, Leipzig and several other cities.

Analyzing the obsolescence argument, Mr. Sarnoff cited as the best example the proposed FM system of aural broadcasting devised by Maj. Edwin M. Armstrong. Despite the fact that some 40,000,000 receivers now in use cannot pick up FM signals, he said this inventor "had not been deterred in developing a new method against such tremendous odds. If the obsolescence argument were applied to FM, he said, "we would render all receivers now in service obsolete, he declared. And if this philosophy is pursued in radio generally, "we might as well bury this industry, go home and start into something else."

As RCA was not given "a square deal" and that the industry has been "thrown into the FCC action," Mr. Sarnoff said he would not know tomorrow "how to write an advertisement," which might meet the FCC requirements.

Chairman Fly interposed that while the FCC has disclosed any plan for merchandising, he nevertheless, as a "personal favor to Mr. Sarnoff," would go along.

Senator Minton (D-Ind.) pressed Chairman Fly for a direct answer whether the FCC promotion campaign "moved the Commission on its indictment". After a brief discussion, Chairman Fly finally softened his position which was precipitated by the RCA advertising.

Mr. Sarnoff said that while he (Continued on page 71A)
KOY has a new frequency - 550 kilocycles - greatly increased coverage - more listeners - better results for advertisers...

Rx: For your tired advertisers:
Repeated doses of 550 K.C.
If it's on KOY, it's OK!

KOY is the Key Station of the Arizona Network:
KOY, Phoenix; KTUC, Tucson;
KSUN, Bisbee-Douglas
Consumer Education Meeting Shows Distrust of Advertising

Missouri Conference Featured by Attacks on Modern Marketing; May Seek Free Time

FEATURED by a sweeping attack upon advertising, and by expressions of distrust and suspicion of modern retailing and merchandising methods, the Second Annual Institute for Consumer Education concluded a three-day conference at Stephens College, Columbia, Mo., April 1-3.

Though attacks upon commercial radio advertising were relatively moderate in comparison with the general assault upon all advertising and media, industry observers left Columbia with the conviction that the so-called consumer movement will bear serious watching. The conclusion was advanced that efforts will be made in the near future, to secure donations of time from stations for the discussion of the consumer problem, including questions involving retail prices, markups, advertising claims and other factors in the present distribution setup.

Common Ground Lacking

Some 700 were present, with representatives of organized consumer groups, housewives, shoppers' leagues, educators, women's clubs and professional associations in heavy attendance. A score of advertisers, agency and media observers were in attendance, including John Benson, president of the American Association of Advertising Agencies; Walter Preston, NBC, and Ed Kirby, NAB public relations director.

While the avowed purpose of the meeting was to bring about cooperation between producers and advertisers on one hand, and the many divergent groups making up the consumer movement on the other, those observers were of the opinion that no common meeting ground was forthcoming; that the consumer group comprised of faction running from the extreme left to the extreme right wing of social and economic thought had many differences to settle between themselves before the consumer development could take on the aspects of a united consumer front; that the belligerent constituents of the liberal-educational wing indicated that critical appraisals of advertising and merchandising practices and methods of sale would be more widely brought into the high school and college classrooms of the nation; that a persistent effort will be made to eliminate or restrict severely all emotional testimonial or association copy appeals and to limit advertising copy to a factually stated product; that there were political undercurrents underlying most of the discussions, with many references to the problem of the proposed “Pure Oil” law or NBC-Recordings May 25, shifting his affiliation away from CBS, discusses one of the maps which will be given to listeners when his program is inaugurated. Assembled (1 to r) seated are Harry G. Kopf, sales manager of NBC-Central Division; Mr. Kaltenborn, and Paul C. Harper of the Leo Burnett Co., Chicago, agency handling the account. Standing are William Waddell, NBC sales representative on the Pure Oil account; Renethen D. Fry, special events manager of the NBC-Central Division; Crawford of the Burnett agency; Jules Herbuveux, NBC program manager; William B. Ray, NBC press.

AP and ANPA Meetings To Consider Radio News

THE suggested liberalization of the radio activities of the Associated Press is expected to be a major topic of discussion at the AP annual convention April 22 at the Waldorf-Astoria, New York. The incomplete agenda of the National Newspaper Publishers Assn. convention at the same hotel April 23-25 does not include liberalized AP, but the secretaries of the ANPA committee, but from occurrences at previous ANPA sessions it is unlikely the convention will run its course without at least one vigorous discussion and broad casters as newspapermen. This is specifically in view of the current news and carrying the Associated Press.

Response to AP's recent letter to its members, polling them on the 'advisability of liberalizing radio activities to make possible a larger income and at the same time to meet, so far as appropriate, the increased competition from other media, the ANPA [BROADCASTING, March 15], will be studied by the AP board of directors at its convention meeting, April 17-18.

NBC Renews Its Lease Of WMAL Three Years

A THREE-YEAR extension of the lease of WMAL, Washington Blue Network outlet, was announced April 1 by Jack Star, Washington Evening Star has been negotiated, it was learned April 9. The annual rent paid to NBC for the use of the studio and air waves will be approximately $38,000 per year. NBC has operated the outlet since 1931, when it purchased the property by the newspaper.

The lease was extended in 1937 until Feb, 1, 1941 at a base price of approximately $28,000 per year, plus $2,000 additional for studios formerly occupied by the station. The studios and air waves are used by NBC. WMAL holds a construction permit for 5,000 watts full time on channel 525, in lieu of its present 500-watt license, and will be given a local sunset operation. It is understood the Star shortly will begin installation of the new transmitter.

Cartoon-O for Musico

NATIONAL TEA Co., Chicago, for the last several months sponsor of the Musico program on WIRK, Chicago, Fridays, 8 to 9:30 p.m., has announced that effective April 18 the show will be dropped and it will be replaced with Cartoon-O, a musical quiz game based on identification of song titles by the use of cartoons and radio announcers. The program has been a hit and will fill in for the three weeks between the time Musico goes off the air and Cartoon-O starts, May 10. The announcers will be Harry G. Kopf, sales manager of NBC-Central Division; Mr. Kaltenborn, and Paul C. Harper of the Leo Burnett Co., Chicago, agency handling the account. Standing are William Waddell, NBC sales representative on the Pure Oil account; Renethen D. Fry, special events manager of the NBC-Central Division; Crawford of the Burnett agency; Jules Herbuveux, NBC program manager; William B. Ray, NBC press.

DeSoto Spots on 50

DeSOTO DIVISION, ChrySer Corp., Detroit, Mich., has announced that April 8 started daily one-minute transcribed announcements featuring Jimmie Dykes, Tennessee’s leading country-and-western stars throughout the country. Transcriptions were made by NBC Radio-Recording Division, Stirling Getchell, New York, is agency.

Page 20 • April 15, 1940
Based on greatly enlarged primary area day and night coverage resulting from WXYZ's new high power transmitter, located seven air miles from downtown Detroit.

MORE MARKETS THAN EVER BEFORE...

MORE LISTENERS THAN EVER BEFORE...

MORE VALUE PER DOLLAR THAN EVER BEFORE...

NO INCREASE IN RATES

National Sales Representative: PAUL H. RAYMER CO.
Announcers Are Given Special Training At Meeting

WHAT General Mills expects from its baseball programs is shown nearly the broadcasts and the announcers of the broadcasts can help the sponsors achieve these results were the major topics of a one-day conference held April 6 at General Mills and Knox Reeves Adv., its agency, for eastern announcers. A similar session was held in New York. Similar schools were held in Tampa March 31, Port Worth, April 4, and Chicago, April 9, for the General Mills baseball announcers in those areas.

New York session was opened at 9 a.m. with a general outline of 1940 objectives by Brad N. Robin-son, eastern manager of Knox Reeves, and wound up with a buffet supper, also attended by the press and a number of baseball and radio station executives. In between C. S. Samuelson, advertising manager of General Mills' cereal products division, gave the announcers the sponsor's viewpoint and E. E. Sylvestre and J. H. Searley, agency president and sales director, explained the new commercial procedure.

Shorter Commercials

Atlantic Refining Co., Philadelphia, preparing for the 1940 season (Broadcasting, April 9), took its announcers to West Palm Beach, Fla., April 11-12, for a road test to secure gasoline performance facts. Some 27 announcers were in attendance, along with Joseph R. Rollins, Atlantic advertising manager, C. H. Cottingham, vice-president of N. W. Ayer & Son; Wallace Orr, Les Quality and James N. Peterson, of the Ayer radio staff. Shorter and more frequent commercials will be the Wheaties rule for 1940, it was stated at the General Mills meeting, April 6, with one or two sales messages to the runnings. Performers of all announcers, all carefully checked for authenticity, will be broadcast individually, usually as part of other data about the player broadcast at his first appearance at that or some other appropriate spot during the game. This agency executive, aided by W. J. Slocum, director of sales activities of General Mills, also explained the whole Wheaties campaign and the relationship of the broadcasts to the other advertising for this breakfast food.

R. T. DeVany of the agency described a new house organ, "Bases and Cases," which will be sent to all announcers five times during the summer, describing successful promotional activities carried on by announcers and stations and generally keeping the house of information of value to all concerned. In a general discussion of marketing, Mr. DeVany various announcers told how they and their stations had promoted the broadcasts and the product. Nearly everyone was agreed that they had staged some special activity in connection with the opening of the 1940 season, generally a baseball feature with professional baseball officials and executives of the team and of General Mills and B. F. Goodrich Rubber. Games of the Hollywood and Los Angeles teams will be broadcast, with Mike Frankovich as sportscaster. Westco Adv. Agency, San Francisco, is in charge.

B-C Remedy Co., Durham, N. C., will co-sponsor with General Mills games of the Washington Senators on WBT, Charlotte, N. C.

To Televiewe Open

Opening of the baseball season in Brooklyn April 15, when the Dodgers meet the New York Giants will be telecast by NBC, on W2XBS, New York, with Jack Starr as television reporter. The day previous, April 14, the television crew will take their portable cameras to Jer-sey City to cover the International League Game between the Jersey City Giants and the Montreal Royals for the television audience.

R. J. Reynolds Tobacco Co., sponsoring home games of the New York Giants and Yankees on WABC, New York, will also sponsor the Giants seven night games at the Polo Grounds on WMC.

New England Plans

Home games of the Boston Bees and Red Sox, except Saturdays and holidays, will be broadcast on an 18-station Colonial Network hookup under the cooperative sponsorship of General Mills and Atlantic Refining Co., with Jim Britt giving the play-by-play description and Tom Hussey the commercials. Broadcasts, not set in time for inclusion in the General Mills list published in Broadcasting for April 1, will originate at WAAB, Boston. Two sponsors and the New York General Mills list, published in Broadcasting for April 1, will originate at WAAB, Boston. Two sponsors and the New York Giants and Yankees on WABC, New York, will also sponsor the Giants seven night games on the Polo Grounds on WMC.

Mutual Network is planning a nine-city salute to the 1940 baseball season, a half-hour broadcast on the evening of April 15 which will include last-minute predictions from baseball stars and officials heard from New York, Boston, Detroit, Chicago, St. Louis, Cincinnati, Pittsburgh, Washington and Philadelphia. The following afternoon MBS will broadcast a play-by-play description of the opening game in Washington.

Brown & Williamson Tobacco Corp. is arranging to broadcast Giants and Red Sox games in six cities to advertise Avalon cigarettes. Schedules, starting at various times during April, will include WAB, WOR, KDKA, New York, Tuesday, Thursday, Saturday, 6:15-8:00 p.m.; Rollie Johnson, Chicago, Monday, Wednesday, Friday, 7:45-9:15 p.m.; Russ Hodgson, WBT, Charlotte, Monday through Saturday, 6:45-8:15 p.m.; and George Elder, Minneapolis, Monday through Saturday, 5:45-7 p.m.; Charlie Grimm, WBBM, Chicago, Tuesday, Thursday, Saturday, 6:45-8:15 p.m. Series is placed through Russel M. Seeds Co., Chicago.

George Wiedemann Brewing Co., Newport, Ky., on April 16 started thrice-weekly baseball scores on KYOS and KOIN, Portland, Ore. The firm also has bought 30-word spot announcements just before play-by-play accounts of Lou Gorman's baseball shows on WAVE. Agency is Strauchen & McKim Adv., Cincinnati.

SPOT DRIVE BEGUN BY FULLER PAINT

W. P. FULLER & Co., San Francisco (paints) on April 9 started the most extensive radio campaign in its history when it launched a series of one-minute transcribed variety programs over 60 stations in the Western States, for a period of nine weeks. The campaign, placed by McCann-Erickson, San Francisco, will be repeated over the same stations for four weeks starting in June.

Each one-minute transcription is a complete radio show, featuring music, and a new type of commercial and a theme song. The program opens and closes with a swing jingle. Stations being used by Fuller are KFXM, KCPX, KUSI, KCOX, Kaya, KQSB.

Titan Changes

TEXAS Co., New York (Texaco gasoline), has changed the format of the Hollywood side of the CBS Texaco Star Theatre, for remainder of the season. Under the new arrangements, listeners will again be used. Frances Langford will sing two songs and Ken Murray continues as M.C. He has also written a monolog. Also remaining are Benny Baker, tenor, Irene Ryan, comedienne, and Jimmie Davis, who conducts the orchestra. The Murray Family comedy spot has been dropped. Jimmy Wallington is announcer. Ed Gardner is announcer, Jack Reynolds, radio director of Buchanan & Co., serving the account, left last week. The New York office director and conferences with sponsor and agen

gency executives on the new setup and summer plans.

GENERAL MILLS and Knox Reeves officials, baseball figures and announcers met April 7 in New York at the Waldorf-Astoria to discuss plans for the coming baseball season. Snapped at a supper party following the meeting were: Allen and Harvey Traband of the National League offices; James Mulvay, vice-president Brooklyn Dodgers, Jack Collins, of Dodger's offices; William Slocum, General Mills sports director. Center, Harry McGahe, WCAU, Philadelphia; Sherb Herrick and Gale Rand, WABY, Albany, all announcers; Lee Davis, WCBM, Baltimore. Bottom, Gene Thomas, sales manager, WOR, Newark; Jim Cuyler, announcer, WCAU; C. S. Samuelson, grocery products advertising manager, General Mills; Red Barber, WOR baseball announcer.
AUDIENCE ... Time buyers consistently rate KECA third in station popularity in the 3rd major market of Southern California.

BUYING POWER ... 3,600,000 people in the nine Counties of Southern California control the purse strings on more than ONE BILLION DOLLARS annually, a per capita buying power considerably higher than national averages.

COVERAGE COST ... With a basic ½-hour rate of $62.50, KECA is 27.2 per cent more economical than the fifth station and 72.8 per cent more economical than the most expensive Southern California station as these S R & D S figures indicate.

FREE & PETERS, INC.
KECA National Sales Representative

KECA National Sales Representative
Mr. Horatio Locke
Radio Station WOR
Newark, New Jersey

Dear Mr. Locke:

Because in the course of my duties as Sales Manager of Dugan Brothers, I cover the area within a radius of 150 miles of New York City Hall every two weeks, I think I am well qualified to comment on WOR's perfect coverage of this rich market.

In the course of my work in supervising the Dugan salesmen who work out of our 22 branches, I cover a territory which extends as far north as central Connecticut and Poughkeepsie, New York, as far west as the Lehigh Valley, and as far south as Philadelphia, Pennsylvania and the southern tip of New Jersey. This practically parallels your WOR guaranteed area—according to your map.

I can assure you that your signal comes in loud and clear throughout this territory—except in the small area just north of Atlantic City where no New York station is able to penetrate and where few people live.

Our company has made effective use of WOR for the last fourteen years and we are always glad to speak well of a station which has done so well for us.

Yours very truly,

DUGAN BROTHERS
of New Jersey, Inc.

Robert P. Dugan
Sales Manager
Thank you, Mr. Dugan

and may we add . . .

You couldn’t have written this letter if

WOR didn’t deliver a supersignal, multiplied and directed at the greatest group of homes with radios in the United States.

If WOR didn’t get into more homes with radios, more often, more profitably month after month and year after year.

NOTE: We will be glad to offer interested agency men and advertisers ample engineering evidence, audience data and sales results to support the statements made above. Address—1440 B’way, New York.
Station Recapture Being Negotiated 

By Westinghouse

Now Conferring With NBC on Program Management

CONVERSATIONS looking toward recapture of full management of the four Westinghouse stations now program-managed by NBC, are in progress between officials of Westinghouse and NBC. It was learned April 11.

While the discussions were described as informal at this stage; it nevertheless was indicated that the existing arrangement under which KYW, Philadelphia, WBZ, Boston and WBZA, Springfield, are program and sales managed by NBC, might be terminated in the not-distant future. Westinghouse holds the licenses to the stations, and has always retained control over technical operation of the stations, through full-time personnel.

Planned Some Time Ago

The FCC on Jan. 30 ordered an inquiry into management contracts to determine whether broadcast licensees are themselves discharging these duties. It has since turned over to “outside companies” actual discretionary power. The four Westinghouse stations and others, were cited for hearing on license renewals but the issues to be decided at the hearings and the dates have not yet been set.

It is presumed that the current negotiations have some relationship to the FCC’s order. Nevertheless, it has been indicated for some time that Westinghouse was desirous of terminating its association with NBC so that all of its stations would become affiliates under regular affiliation contracts.

Two other Westinghouse-owned stations, WOWO and WGL, Fort Wayne, are regular affiliates.

Sawyer Seeks Local

CHARLES SAWYER, Democratic national committeeman from Ohio and director and vice-president of the Crosley Corporation which owns WVL and WSAI, Cincinnati, is head of Fairfield Broadcasting Corp., which has applied to the FCC for a new 250-watt station on 1490 kc. in Lancaster, O., a community of about 15,000 population some 25 miles southeast of Columbus. Mr. Sawyer, who was Democratic candidate for the U.S. Senate last year, is counsel for the Crosley Corp., a director of Powell Crosley’s Cincinnati Radio Network and a leader in controlling interest in the Lancaster Eagle-Gazette. In addition he is a director in various other companies, including Kemper-Thompson Co., manufacturers of advertising specialties, and the American Thermos Bottle Co., New York, N.Y.

Two Cuticura Series

POTTER DRUG & CHEMICAL Co., Malden, Mass., is preparing two new series of 30 one-minute dramatic advertisements for Cuticura soap and ointments for placement on the list of 35 stations throughout the U.S. The series carrying the soap. NBC Radio-Recording Division is recording the series, and the agency is Atterton & Currier, New York.

MODERN STREAMLINE MOTIF generally rules in the architecture of constructed in various parts of the country during radio’s current building boom. At top is an architect’s drawing of the projected new transmitter house of WMCA, New York, being constructed at Kearney, N. J. Terrance Muggeridge and engineer and William Lindsey taking charge of the continuity.

Promotion Prize Awarded to WSAI

Second Honor in Canada Dry

Content Goes to WFIL

FIRST honor, a silver award and $50, was won by WSAI, Cincinnati, in the station promotion contest staged by Canada Dry Ginger Ale, New York, for its NBC-blue program Information Please, according to announcement April 10 by J. M. Mathes Inc., New York, the Canada Dry agency.

Bronze award and $25 was won by WFIL, Philadelphia. Deadlocked in deciding third place winner, the judges awarded honor rolls and $15 to WYSR, Syracuse; WABY, Albany; WEAM, Atlanta; WJW and WEYX, Toledo; KTOK, Oklahoma City; KGKO, Fort Worth; KDKA, Pittsburgh; WAVE, Louisville; KFSD, San Diego; CJIC, Winnipeg; Man., and WJIM, Lansing, Mich.

Sixteen other stations received honors in the contest staged by Canada Dry, including WBAL, Baltimore; WHAM, Rochester; WEBR, Buffalo; KSR, Des Moines; WABC, New York; WCAU, Philadelphia; WFSU, Orlando; WMPO, Toledo; KTOK, Oklahoma City; KGKO, Fort Worth; KDKA, Pittsburgh; WAVE, Louisville; KFSD, San Diego; CJIC, Winnipeg; Man.; and WJIM, Lansing, Mich.

Two other Westinghouse-owned stations, WOWO and WGL, Fort Wayne, are regular affiliates.

Chicago School Lists 58, Plans Addition of Others

UTILITY ENGINEERING Institute, Chicago (air conditioning courses), has added 23 stations to its list, making a total of 58 stations throughout the country releasing its varying schedule of 5 and 25-minute musical programs, placed through First United Broadcasters, Chicago, for an undetermined time. Stations added during the last few weeks were KFOX, KFVD, KROW WGN, WIND, WABC, WOR, WORX, WPIX, WIT, WMBC, KDKR, KFPA, KFAB, WJAC, WJYGI, WJHL, WJLY, WJJP, WJRL, WJAB, WJAI, WJAR, WJAY, WJBC, WJBD, WJGE, WJSH, WJSS, WJWB, WJWF, WJZ, WJZ-FM, WJZB, WJZC, WJZD, WJZ-FM, WJZG, WJZH, WJZI, WJZJ, WJZK, WJZL, WJZM, WJZN, WJZP, WJZQ, WJZR, WJZS, WJZT, WJZU, WJZV, WJZW, WJZX, WJZY, WJZZ. Additional stations will be added in the future, according to the agency.

First Lady Slated For Talks on NBC

Sweetheart Soap to Sponsor Programs on Split Hookup

MANHATTAN SOAP Co., New York, on April 10 will sponsor Mrs. Franklin D. Roosevelt in an twice-weekly program of informal talks on NBC in the interests of Sweetheart Soap. The program originating from the stations most convenient to Mrs. Roosevelt’s travel schedule will be heard Tuesday and Thursdays, 1:15-1:30 p.m.

She will speak on subjects of general interest to women and will present her own choice. Proceeds from the talks will be donated by Mrs. Roosevelt to a Quaker charity organization.

Merchandising Tie-ins

According to M. J. Kleinfeldt, radio director, Franklin Brick Adv. Corp., New York, the agency in charge, merchandising tie-ins will be developed for placement in the cities from which the programs are broadcast. The agency announced that under the contract with Mrs. Roosevelt was for 13 weeks with an option for renewal at the end of that time. The 31 NBC split network stations are WEAF KDKA KSD KYW WBMC WBN WBZ WBSE WDEW WSB WLR WGY WHAM WIBM WIOD WIS WJAX WJIM WLAK WLAG WLDG WBY WGY WTTR WSYR WTAG WTXY.

Mrs. Roosevelt began her commercial radio activity in 1931, with an appearance on the Colliers Hour on NBC. Her first regularly sponsored series on NBC was for the Lamort-Collis Co. (Pond’s face cream) from Sept. 9, 1932, to April 3, 1933. After making a guest appearance on the Sponsors’ program in July, 1934, Mrs. Roosevelt presented a series for the same company on NBC from May 5, 1934.

Her next sponsored NBC series was for Lamort-Collis from April 21 to July 14, 1937. A guest appearance on the NBC radio network program in 1938 and three appearances as guest mistress of ceremonies on the Fels Co. Hobby Hour program in August, 1939, conclude her past radio work on NBC.

Although this Manhattan Soap Co. program is Mrs. Roosevelt’s fourth commercially-sponsored NBC series, she was booked for the series through Columbia Artists’ Bureau. She has also appeared on two commercial CBS series; the first, on May 21, 1934, for the Americans of Tomorrow program for the Typewriter Educational Research Bureau, and on the Selby-Vaughn series of 15 daily programs from Jan. 5 to April 10, 1935.

Kreml Buying Time

R. B. SEMLER, New York, on April 1 started three-weekly quarters of commercials for the H. A. Kreml & Co., furniture dealers, on WBMM, Chicago, for Kreml hair tonic, and on April 28, three-weekly quarters of commercials on Wall Street Journal periods weekly on WWJ, Detroit, for Kreml and Barbarosi, both Wax products. Friends who charge is Erwin, Wasy & Co., New York.

First Lady Slated For Talks on NBC

Sweetheart Soap to Sponsor Programs on Split Hookup
Sensational Announcement

BY WBZ BOSTON

Newest, most MODERN . . . 50,000 WATT TRANSMITTING FACILITIES . . . to deliver DOMINANT SIGNAL to every radio set . . . to 2,500,000 people in rich BOSTON MARKET

At Hull, Mass., on Boston Harbor, new location of WBZ transmitting facilities, two great aerial towers are rising over new 50,000 watt transmitting equipment that will enable Station WBZ to deliver a 50-millivolt signal in Greater Boston. On every radio dial in Boston, WBZ programs are planned to come in at a minimum strength of 50 MVM; in the outer reaches of the Metropolitan Boston area, WBZ programs will ride into homes on a dominating 10 MVM carrier.

No Increase in Rates Say WBZ Officials

Despite the obvious fact that the WBZ audience will be enormously augmented in one of the largest markets of the East, WBZ officials insist no rate increase is contemplated . . . for the present. Eager to take prompt advantage of this one-station, one-cost access to two and a half million people at a genuine bargain rate, twenty-nine new advertisers have signed up with WBZ since the first of the year.

P.S. Send today to WBZ, Hotel Bradford, Boston, Mass., or your nearest N.B.C. spot sales office, for full information about WBZ that changes the entire radio picture in Greater Boston, Metropolitan Boston, and New England.
FCC Delays Decision on FM As Television Holds Spotlight

Proposed Allocation Plans Are Considered but
Action Hinges on Interlocking Video Policy

WITH TELEVISION occupying post position in its current deliberations by virtue of the explosion which followed its action last month in reopening hearings on regulation of visual radio, the FCC has hardly turned a wheel on frequency modulation since the close of its hearings on this impending new system of aural broadcasting.

Preliminary analysis of the testimony does not augur the swift FM action at first anticipated. Because of the interlocking nature of frequency allocations relating to television and those demanded for FM, that phase of the question must be settled at one time. It was flatly stated April 11 that no allocation plan has crystallized although a score of propositions have been advanced, including a re-vamping of the existing assignments in the bands from 40-60 mc. to accommodate the new "static-free" medium.

Meanwhile, applications continued to pour into the FCC under the impetus of the disclosures at the hearings. It is safe to say that a large number of strong opposition to develop to introduction of FM. The total now is nearly 100, mostly from existing licensees, small owners and engineers in Washington prepared to file many others.

In its extended time for filing briefs by all parties from April 15 to April 22.

PUBLIC INTEREST

Although the new approach appears to be one of deliberation, it was thought that in some cases the FCC would find it difficult to delay adoption of an allocation and rules for the commercial operation of FM. Reports from set dealers, it is understood, are that the public is inclined to hold off purchases because of the publicity given to FM, particularly during the hearings. They are now asking for the "interference-free" sets, according to advice reaching manufacturers.

Moreover, the fact that Stromberg-Carlson, pioneer set manufacturer and FM experimenter, has already begun national advertising of FM receivers in leading magazines, is expected to give a further impetus to public demand. Other manufacturers are understood to have similar merchandising plans, but information thus far has been that they plan to merchandise only in those areas where FM transmitting stations are providing service.

Another trend that has caused a slowdown at the FCC has been the filing of applications for 50 kw. FM stations, rather than the required 10 kw. outlets. Such stations as WOR, Newark, WDBC, Hartford, WTIC, Hartford, and WTMJ, Milwaukee, all have filed an application for a station either if have or contemplate filing for 50,000 watts. It was expected that such FM applicants would secure an FM station, some of which would follow with applications for high-power stations.

While there has been some talk in official quarters about "limited commercial" introduction of FM, it has been made clear by FM Broadcasters Inc., trade association representing a substantial majority of licensees and applicants, that it is seeking commercial introduction of the medium. It was emphasized that FM operation differs radically from television, which was given a limited commercial status, since there is no system of commercial-licensed receivers in aural radio as in visual radio.

Rather, it was explained, if any limitation on introduction of FM, totally aside from any restriction on commercial operation, is being discussed at the FCC. A temporary allocation might be worked out at this time, it is thought with regard to come when the service establishes itself. It is thought that this might be done during 1940 because of the many factors which must be taken into account.

NEW APPLICATIONS FOR FM STATIONS

PENDING applications before the FCC for FM stations since publication of the list of applicants in the March 15 BROADCASTING, and added to this list in the April 1 issue, totaled 80 on September 10. In addition, various applications for changes of facilities have been filed including 50 kw. allocations for 50,000 watts by W1XPW, Hartford, affiliated with W1RQ, and W1XEN, New York, owned by Creative Broadcasting Corp. Both are already licensed and both now operate with 1000 watts.

In addition, General Electric's W1XWO, New York, N.Y., now licensed for 50 kw. power, has been granted a construction permit for 1000. Among previous applicants for FM stations, Yankee Network's 50 kw.-watt allocation for 43 mc. has been amended to ask for 43.3 mc.; WOKO's 250 kw.-watt application at Albany on 43.4 mc. now seeks 1000 watts; and WWJ's application for 43.2 mc. at Detroit has now been placed on hold.

New FM station applications received since April 1 are those of W1WUG, Milwaukee, on 43.6 mc.; WAAF, Chicago, 1000 on 42.6; Washington Institute of Technology, Washington, D.C., 1000 on 42.8; WFDI, Philadephia, 1000 on 43; WIS, Columbus, S.C., 1000 on 43.2; Yankee Network, Boston, 5000 on 47.7; WCKY, Cincinnati, 1000 on 42.8; KSCJ, Sioux City, ia., 1000 on 43.4; WLAU, Lawrence, Kansas; WBBR, New York, 1000 on 43.4; WFMJ, Youngstown, 1000 on 42.8; WDNC, Durham, N.C.; W1X1K, AM station of WCAU, Philadelphia applied for a change to FM emission, 100 watts on 43 mc.

FM IN CANADA

CANADA will not have any commercial FM stations for some time, according to Dr. A. Frigon, assistant general manager of the Canadian Broadcasting Corp., who said "there is no sign of the CBC recommending that commercial licenses be granted to broadcasting stations in the near future". A number of Canadian broadcasters have applied for potential FM licenses, but definite information as to whether or not such applications have been granted is still pending. The new FM station at suburban St. Catharines, April 1 to run till March 31, 1941, and licenses issued by the Radio Broadcasters Transmission Corp. have not yet been received by the stations.

In addition to working out basic allocation structure, the Commission was confronted with determination of additional allocations for network operations, up to 1000 kw. per station, and were assigned to the Commission's behalf on the Commission's behalf.

While the allocation controversy is whether or not the Canadian government will sign television channel No. 1 ranging from 44-50 mc. to FM, which, together with the present 42-44 mc. band, makes a total of 40 channels of 200 mc., Commission engineers have studied a number of suggested substitute plans. Not yet decided is whether the assignment can be done during 1940 because of many factors which must be taken into account.

(Continued on page 51)
SHREVEPORT

Second in the UNITED STATES for per cent of NEW HOMES

One of America's Most Receptive Markets AGAIN MAKES HISTORY

Again Shreveport produces facts to prove that it is one of America's most receptive markets for radio advertisers.

Based on the number of new residences built per thousand population in the leading cities of the United States, Shreveport ranked second for 1939 with 53.8 new houses per thousand persons. Houston, Texas, was first with 4% higher than Shreveport. Washington, D. C., was third and Atlanta, Georgia, fourth, both being under 50.0. There is a golden opportunity awaiting radio advertisers in the rich, receptive Shreveport market covered by radio station KWKH's powerful 50,000 watts. More people live within a 150-mile radius of Shreveport than in the entire state of Louisiana. Let us give you additional facts and figures on how to sell your product to the nearly three million persons within the Shreveport trade area.

COLUMBIA
BROADCASTING WMC Memphis, KARK Little Rock, KWKH-KTBS Shreveport, WSMB New Orleans.

REPRESENTED BY THE SYSTEM BRANHAM CO.

KWKH
SHREVEPORT / LOUISIANA
50,000 WATTS

A Shreveport Times Station
CBS Shows Gain Of 10 Million in Gross Last Year

1939 Profit Was $5,001,528; Paley Lauds Free Debate

VERIFYING in its essential details the preliminary report issued after the Feb. 7 meeting of its board of directors [BROADCASTING, Feb. 15], CBS on April 1, in the annual report of Treasurer Frank K. White to stockholders, disclosed that gross income from the sale of facilities, talent, lines, records, etc. during 1939 amounted to $42,845,392, an increase of $16,822,400 over the 1938 gross. Net profit for the year was $5,001,528, or $2.93 per share, as compared with $9,541.740 or $2.07 per share during 1938.

The 1939 profit figure includes the net loss of $72,975 shown by Columbia Recording Corp. during the first full year of CBS ownership and management. Cash dividends of $1.50 per share on the 1,709,723 shares of presently authorized par stock, totaling over $2,563,840, were paid during the year and undistributed profits of $2,457,688 were added to surplus which on Dec. 30, 1939, amounted to $8,729,015.

Free Discussion

William S. Paley, president, in his annual report, declared that "freedom of the air justified itself in 1938 more emphatically than ever before because world conditions provided such a dramatic contrast between the democratic American way and the radio ways of all other nations. The company has pioneered in establishing these principles and practices of broadcasting which have made 'freedom of the air' not a phrase, but an actual day-to-day, year-to-year operation geared to the needs and uses of democracy. "American radio is a real force, a weapon in the hands of the 1,600,000 people in the world. The fact that radio broadcasting is not an instrument in the hands of Government, as it is in so much of the rest of the world, is as important a factor today in making this true as it is a free press."

"Nor is it only because Americans get the news of the rest of the world compiled as accurately as possible and disseminated without ulterior purpose, that they are the best informed. We find a great satisfaction in the free and fair flow of discussion and debate—on politics, on economics, on social questions—that is assured the listening public because the broadcaster, wisely recognizing that neither ought to be compelled to support the views of others nor entitled to make his own prevail, has kept the medium disinterested."

Mr. Paley's report details activities of the company during the year, the company that presented 21,046 broadcasts, including television, more than any other. It was the company that established a far-flung reporting organization to cover the hostilities in Europe; that sent its designated educational directors and that the CBS American School of Music, which was chartered last year, was located in such a way and with such a planning that it made this true as it is a free press.

"The Air has gained widespread acceptance; that CBS has widens its musical activity, particularly in the more serious kinds; that more than 6,000 dramatic broadcasts were carried during the year; that technical developments, including television and frequency modulation, find CBS active and prepared; that as of Dec. 31 the network was serving 119 stations in 171 cities in the United States, Canada, Hawaii and Puerto Rico; and that CBS affiliates made major technical improvements during the year, including 30 which increased their power; and that with sixteen 50,000-watt outlets CBS now has more high power U. S. outlets than any other network."

Stockholders, in memoranda accompanying the annual report, also stressed that the minimum cash dividend of $1,50 per share for the second year in a row, was the only item in the annual meeting to be held April 17 in the offices of the company in New York. Seven Class A and seven Class B directors have been nominated, and their respective stockholders were listed as follows:


Payments to Officers

Stockholders are also asked to ratify the action of the board entering into an agreement with Messrs. Paley, Klauber, Kesten and Paley, dated April 14, 1940, with William S. Paley for $200,000.00, or for the period of five years under a compensation arrangement whereby he gets $40,000 a year, plus 5% of the net profits, plus 5% on the net profits, plus 5% on the next $1,000,000, plus 5% on the next $1,000,000, plus 2% on all net profits over $5,000,000.

For the year 1939, it was reported that Mr. Paley received as compensation, in the form of stock, $94,484; Mr. Kesten, vice-president, $55,359; all directors and officers, including payments to Messrs. Paley, Klauber, Kesten and John J. Burns, $635,955.
NOW THE GAP IS FILLED. Now you can have effective coverage, without duplication or waste, of the "juicy" portion of America's Money Belt.

WMT is in the heart of a territory that has more high income farms, more Grade "A" land than any area of similar size in the World.

WMT is a perfect "fit" and its rates are surprisingly low considering its amazing coverage and consistent record of results for advertisers.

For complete details about this Low Cost Money Belt Station, write today.

S. D. Quarton, Manager

**WMT**

CEDAR RAPIDS - WATERLOO, IOWA

600 KC 5000 WATTS DAY 1000 WATTS NIGHT

A COWLES MONEY BENG STATION—REPRESENTED BY THE KATZ AGENCY
Drive for Control Of Station Breaks

Rosenbaum Notes Requests of Sponsors to Use Periods

A NEW offensive against the "whittling away" of station control over station-break periods by network advertisers is being launched April 9 by Independent Radio Network Affiliates, organization functioning as a half of independent affiliated outlets of NBC, CBS and MBS.

The IRNA executive committee, headed by Samuel R. Rosenthal, president of WPIL, Philadelphia, advised all affiliates April 9 that the committee has received a number of discussed renewed instances of requests from networks on behalf of network advertisers, especially where contiguous quarter-hour periods have been shown to the network advertiser, especially where contiguous quarter-hour periods have been shown to the network advertiser at half-hour or longer rates. In this case, the committee said, where commercial copy is by nature of its structure, a 15-minute break is added after the theme song which normally closes the program.

Up to the Station

Pointing out that in a number of cases "influential affiliates" are taking the position that under the affiliation contract, they are not under established practices, it is necessary for them to permit such departures to be done to the same advantage, the committee said these affiliates are cutting out the closing song or announcer, which is believed to be the closing theme song of the program. They are also cutting out the network commercial when it occupies the 20-second period which is regarded as properly belonging to the station.

"Practice is not uniform as to whether, in the case, the station feels at liberty to sell an afternoon commercial spot in these stations break periods or limits itself to using the break period to broadcast items like time signals, weather reports, and station identification," the committee concluded. "In view of the fact that a number of stations are exercising this right, it is believed that all affiliates should be shown to state their cases, that they may exercise their own judgment in their own best interest in deciding how to handle the situation with regard to break periods. From networks, whether in effect or subsequently received.

"MBS, through the efforts of the greatest majority of affiliates who are opposed to the whittling away of station control over station-break periods, it is believed the networks would not object to being placed in a position where advertisers is it to use the station in each case."

MBS Adds WHBC

WHBC, Canton, O., on April 13 joined MBS as an affiliated 131st affiliate. Owned and operated by the Ohio Broadcasting Co., subsidiary of the Brush-Moore newspaper chain, WHBC operates with 250 watts at 1200 kc.

‘Audition’ Trio Held

THREE MEN who allegedly promised auditions on Philadelphia radio stations to children who took instructions were held in $500 bail at a hearing in that city April 6 before Magistrate Thomas O'Hara. Charged with obtaining Faker pretenses, the men arrested were George Reimann, of Phila- delphia; John F. J. Guzzalino, both of Jersey City. WCAU, Philadelphia, reported the de- tection to the police who arrested the aff irate mother telephoned to learn why Benny Goodman failed to appear at the clarinet lessons each Saturday.

Nine Million Sets Sold During 1939

Survey Shows Receivers Were Valued at $289,000,000

NINE MILLION radios, with a total retail value of $298,000,000, were sold during 1938, according to the 1940 Yearbook of Radio Today, manufacturers trade journal issued this month by O. H. Caldwell, former Federal radio commissioner. The Yearbook shows that 156 set manufacture have an investment of $150,000,000 in plant, employing 75,000 persons and carrying an annual payroll of $80,000,000. It estimates a $75,000,000 investment in 810 broadcasting stations doing an annual gross business of $170,000,000 and employing 18,000 persons (not including part-time employees, such as artisans, etc., who number 25,000, more) with an annual payroll of $40,000,000. Three billion dollars are invested in receiving sets which are 45,000,000 in operation costing $210,000,000 a year to operate, including tube replacements, electricity, batteries, servicing, etc.

The publication adds the following statistical records:

U.S. Annual Radio Bill

Sale of time by broadcasters, 1939

... $173,000,000

Electricity, batteries, etc., to broadcasting stations, 1939... 85,000,000

9,000,000 radios sold in 1939 at

$289,000,000

38,000 replacement tubes @

42,000,000

Radio parts, supplies, etc.

50,000,000

Servicing radio sets

20,000,000

U.S. Public paid for radio in 1939...

$314,000,000

Radio Sets in Use

Jan. 1, 1939

Jan. 1, 1940

U.S. homes with radios...

27,500,000

28,700,000

"Radio" sets is

above homes...

7,500,000

9,000,000

Auto-roads...

5,000,000

6,000,000

Total sets in use...

42,000,000

46,000,000

Total homes with

19,000,000

20,000,000

Total residence telephones...

18,250,000

18,500,000

Total homes with electricity...

24,000,000

24,500,000

Radio Receivers—Sales and Volume in 1939

\begin{tabular}{|c|c|c|c|}
\hline
Category & \textbf{Sales} & \textbf{Volume} & \textbf{% of Total} \\
\hline
Auto Radios & 1,500,000 & 72,000,000 & 14.7 \\
Spots & 2,000,000 & 100,000,000 & 17.7 \\
Records & 3,000,000 & 90,000,000 & 15.9 \\
\hline
Total Radios & 6,000,000 & 289,000,000 & 100.0 \\
\hline
\end{tabular}

LOCALS IN FLORIDA NOW IN OPERATION

TWO NEW local stations in Florida, authorized for construction last year, are now in fulltime operation, according to reports to the FCC. WDLW, 100 watts night and 250 day on 1200 kc., has received its license, and WPTM, 2000 watts has been on the air since March 1.

WDLW, using Western Electric equipment and a Blaw-Knox radiator, is operating under license to Panama City Broadcasting Co., its stock is owned in equal parts by W. F. DeWeese, retired newspaper broker and president of the Long Branch (N. J.) Broadcasting Co., and local radio dealer, and Philip A. Roll, attorney. Application is pending with the Commission for a construction permit for the new WJHP, Jacksonville [broadcasting, Feb. 16].

WPTM, 1210 kc., is licensed to Fort Myers Broadcasting Co., in which W. E. Benis Jr. and W. D. Benis Sr. are the stockholders, holding 12% and 32% respectively. Mr. Benis is manager and Mrs. Benis is commercial manager. KXOK, whose four-story house is located 25.8% of the stock, is program director. Mr. Benis is chief engineer and Signal Duquette and William J. Pickering as operators. Mr. Pickering is also an announcer, along with the station's engineer, a Collins transmitter, General Radio modulation monitor and Winkel charger 160-foot tower are used.

Seek Annapolis Outlet

ALTHOUGH the FCC has authorized a new local station (WINX) in the District of Columbia, to operate on 1310 kc. [broadcasting, Feb. 16], an application for that facility has been filed April 4 by Radio Corp. of Annapolis, seeking 100 watts fulltime for the station, to be located Md., about 30 miles away. The applicant corporation's officers and stockholders, each of whom holds 20% of the stock, are Morris D. Gilmore, president, assistant secretary of the Navy Athletic and a director of the American Banking & Trust Co., Annapolis; Andrew A. Kramer, vice-presi- dent and manager of a marine bank; Kent R. Mulliken, realtor of Laurel, Md., and Albert E. Landry, professional manager of Washington and Annapolis.

WEAF-WJZ Spot Up

NATIONAL and local spot sales on WEAF and WJZ, New York, affiliates of NBC, reached an all-time high in March, 1940, with $98,000 or 67% increase over the March 1939 figure of $64,200. Cumulative gross billings for the first three months were $274,000, with sales on the two stations, showing an increase of 70% over the 1939 total for the same period of $149,389.

LOCAL and spot billings on WAQ and WENR, Chicago, reached a new high during March, 1940, according to Oliver Morton, local sales manager. The totals for the month exceeded those of March, 1939, by 31%.
The Vital Midriff is the Worcester Market — the heart of Massachusetts and New England — vital to any advertiser. The weekly payroll represents 99% of the 1928 figure. In fact, all indices are up — way up — sales, savings, spendable income.

There's no market more important than the Vital Midriff, and only one station, WTAG, gives primary coverage of that entire market. Population? More than 1,000,000 people.

WORCESTER COUNTY—

OF MASSACHUSETTS

WTAG
WORCESTER
MASS.

The NBC Basic Red and Yankee Networks
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING • Broadcast Advertising  April 15, 1940 • Page 33
ONE of the most extensive commercial tieups ever made between a radio sponsor and motion picture concern swung into action April 4 when a 20-mule team hooked to an ancient wagon rumbled into Los Angeles City Hall on a cross country trek to New York. It is part of a cooperative campaign between Pacific Coast Borax Co., New York (20 Mule Team Borax), sponsors of the weekly NBC Death-Valley Days program and M-G-M, producers of the film, “Twenty Mule Team.”

Exploitation in a $250,000 drive includes window and inside store displays, plus 500,000 historical booklets for national and local distribution. The mule team, symbolic of Pacific Coast Borax Co., will stop at key cities for exhibition purposes and eventually become part of an exhibit at the New York World’s Fair. Start of the trek from Los Angeles was made over kmcp, Beverly Hills, Cal., as a special events feature, with Clete Roberts, commentator, handling the microphone.

In the Movies

SOUND trailers in 13 theatres of the Golden Gate Theatre chain in Northern California, are used by KSFO, San Francisco, to promote its programs. Topics and art work are changed weekly. Trailers are supplemented by lobby display cards in the major department stores of the San Francisco Bay area.

On Buses and Cabs

KOA, Denver, has made a new promotional tieup with Yellow Cab Co., that city. Programs of the station are featured on metal signs carried on the hoods or roofs of all Denver Yellow Cabs and Mountain Tour Buses.

Merchandising & Promotion

Cross-Country Mules—Planters’ Roar—Port’s Plugs

Foods of Sponsors—Cincinnati Guide

Prizes for Sales Slips

BENEFITING them all and cost-savings over ordinary merchandising are the propiation, KBMB, Boise, Mont., recently conducted a novel sales promotion for local Ford dealers. Prizes totaling $345 to organizations submitting the greatest amount of purchases among the various groups. Prizes ranged from $15 to $100. Sales slips or product wrappers were accepted only on forms using KBMB. A total of 11,570,081 points registered by the various organizations represented $115,780.61 worth of business done by KBMB advertisers over a 30-day period.

Off With a Roar

AS PROMOTION for the weekly half-hour quiz program, What’s on Your Mind?, sponsored by Planters Nut & Chocolate Co., San Francisco, on Knx, Hollywood, displays have been set in windows of 18 Western Union offices in metropolitan Los Angeles. Western Union boys promote the program. At beginning of the show they start from KNX on their motorbikes to distribute prizes for awarded listeners for the best questions submitted. Roar of the motorcycles starts each broadcast.

Merchandise Stands

MARKED increase in sales is reported from a new merchandising stand displayed on the “Radio Special” merchandising stands developed by WPRI, Providence, R. I. The stand features a blow-up photo of the sponsor’s radio star and provide a platform for display of the merchandise, which is sold directly off the stand. When the store closes at night, the display is wheeled into position near main entrance or anywhere where it can be seen by passersby.

Candy Sale

A CONCENTRATED campaign by AWFUL Fresh MacFarlane Candy Stores, Inc., in San Francisco chain April 1-7, used seven local stations twice daily for four-minute novelty treat announcements. A new, five-minute announcement. A radio coupon stunt provided 10-cent discount and each station was given a key word for coupons. Agency was Botsford, Constantine & Gardner, San Francisco.

Cook Oil Prizes

COUPONS distributed by Associated Refining Corp. (Hats and Cook Oil) to Philadelphia grocers are used by customers purchasing a gallon of cooking oil as entry blanks for a contest of 25 words on “I like Italian Cook Oil because…”...Best 25 words on each of the prizes following the sponsor’s program on WPN receive a gallon of oil.

Port Promotes Program

PORT OF NEW YORK AUTHORITY is distributing a million matchbook-sized posters of the “PointFornight” theme, tied in with pictures of well-known personalities on food product radio programs of WAPI. The “Point of the Week” was Winton Teel, formerly with RCA. Each evening a salesman from the KBC radio division and department heads, staff members and talent put in their appearance. The NBC stations maintained a booth, 10 x 20 feet in dimension. Photographs of microphones were given away, along with printed matter and 1,000 copies of Fosfare magazine, a give away publication issued by the Independent Grocers, which contained a special article on KGO’s Information Please program.

Guide for Visitors

FOR VISITORS to the city WCKY, Cincinnati, has issued a vest-pocket map of the downtown section showing principal stores, theatres, public buildings, state and national routes, sight-seeing points and arrows indicating flow on the city’s complicated system of one-way streets. The maps also incorporate a welcoming letter from L. B. Wilson, president and general manager of WCKY, Cincinnati, inviting visitors to tour the WCKY studios, pictures of the studio and transmitter, and a list of other Cincinnati stations. The maps are distributed to guests by the Hotel Gibson, home of WCKY, by the Chamber of Commerce, convention groups and new residents of the city, and by the station on request from listeners.

Boston Openers

TO THE AMATEUR BEE, Boston, has sent a bottle opener with the sten- cel of a local brewery. The opener is fashioned to a letterhead carrying a prose verse recalling “one hot day last summer” at WEEI when the bottle opener couldn’t be found to open cold drinks. The message closes with the admonition, “Don’t let this happen to you. Keep the attached opener handy.”

Food Show Stunts

WHEN KPO-KGO, San Francisco, exhibited at the Alameda County Food Show in Oakland from March 30-April 6, the display had a “gro- cery store theme” with the walls lined with pictures of well-known personalities on food product radio programs. WAPI’s “Point of the Week” was Winton Teel, formerly with RCA. Each evening a salesman from the KBC radio division and department heads, staff members and talent put in their appearance. The NBC stations maintained a booth, 10 x 20 feet in dimension. Photographs of microphones were given away, along with printed matter and 1,000 copies of Fosfare magazine, a give away publication issued by the Independent Grocers, which contained a special article on KGO’s Information Please program.

Guide for Visitors

FOR VISITORS to the city WCKY, Cincinnati, has issued a vest-pocket map of the downtown section showing principal stores, theatres, public buildings, state and national routes, sight-seeing points and arrows indicating flow on the city’s complicated system of one-way streets. The maps also incorporate a welcoming letter from L. B. Wilson, president and general manager of WCKY, Cincinnati, inviting visitors to tour the WCKY studios, pictures of the studio and transmitter, and a list of other Cincinnati stations. The maps are distributed to guests by the Hotel Gibson, home of WCKY, by the Chamber of Commerce, convention groups and new residents of the city, and by the station on request from listeners.

Boston Openers

TO THE AMATEUR BEE, Boston, has sent a bottle opener with the sten- cel of a local brewery. The opener is fashioned to a letterhead carrying a prose verse recalling “one hot day last summer” at WEEI when the bottle opener couldn’t be found to open cold drinks. The message closes with the admonition, “Don’t let this happen to you. Keep the attached opener handy.”

Brochures

KMPC, Beverly Hills, Cal.—16-page illustrated brochure with coverage, service and program data.

WOLF, Syracuse, N. Y.—Six-page let-ter-size folder presenting market and coverage data, using a wolf’s head emblem and the slogan, “Watch that Waveline!”

KLZ, Denver—Cut-out brochure re- printing material in “Something Speci- fic on Which To Put Your Finger” ad called “Best Advertisement.”

WFBL, Syracuse—Folder describing Musical Clock contest.

WTAD, Quincy, Ill.—Heavily-illus- trated brochure with staff and coverage facts.

KSEI, Pocatello, Ida.—Offset printed folder containing listener survey data highlighted by talent pictures.

RGNC, Amarillo—Illustrated folder for listeners.

KTWE, Hollywood—Folders titled “HEAR,” with programs available and other data; also blowers.

KOA, Denver—Mailing piece with suc- cess stories.

WAPI, Birmingham, Ala.—Two-color “license to listen” certificate granted audience of Mawr Parrell’s Yese Patrol.

WROI, Knoxville, Tenn.—18-page illustrated brochure illustrating success- ful program promotions of the sta- tion.

KROC, Rochester, Minn.—Souvenir book for studio visitors, picturing new studios and personnel of the station.

NAB, Washington—Fifth study in the NAB “Reports From Radio” series of promotional guides, covering an ice cream retailer’s success story.

KWYU, Sheridan, Wyo.—Brochure containing coverage statistics, person- nel, studio facilities and testimonials.

KOA, Denver—Blue and orange fold- er citing nine brief proofs of successful achievements.

WEFL, Boston—Folder with account of two residents of Martha’s Vineyard who phoned WEFL’s weather forecaster in Boston, 50 miles away, for advice before cutting their winter ice in BOSTON.

WWL, New Orleans, La.—Promo- tional piece incorporating restaurant menus.

WRVA, Richmond, Va.—Monthly booklet highlighting forthcoming pro- grams, appearing in the magazine promotional piece endorsed by NAB.

KFRC, San Francisco—“The Groc- ers Vote,” a four-page mailing piece in red, white and black.

How...to wear a suit bigger than you have...

This ad is written by a seasoned sales executive in his late thirties. He’s now a top volume man with one of the country’s largest sta- tions, but he’s just as sales minded as he ever was, and the results show...and decided there’s a greater opportu- nity elsewhere. Especially trained in the intricacies of radio and general advertising, this man is fully aware of its creative problems. He has a host of ideas for new programs and the ability to sell them through na- tional contacts. The station owner now wearing a sales suit that fits him comfortably, but could wear a larger and more com- fortable one with this man on his staff. This is a man of executive caliber: interested in a major mar- ket, with one of the market’s top stations. He’s a Christian, well- liked by his associates, married.

Address Box A47

Broadcasting Magazine

Page 34 • April 15, 1940
"Life's greatest tragedies," muses the Sales Manager, "are the opportunities we just miss. That fly I dropped in left-field in the Commencement Game. That putt that would have won me the Club Championship last year. That girl in—.

And what do you figure you are about to just miss?" asks the Boss, petulantly splitting an infinitive.

"I'm figuring maybe you'll make me miss my chance to fit radio into this year's sales plans—like a new glove.

"You see I want to buy stations only in markets where I need 'em—and I want every station to be a good station—each one at the right time of day or night, with commercials planned for each local drive. In a word, I want SPOT RADIO.""Who's making you miss it?" yells the Boss. "Grab it! If that's SPOT RADIO, I call it a Bull's Eye!"

Not almost fitting your plans—but exactly. Not kind of aimed at your customers—but smacking straight at 'em. Not at sort of the right time—but at it. Not with nearly the right program—but with the one right program.

SPOT RADIO is one of the few rare things in life that works out the way you want it. It rings the bell—and your customers say, "Come in!"

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

EDWARD PETRY & CO.
INCORPORATED
Representing leading Radio Stations throughout the United States—individually
Offices in: NEW YORK - CHICAGO - SAN FRANCISCO - DETROIT - ST. LOUIS - LOS ANGELES
IT'S NOT DONE WITH MIRRORS...
Why do things get so darn complicated? Take advertising on the radio networks, for instance. You set out to choose the network which will reach the largest possible audience. And where does that get you?

If you happen to ask someone who knows all about how radio works, technically, the chances are he’ll bury you waist deep in talk of frequencies, kilowatts, Heaviside layers and sky waves. Talk to an expert on coverage and audience measurement, and he’ll speak the language of field strength, mail analysis, coincidental and recall ratings, audimeters and the like.

Yet, in spite of all this, there's a common ground on which we can all meet, to our own good profit. In a word, it’s "getting-the-most-out-of-your-advertising-budget." And the way to do that, in radio, is to find out which network most people listen to most.

Funnily enough, there’s no trick to it—it’s not done with mirrors. It’s reflected instead, in a simple combination of the best stations and the best programs. Regardless of the wizardry that made radio possible, and the almost incredible results it has achieved as an advertising medium, you don’t need any magician’s abracadabra to discover which network most people listen to most.

Advertisers agree the Red is America’s first network buy... it’s first in stations... it’s first in programs... it’s first in audience... and it’s first with advertisers—who invested more in the Red Network than in any other single medium in 1939!

**NBC Red NETWORK**
The network most people listen to most

Full details, on how and why the NBC Red is America’s First Network Buy, are contained in the Peter Arno illustrated book "It’s Not Done With Mirrors," just in the mails. If you didn’t receive your copy, drop us a line right away and we’ll send you one in a jiffy.

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

BROADCASTING • Broadcast Advertising
OVER 1400 LISTENERS WROTE US ABOUT THAT "HORSE LAUGH"

MAKES CASH REGISTERS RING

The Tobacco Tags, a hill-billy group on WRVA, recently developed a new kind of "Horse Laugh" which provoked some controversy. After using it they asked the listeners if it should be continued. Over 1400 pieces of mail (207 from Richmond) came in, and the ridiculous "Horse Laugh" won favor by a large majority.

The moral is that no aggressive advertiser will want to "laugh off" the same degree of listener-interest and listener-response which Virginia's only 50,000 watt radio station provides. In addition, we exclusively broadcast both the Columbia and Mutual programs in the rich Norfolk and Richmond markets.

C. T. LUCY, General Manager
Station Is Favored For Atlantic City

First New Station Grant Since Supreme Court Decision

INDICATING an apparent intention of granting new stations, where applicants are deemed legally, technically and financially capable of installing and operating them, and overriding objections on "economic injury" grounds in conformity with the recent Supreme Court decision in the Sanders case [BROADCASTING, April 1], the FCC on April 4 adopted proposed findings recommending the grant of a new local station in Atlantic City, N. J.

The proposed findings, tantamount to a final grant unless exceptions are filed within 20 days, would grant 100 watts night and 250 day on 1420 kc. to the Neptune Broadcasting Corp. The commission held that the Atlantic City Press-Union, whose request was turned down last February, did not have "failed to show that it has any interests which will be adversely affected," WBAO, in opposition to the grant, as had WAZL, Hazleton, Pa., and WILM, Wilmington, Del. The commission held the latter two stations would not suffer objectionable interference by the grant.

The Neptune Broadcasting Corp. has 11 stockholders, each owning 10 shares. They are F. Mortimer Lewis, president, theater owner; Richard Endicott, vice-president, manager of the Atlantic City Steel Pier; Adrian Phillips, hotel man; Ezra C. Bell, hotel man; John Woulfe, hotel man; Samuel Morris, attorney; Thomas Lawley, auto service owner; Charles Rupp, cleaning business; Dr. Robert Grier; Benjamin Chew, radio engineer; Charles Harp, merchant.

The station would be Atlantic City's second new local. The new WBAO went into operation last Jan. 31. WPG, city-owned station, had previously been authorized to cease operation as a part-time clear channel outlet, having been sold to Arde Bulova and merged with his WOV, New York, with which it shared 1100 kc. WOV now operates fulltime with 5000 watts at 1100 kc.

Guild Looks to Radio

NEWSPAPER Guild of New York, in view of the limited prospect of permanent employment with metropolitan newspapers for the large number of unemployed newspapermen on its list, is conducting a survey among radio stations in an endeavor to locate openings in the publicity, continuity or news writing departments of New York stations. The radio committee, headed by Michael Kantor, has already secured interviews with WEAF, WOR, WABC, WMCA, WNEW and WHTN, along with promises of cooperation from such agencies as BBO, J. Walter Thompson Co., Young & Rubicam, Benton & Bowles, Lord & Thomas and others. The Guild hopes to complete the survey by May 1.

RADIO script writing class taught at the Ballard School, New York, by Benjamin Potts, of N. Y. Auer & Son, has been extended for another 10 weeks, as of April 10, following the request of the students, several of whom have begun to sell scripts.

Wahl Completes Plans

WAHL CO, Chicago, on April 21 will start Take It or Leave It, a quiz program featuring Bob Hawk as mc., on Q&O in the interests of Eversharpen pens and pencils. Ray Bloch's orchestra will furnish music. The program, heard Sundays, 10-10:30 p.m., with David Ross as announcer. Idea for the series is for each of seven contestants from the studio audience to compete "double or nothing" after winning the initial prize of $1 with his first correct answer. Contestant may continue to answer questions with the prizes doubling up to a total of $64. Lost prizes go into the jackpot for which all contestants may compete at the end of the program. Blaw Co., New York, is agency.

Transradio Press Adds

TRANSRADIO PRESS has announced the following new stations subscribing to its news service: KHQ and KGLA, Spokane; WJST, Atlantic; WLR, Lawrence, Mass.; WHA, Utica, N. Y.; WRTD, Richmond; WSTP, Salisbury, N. C.; WGBR, Goldberg, N. C.; WOLF, Largo; WHOP, Houma, La.; WKN, Adair, Ga.; WPDM, Muncie, Ind.; CWKN, Rouyn, Que.; CKSO, Sudbury, Ont.; CKYD, Val d'Or, Que.

Red Programs of NBC Routed Via Hollywood

REVERSING the former procedure of routing all Red network programs from San Francisco, NBC on April 1 made Hollywood the focal point for the West Coast. Eastern network programs are now being routed from Hollywood to San Francisco, north and east. They were formerly routed from San Francisco to other points. Hollywood has been the focal point of the NBC Blue for the West Coast for approximately two years.

Under the new setup, NBC has added Harold Curtis as organist for standbys and has made other Hollywood staff changes. George McMenemy has been promoted from the maintenance staff to junior announcer and has changed his name to George Emmet for broadcasting purposes. David Lasley has switched from maintenance to sales promotion, working under Charles Brown, NBC Pacific Coast sales promotion manager. Walter Davison, formerly in sales promotion, has made an account executive, replacing Jack Stewart, resigned.

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 complete Rochester Territory — WHEC

WHEC

Rochester, N. Y.

Natl' Representatives
Paul H. Raymer Co.

*WHEC runs full column promotion advertisements on its programs in The Rochester Newspapers seven days a week.

BROADCASTING • Broadcast Advertising April 15, 1940 • Page 39
A FORMER WPA worker is now under medical observation after attempting to destroy the transmitting apparatus of WEBC, Duluth, with a hatchet on April 4. The man, Al Harris, 34, told police he believed a 'ray of death' was driving him to destruction and that he decided the only way to get rid of it was to put WEBC off the air. Harris said he had written to President Roosevelt and J. Edgar Hoover about the 'ray of death', but had received no reply. Thinking WEBC to be Federal property, it was his hope that by destroying it he would bring Roosevelt and Hoover to Superior immediately to conduct an investigation.

He admitted that earlier in the evening he had cut an emergency circuit on the transmitting radiator and had received a 'jolt'. The station was off the air 30 seconds and later signed off an hour early to make repairs.

Seared by the jolt he received at the transmitting plant, Harris returned to downtown Superior, Wis., to destroy WEBC's emergency transmitter which had been in use the past few days because of a 'glaze' storm. He had chopped his way to an attic in the Telegram building before police caught him, after being summoned by the night watchman. He had done no damage but had pulled numerous switches. WEBC carries no program using a 'death ray' theme. Police attributed Harris' act to dependency over unemployment and poor health.

WILD AND WOOLY is this brain-trust of WJR, WGAR and KMPC, at a recent meeting at the Palm Springs (Calif.) Hotel. George A. (Dick) Richards (center), who is convalescing following a long illness, left gun in hand apparently ready to pop the first man who proposes another daytime bushwhack drama, is John Patt, vice-president of the stations, and general manager of WGAR. The third dude desperado is Leo Fitzpatrick, executive vice-president of the operations who is resident at WJR.

Canada Election Sales
Canadian broadcasters netted between $30,000 and $50,000 from the recent Canadian federal and Alberta provincial elections, held March 26 and March 21, respectively, according to an unofficial estimate. While no actual computation has been made of the actual revenue, tabulations of the Canadian Broadcasting Corp. show that privately-owned broadcasting stations and networks sold a total of 929 hours to political parties for local and regional network broadcasts. Largest amount of time was taken by the National Government Conservative Party with 484 hours, and second largest amount by the Liberal Party, (which won the election) with 347 hours. Eight other parties accounted for the remaining 88 hours.

Perry Bill Killed
THE PERRY Bill, which would have made it a larceny to record a broadcast without permission of the performers, passed in the New York State Assembly when the State Legislature adjourned May 19, after having been passed without debate by the Senate [BROADCASTING, April 1]. Failure of the measure was ascribed to the refusal of its proponents, National Association of Performing Artists and American Federation of Musicians, to cooperate with the broadcasters of New York in working out a compromise measure which would protect the rights of the broadcasters as well as those of the performers.
Happy 554th Hebdomadiversary

Mr. Kussell

from (and by) WEEI

554 weeks ago today Mr. Kussell, Boston fur merchant, chose WEEI’s Caroline Cabot Shopping Service for his first advertising venture on the air. Ever since that distant September day, ten years ago, WEEI and Caroline Cabot have been busy selling Kussell Furs, season after season... for 554 consecutive weeks.

Mr. Kussell’s continued use of WEEI... the only Kussell advertising... reflects a merchandising fact. Whether advertisers sell soaps or sables, WEEI delivers a market too big to saturate, too rich to exhaust. The 5,000,000 New Englanders who live in WEEI’s 32-county primary daytime area, and the billion and a half dollars they spend each year at retail, comprise more people and more dollars than are regularly delivered by any other Boston station.

Fifty-six percent of New England dwells in WEEI-land... in the real Boston market of Metropolitan Boston PLUS 27 just-as-important outside counties. Only WEEI reaches them all. And only WEEI brings them local programs of Columbia caliber backlogged by the full CBS schedule. WEEI is “Columbia’s friendly voice in Boston”... and New England.

WEEI Columbia’s Friendly Voice in Boston

Harry W. Witt Elected Head of So. Cal. Group
HARRY W. WITT, CBS Southern California sales manager, Hollywood, has been elected president of the Southern California Broadcasters Assn. He succeeds Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal. Calvin J. Smith, manager of KFAC, Los Angeles, secretary-treasurer of the association last year, has been elevated to the vice-presidency. Lawrence W. McDowell, commercial manager of KFOX, Long Beach, Cal., has been made secretary-treasurer. He formerly served as vice-president.

C. E. Arney Jr., formerly public relations director of KM6-KJR, Seattle, recently appointed assistant to Neville Miller, president of NAB, was honored guest of the association at a cocktail party and reception April 5 in the Ambassador Hotel, Los Angeles.

CHARLES BOYAJIAN Jr., an employee of WJBK, Detroit, is vice-president and chief stockholder of Korno Broadcasting Co., which has applied to the FCC for a new 250-watt station on 1420 kc. in Kokomo, Ind.

MINSTREL messenger, traditionally made up with burnt cork and wearing floppy white gloves, delivers to Arthur Anderson of Marshalk & Pratt an invitation to attend the opening broadcast of J. C. Flippens's Celebrity Minstrela program heard on the NBC-Blue Network.

Farmers and Gardeners in the Northwest Listen to KFYR for last minute weather and market reports.

That's why one National Advertiser is currently receiving inquiries for less than 2 cents each on

550 Kilocycles KFYR 5000 Watts Day
NBC Affiliate 1000 Watts Night

Let us sell your story

Meyer Broadcasting Company
BISMARCK, N. DAK.

National Representative: John Blair & Co.

NBC Hollywood Accord For Producers Reached In New RGA Contract

CONTRACT CALLING for 100% Guild shop and a five-day-week has been signed by NBC Hollywood executives and those of Radio Production Guild of America. Pact covering all staff producers guarantees a minimum wage of $250 per month for junior producers, with a minimum for juniors starting at $150 a month. All producers now on the NBC Hollywood staff are classified as seniors. Contract also provides that all producers not affected by minimum wage scales shall receive an average of $18 per week. Minimum scale for junior producers the first six months is fixed at $150 monthly; $156 per month for the second six months; $200 monthly for the third six months, and $240 a month for the fourth six month period. After that they will be advanced to senior classification with a minimum of $250 monthly.

All producers receive two weeks' vacation with pay and either two weeks' notice or severance pay for that period in event they are discharged. The majority of NBC Hollywood producers are combination men, doing writing as well as producing.

Jurisdiction over the group was turned over to Radio Writers Guild by American Federation of Radio Artists some time ago, but RWG gave permission for the producers to form their own independent organization. Robert Moss is president of RPGA.

CBS, Hollywood, recently signed an agreement with AFRA which calls for a minimum of $65 per week for senior producers.

AFRA Denies Ban

REPORTS circulated on the West Coast that AFRA is prohibiting Hollywood transcription and production units from continuing production pending final settlement of its transcription code are denied by executives of Los Angeles chapter. AFRA stated that all companies or individuals who so desire can make transcriptions and use AFRA members so long as they pay the prevailing scale of not less than $1.50 per side. AFRA it was said, has given the Hollywood transcription and production units protection against higher scale in the face of the contemplated code, but this is only for a limited time and a limited number of recordings. It is declared by AFRA executives that all companies can be considered by submitting a written schedule, setting forth the exact number of programs and the period in which they are to be completed.

AFRA Certified

NATIONAL Labor Relations Board on April 18 announced certification of American Federation of Radio Artists, Cincinnati local (AFL), as the sole collective bargaining agency of employees of WCPX, Cincinnati. The certification covers all employees appearing before the microphone professionally, but excludes "hillbillies". The action was based on a collective bargaining election held March 15, resulting in a count of 8 to 3 in favor of the AFL union.

Page 42 • April 15, 1940 BROADCASTING • Broadcast Advertising
We quote below WSM's "Grand Ole Opry" as seen by the critical eyes of Time Magazine, The New York Times and the Nashville Times. "A program many plain folk in the South vastly prefer to Charlie McCarthy or Jack Benny"... "Simple folk music that has captivated the nation."...

"A popularity not hoped for in the wildest dreams of its sponsors."

For 15 consecutive years this show... the one...

the only... the original "Grand Ole Opry" has been turning millions of Southern people into millions of loyal WSM listeners. Dials stay tuned on WSM because the "Grand Ole Opry" has taught Southern people the WSM habit. May we suggest the wisdom of cashing in on this habit?

A letter or post card will bring complete information and case histories.

National Representatives
EDWARD PETRY & CO., INC.
**Showmanship of KDYL**

**The POPULAR Station**
Salt Lake City

**In the Intermountain Market**
consistently larger audiences naturally follow the lively

**Purely PROGRAMS**

**MORE THAN 100 clients of DIAL-d**, a program conducted jointly by WGBF and WFLA, Evansville, Ind., joined in a huge party recently celebrating the show's first anniversary. The program, created and conducted by Madge Dalinghaus, formerly classified advertising manager of a local newspaper, caters to small advertisers with limited budgets.

Commercials, with a minimum of 20 and a maximum of 50 words, are sold at a combination rate on the two stations on five quarter-hour programs daily. Two announce- ers, in addition to Mrs. Dalinghaus, who is known as "Madge, the Dial-d Girl," participate on the programs, which are set to rapid music and which occasionally introduce contests for small prizes such as theatre tickets. Starting with two quarter-hours daily only a year ago, the programs have been so successful that the present schedule of five daily became necessary to accommodate advertisers' demands for "space" on the classified newspaper of the air.

**What Do You Learn?**

NEW children's quiz program, The School Book, has been launched on KROW, Oakland, Cal. The program m.c. asks questions on subjects taught grade school pupils, such as spelling, geography, history, literature and arithmetic. Points are awarded for correct answers, and prizes totaling $10 are given during each program.

The program, released Fridays at 4:30 p.m. (PST), originates in the station's San Francisco studios. Frank Alberti presides over the program as "Professor Ask-Em." The show is sponsored by the Par- sienne Bakery Co., San Francisco.

**For and Against**

BUILT around letters sent in by radio fans, Lakes & Dales is con- ducted Sunday evenings on WSGN, Birmingham, Ala., by Turner Jordan, radio editor of the Birmin- gham News. The program, an outgrowth of an agreement by Jordan with his readers to reprint their pro-and-con letters on radio fare, presents brickbats as well as bouquets for local and network fea- tures and artists. Each week two local radio figures, selected local stations' personnel, appear on the program and discuss with Jordan the mail he has received about them or their programs.

**How to Market**

TO ASSIST women in selecting fruits and vegetables CPICP, Mon- treal, has started a new daily pro- gram featuring Mrs. Marjorie With. The program, the Montreal Wholesale Fruit & Vegetable Termi- nal, takes place daily, and gives her talk from the auction room of the terminal, in the presence of a large audience of wholesalers and retailers who are warned of the broadcast by the ringing of a gong. The program is sponsored by the Montreal Wholesale Fruit & Vege- table Trade.

**GOOD MORNING, LADIES**

SPONSORED by the local Geier Mattress Co., Good Morning, Mrs. Housewife, a new quiz show for women, has started twice-weekly on WKRC, Cincinnati. Conducted by Virginia List, WKRC home economist, the program features questions on home-making, etiquette, table setting, child care and general housekeeping information. Three contestants, chosen from mail applications, appear on each broadcast. The winner receives a bed spread and the other two a pair of embroidered pillow slips.

**Reply to Reddy**

USING the Reddy Kilowatt character recommended by the NAB as a vehicle for utility advertising on radio, the Florida Power Corp. and local appliance dealers have started a new quiz show, Watt Is the Answer, on WSUN, St. Peters- burg, Fla. The half-hour show fea- tures Dr. A. L. Lewis as Prof. Reddy Kilowatt and prizes select- ed from local civic and professional groups. Winning teams receive prizes of electrical appliances, with lighting fixtures awarded the losers and certain audience members.

**Around the Loop**

A PROGRAM presenting a picture of social and civic life in Chicago, titled It's Happening in Chicago, has been started by WGN, Dearborn, of the station's dramatic staff, present both its dramatized and inform- nal style sketches and scenes of the town's activities. Unsung her- oes are selected from Chicago citi- zens who, although unnoticed by the press, merit virture, and their heroic deeds dramatized.

**Contest Lineup**

KVOO, Tulsa, Okla., has started weekly quarter-hour resume of all local and national radio contests. The program, For Contestants Only, gives full particulars and prize lists of contests and is con- ducted by Herb Lateau.
California History

TO stimulate interest in California's romantic history, Your California recently was started on KSFO, San Francisco. The broadcast embodies actual visits to the communities mentioned in the series and the development of their historic background by means of dramatic interviews with the people who helped make their history. Tro Harper writes the continuity.

Hizzoner, the Mayor

NEW civic program, on KDYL, Salt Lake City, brings Mayor Ab Jenkins, noted racing driver and auto-safety exponent, to the microphone to discuss his stewardship of public affairs and to answer letters concerning municipal matters. Listeners are invited to submit questions on any phase of city government they would like the Mayor to answer.

Public Decorating

A NEW home participating program, Musicolor Clues, on CFRB, Toronto, permits the listening audience to participate in decorating a home, colors being identified by musical clues. Account was placed by J. J. Gibbons Ltd., Toronto, under the direction of Radio Centre, Toronto, for Lowe Bros. Co., Toronto, paint manufacturer.

For Window Box Fans

LISTENERS receive practical hints on window-box gardening and the care of cut flowers on the Garden Journal of the Air, twice-weekly program on WQXR, New York, conducted by Wilbert Newgold, authority on soilless gardening.

FIRST hobby horse race ever broadcast on KOA, Denver, was carried late in March on KOA's Who's in Denver Tonight, with Starr Yelland (left), KOA announcer, calling on all his sportscasting talents to describe the novel contest from the lobby of Denver's Cosmopolitan Hotel. The event featured races between visiting chorines of Earl Carroll's Vanities and members of the Phillips 66 Oilers basketball team, appearing in the National AAU basketball tournament. The beauteous Vanities girls swept the field, winning the first four places. Here a group of the Carrol chorines are shown taking part in a special race among themselves.

High School Spellers

HIGH SCHOOL students are featured in a quiz show on KMOX, St. Louis, Words in the News. The program originates in the KMOX Playhouse and is piped to KMBC, Kansas City. Students define words read by Blair MacPhail, m.c., and receive prizes for correct definitions. Words are submitted by listeners.

For Window Box Fans

Listeners receive practical hints on window-box gardening and the care of cut flowers on Gardening Journal of the Air, twice-weekly program on WQXR, New York, conducted by Wilbert Newgold, authority on soilless gardening.

Grocery Forfeits

CLAIMED as the first local quiz show designed exclusively for women, Question Market started April 9 on WRC, Washington. Conducted by Mary Mason, WRC-WMAL director of women's programs, the weekly half-hour presents six women contestants selected from the studio audience, each of whom is given an assortment of groceries as she takes her place at the microphone. Questions asked by Interrogator Mason are graded by products in each contestant's bag of groceries. Wrong answers bring the forfeit of some item. Contestant missing the fewest questions wins all the forfeited groceries.

Sports Retorts

SIX sports experts, divided into two teams, attempt to answer sport queries submitted by listeners to Choose Up Sides heard on CBS Sunday, 5-6:30 p.m. All accepted questions entitle the sender to $2 with an additional $3 if it stumps the experts. Best team score wins $50. Henry McLemore, UP columnist is umpire with Canwell Adams and Arthur Mann, sportswriters, as permanent captains of the teams.

You and We

JEWISH quiz program, You Ask—We Answer, has been started on WPEN, Philadelphia, by I. Rokeach & Son, manufacturers of kosher food products. Questions sent in by listeners are put to a group of newspaper editors and a weekly guest, with Z. H. Rubinstein as m.c. Two dollars is paid for usable questions of Jewish interest, while failure of the board of experts to answer brings an extra $5 to the sender.
THERE IS A BIG CHANCE IN THE LISTENER SINCE WE USE FIFTY GRY COLUMN
Third Degree

THE FCC has just written a new chapter to a running story that might well be titled "Bu- reaucracy in Action". Its new application form for standard broadcast stations (covering also modifications of licenses of existing stations) marks a new high in what is viewed in some quarters as an all-front crusade to crass business.

We cannot fathom the FCC's object in propounding 42 pages of questions, of which border on the impossible, ridiculous—and possibly unlawful in the light of the Supreme Court opinion in the Sanders Case which seeks to have stripped it of authority over business and program operations. Right now we hazard the prediction that the new form requirements, if enforced, will discourage new capital from entering radio and perhaps have the effect of "deadlocking" development.

No one will protest the right of the licensing authority to ascertain the citizenship, financial responsibility, character and standing of new station applicants. The law requires that the FCC satisfy itself on these scores. Similarly, the FCC's apparent aim of eliminating unnecessary hearings is all to the good. But when it essays to eliminate all hearings, which appears its intent, and grant licenses or modifications on a sort of correspondence school basis (provided the applicant can pass the new I. Q. test) there is room for question.

To answer its multifarious questions would require a composite of Philadelphia lawyer,clairvouyant, genealogist, certified public accountant and engineer. Some of the questions are literally impossible to answer. Others are utterly improper on their face. All in all, it would take months for a group of men to get together and provide the requested data covering financial and personal matters only. Totally aside from questions relating to earnings of applicants during preceding years, litigation from traffic violations to divorce cases in which they may have been involved, relatives who may have been in radio conversations, casting, etc.

But by day ASCAP is learning that BMI is not a mirage. Whether ASCAP deals or not there will be a radio-owned music reservoir; that much appears certain. Whether ASCAP music (or what may be left of it) is performed by radio after 1940 depends upon the willingness of that pool to deal in practicalities. Otherwise, it writes its own radio death warrant.

Pay as You Play

ANY TIME now ASCAP will begin "conversations" with broadcasters on contract revisions for the right to perform its music beginning next January. Its transparent intent to shake-down the industry with a Dr. Jekyll-Mr. Hyde formula already has been expounded profusely to broadcasters from every angle.

The determination of the strongest segments in the industry to stand behind Broadcast Music Inc. as the only ultimate salvation from ASCAP and kindred licensing groups likewise is established. Radio needs music—one of its basic raw materials—but music needs radio even more. Without radio performance, composer and publisher members of ASCAP will become relics of a forgotten past, and a new Tin Pan Alley, radio-affiliated, will thrive. This is realized only too well by ASCAP's composers, by band-leaders and by the whole realm of music which relies upon radio as its bread-line.

Sound and logical reasoning is all that is necessary. Realizing this, as well as the determination of the industry to stick together and fight it out, ASCAP cannot long continue its high-handedness. It proposes clearance at the source, but upon terms that are outrageous. Why should it not carry its proposals one step farther and deal on a "per-use" basis whereby stations, networks and even non-radio users pay as they play? A price denominator can be reached, and a method of apportioning the cost can be evolved. It is the sound business basis for which there is precedent in every industry. It would eliminate the onerous and virtually outlawed privilege tax. It makes sense.

ASCAP claims its music is so superior as to be indispensable; that it has the "artists" and the "creative genius". We concur that it has something radio wants. Thus, if it is certain of its ground, it wouldn't even take a gambler's chance if it negotiated the "pay-as-you-play" formula, and set its price.

Consumer Control

AS IF INDUSTRY were not beset with enough troubles, new consumer movements gain momentum whose more radical protagonists would make of American business a sort of reverse-order guinea pig, with advertising, wholesale merchandising, and the first-line target.

The fallacy of the philosophy espoused by certain elements in these pressure groups is only too well known to industry. Their prime movers are often of the same breed who brought on prohibition, and who have tried to get a toehold on demon-nicotine. And, as in all such movements, respectable elements, of sincere conviction, are somehow sucked in.

The Second Annual Institute for Consumer Education in Columbus, M. early this month is an apt illustration of the fusion of the wild-eyed and the rational but perhaps all-too-naive groups who feel that evils lurk everywhere in merchandising, retailing and advertising. "The number of horrors" citations were trooped out to prove that the public is being mulcted by fraudulent advertising, overpriced merchandise and extravagant claims.

At the Columbia sessions, radio advertising was spared sharp criticism in contrast to the assaults on other media and on advertising generally. But the meeting is indicative of a trend which, if permitted to spread, can harass and even undermine the most legitimate merchandising and marketing methods. That such a campaign inevitably would depress business and increase unemployment apparently does not deter the reformers.

Radio is the most intimate of all advertising media. By and large it has been subjected to little public criticism of late because there has developed a warmth in the relationship of the medium and the public. The fact that the consumer groups are giving radio only a light once-over should not blind the industry to the ultimate goal of their more radical (usually most active) elements. Radio is doing a respectable job of keeping its commercials in line. It also should concentrate on the task of keeping its audience satisfied in the face of any possible offensive by any minority rallied under the consumer-movement banner.
FOUR YEARS ago Harold Robertson Carson reversed the slogan of a century ago which admonished young men to go West. Like a Wrong Gable, his United Broadcast Sales swept into Canada's conservative and moneyminded East to change indirectly the complexion of the Dominion's broadcasting industry. His aggressive young men soon proved the rumors which for some years had circulated in Eastern Canada that broadcasting in Western Canada was of a different caliber from that of the staid East. And broadcasting has not been the same in eastern Canada since the arrival of Harold Carson, today president of All-Canada Radio Facilities Ltd., and his young men. Due consideration was paid Harold Carson for his achievements in the broadcasting industry when he was elected a director of the Canadian Association of Broadcasters at its recent convention in Montreal.

Harold Carson's move to Eastern Canada was a logical one in the sequence of events which have taken him up the ladder of Canadian radio. Like many others, he came into broadcasting as a sideline. He owned a wholesale automotive supply business in Lethbridge, Alberta. It is still in operation under his own name, though he has no connection with it now. He sold batteries and radio receivers as well as automotive supplies, and decided to push the sales of his batteries with radio advertising. That was in 1924. To do the job properly he bought the 15-watt station CJOC in Lethbridge, which was then on the air only a few hours daily. He rebuilt the station, put it on the air for longer periods, and the sales of his batteries, radios and automotive supplies increased.

Two years later he had bought an interest in another automotive supply house in Calgary, Taylor, Pearson & Carson Ltd., of which he is now president. He decided to apply the same principle of radio advertising to this new field. He bought into CFAC, Calgary. The next few years saw the addition of CJCA, Edmonton; CJAT, Trail, B.C.; and CKCK, Regina, Sask. His interest in jobs in newspaper-owned stations centered in their operation.

With a number of stations to operate, Carson found a new problem in the use of recordings and transcriptions. Transcribed shows were needed to sell to the growing number of advertisers on his stations. If he could get the Western Canada rights to transcribed shows, he could use them on his own stations, but also sell them to other stations. Thus he expanded to become a transcription sales office for such Hollywood producers as C. C. Pyle, C. P. MacGregor, Lou Winston, and H. L. Earnshaw.

The successful operation of the stations he was managing on a part-ownership basis came to the ears of the Manitoba Provincial Government, which for many years had enjoyed a monopoly on broadcasting through its two Manitoba Government Telephone System stations, CKY, Winnipeg, and CKX, Brandon. Carson was asked to take over the commercial operation of the two stations, although he could not buy a share in their ownership. Until 1937 CKY was the most powerful station in Canada with 15,000 watts.

With this string of stations Carson found he could advantageously place national advertising on all his stations individually and as a group. If he could do that for these stations, why not for other stations in Western markets his stations did not touch? He had the shows to sell advertisers and he had his station-selling organization.

The next step was station representation. He came to Eastern Canada and merged his United Broadcast Sales with a somewhat similar organization known as All-Canada Broadcasting. This was controlled by the radio division of the grain merchandising organization of James Richardson & Son, Winnipeg, and of C. A. R. C. Associates, Toronto, the other two being CJRM, Regina, and CCGX, Toronto, Sask.

The resultant All-Canada Radio Facilities Ltd. now represents 18 of Canada's 73 privately-owned broadcasters; holds exclusive Canadian rights on major transcription shows and script services produced in the United States; and works closely with the Carson-owned or managed stations in Western Canada, to which have been added in eastern Canada CKOC, Hamilton, Ont., and CJOX, Stratford, Ont.

It took a man of courageous ideas and business acumen to build this Canada-wide organization which today is the largest aside from the Government-owned Canadian Broadcasting Corp. Close to 200 men and women work for Carson and his teams who buy in his radio enterprises, including his owned and managed stations and his transcription sales and station representation offices in Calgary, Vancouver, Winnipeg, Toronto and Montreal.

Harold Carson is big, not only physically (he stands 6 feet in his stocking feet, weighs 220 pounds) but also in character and drive. He is generous to a fault. He will not have any "yes men" around him, but prefers to argue problems with his associates. He will take their viewpoint and decision if he can be shown the merit of their argument. He will frequently defer to his associates. He is also known to give men in his organization a second chance if he feels that they can stage a comeback.

He is called upon to make flash decisions to spring on his right-hand men—Frank H. Elphicke, CJCA, Edmonton; W. A. Gordon, Canada Broadcasting Corporation; Frank White, CJFF, Toronto; and M. A. Johnston, CJQX, Vancouver. When the time comes he can single-handed take over the home address being Calgary, where he is a member of the Ranchmen's Club.
C. R. (Duke) Richardson, manager of WDN, Danville, Ill., on April 10 spoke before the Quad City Radio Club on "The Independent Commercial Station." In preparation for his address, Mr. Richardson sent questionnaires to a number of station managers to get their views on station operation so that a complete picture, covering many aspects, could be presented to the assembly.

Jim Vincent Cerney, formerly of WHK-WCLE, Cleveland, has joined WING, Dayton, in charge of promotion and merchandising.

Lincoln Deliar, manager of KSKO, San Francisco, recently was appointed the freedom of speech division of the executive committee in charge of American Citizenship Week activities, to be observed April 29-May 6.

Gordon Owen, for five years on the commercial staff of KSL, Salt Lake City, and more recently San Francisco manager of Walter Biddick Co., station representatives, has been appointed account executive on the CBS sales force in San Francisco.

Gard Wallace has joined WTOL, Toledo, O., as special account representative. He will concentrate on developing programs for food and cosmetics accounts.

A. S. Ryters, formerly of Tracy-Locke-Dawson, New York, has joined KMPC, Beverly Hills, Calif., as chief account executive.

Samuel H. Cook, president of WFLH, Syracuse, has been elected president of the Syracuse Chamber of Commerce, the first radio executive to hold the post.

Lester Lindow, commercial manager of WCAE, Pittsburgh, has been appointed acting manager of WFBX, Indianapolis, taking a leave of absence from his Pittsburgh post.

Marcellus M. Murdock, general manager of KPH and publisher of the Wichita Eagle, has been named chairman of the Kansas Day Dinner of the Hotel de Ville and Hotel, Kansas City, during the national meeting of the U.S. Chamber of Commerce. He also has been selected by the Kansas Council to represent the State at the meetings of the Chamber.

Thomas B. Campbell of the NBC station relations department and Jane Elizabeth Bigelow of Maplewood, N. J., have announced their engagement.

Jack Cody of the CBS sales promotion staff in New York, on April 5 left to become sales promotion director of KSD, San Francisco, effective April 16.

Leo Boulette, formerly of the WLS, Chicago, production staff, has joined WNCO, Toledo, Ill., as program director and head of the station's artist bureau.

Gomer Raths, assistant to the manager of WMWD, Peoria, Ill., on March 23 married Dorothy Maddox.

Weberley Edwards, vice president of the Hawaiian Broadcasting System (KGMKBKHBC), Honolulu and Los Angeles, was on a business trip to the Pacific Coast April 6. In San Francisco he conferred with Lindsay Spight, Pacific Coast manager of John Blair & Co., station reps and CBS and Mutual network officials.

Theodore Williams, formerly of McCann-Erickson, San Francisco, recently was added to the sales force of AMN, San Francisco.

Joe Ries, education director of WLW, Cincinnati, was to leave April 15 to New York to take charge of Crosley activities at the World's Fair. He will manage the Crosley exhibit and act as narrator on the daily WTW fair pickup, This Is the Fair.

Harry C. Wilder Jr.

Harry C. Wilder Jr., 21-year-old son of Col. Harry C. Wilder, president of WSYR, Syracuse, and owner of several other stations, was instantly killed April 8 in an auto accident near Melbourne, Fla. He had been vacationing with his grandfather, Mark S. Wilder, at Vero Beach and was returning from Melbourne shortly after 1 a.m. when his car crashed into a produce truck. He had attended Amherst College for two years. Besides his parents, he is survived by a sister, Nancy, and his grandfather. Funeral services were held April 11 in Syracuse.

Clarence H. Taubel

Clarence H. Taubel, 48, pioneer in Philadelphia broadcasting, died March 29 at his home after a long illness. A keen radio enthusiast while a real estate operator, he acquired WPen and WRAK, a foreign-language station later merged with WPEN, which he sold several years ago to the late John Irwin and which is now owned by Arde Bulova. He was forced to give up his home and all his other business activities because of illness shortly after purchasing the stations. He is survived by his wife, daughter and his father and mother. Funeral services were held April 1 in Philadelphia.

J. Jay O'Brien

J. Jay O'Brien, New York sportman and broker, and principal owner of WPJN, W. Palm Beach, Fla., died at his Palm Beach home April 5 of a heart attack. Mr. O'Brien owned two-thirds of the stock in the station, control of which he acquired in 1937.

Charles E. Bush Jr., formerly the chief construction supervisor of WTM, Tulsa, Okla., and KCMO, Kansas City, has been named program and production manager of KEV, Fort Arthur, Tex. Jack Alexander, formerly announcer, has joined the KPAC announcing staff.

Stuart L. Brauer, former radio comedian, has been named director of CBS Music Artists Service. Olin Adams has been appointed to the music department.

Charles McNulty, WBDD continuity writer is to marry Louise Glenn May 18.

Three Staff Members of NBC-Chicago became favorites on the same day, March 20: Martha Cowan (Mont) Moore, m.c. of Club Matinee and Restaurant, was named boy, named John Mason; Floyd Holmes and Karen, a girl, named Patricia Lynn; George Bolas of the sales department, a boy, named Bruce.

Ira Avery, WRVA, Richmond, special events announcer, is preparing a book on radio collecting for tentative fall publication.

Robert Boyd, formerly of KUB, Santa Barbara, Calif., has been added to the WEDON, Monterey, Calif., as announcer-technician.

Paul Patrick Kennedy, radio editor of the Cincinnati Post, on April 8 married Miss Martha Cowan of Cincinnati, national publicity director of Kappa Kappa Gamma.

Bob Nash, previously with several Midwest stations, joined WING, Dayton, O., as sportscaster.

Ruth Elson Clark formerly of WWC, Asheville, N. C., and the Tom Fadade public relations organization, has joined the staff of WSUN, St. Petersburg, Fla., handling feminine commentaries and dramatics.

Bud Jackson, former KWOS, Jef- ferson City, Mo., sportscaster, has joined WPB, now under the control of Ken Millier, KYO, news editor, has announced his candidacy for the Tulsa school board.

John E. Reilly, program director of WPNI, Boston, and Vivienne Costa are to be married April 29.

Jane Brooks formerly of WOC, Davenport, Iowa, has been given the WRTD, Richmond, as continuity director. She succeeds Conrad Rieshurt Jr., now night service manager of WRTD.

Jimmy Barber, program director of KGVO, Missoula, Mont., has been appointed to the committee of the Missoula Community Concerts Assn., now on extending its annual membership drive.

Clark Dawson, formerly of WOC, Davenport, Iowa, has joined the announcing staff of KGVO, Missoula, Mont.

Bill Arms, director of the Fort Worth Football Club, has joined the announcing staff of KGGO, Fort Worth.

Ted Malone, conductor of the weekly Pilgrimage of Poetry programs on NBC Blue, has been named poet editor of Good Housekeeping Magazine. His first "Between the Bookends" column will appear in May issue.

Jack Slocum, of the CBS sports staff, is assisting Mel Allen on this year's broadcasts of the Giants and Yankee home games on WABC, New York, sponsored by Camel cigarettes.
GRAY, very real, was sent in bottles to Canadian agencies by Fin Hollinger, commercial director of WJLS, Yankton, South Dakota, who filled the bottles personally with “a sample of what WJLS means to any advertiser reaching out for maritime sales.”

WILLIAM ADAMS, formerly director of public relations for the California State Chamber of Commerce, has joined the special events department of KSFQ, San Francisco.

LARRY PAYNE, program director of WTOL, Toledo, O., is the father of a girl born April 5.

MARSHALL DANE, formerly of WIP, Philadelphia, and WBL, Baltimore, on April 1, joined the announcing staff of WOR, Newark.

JOHN LAGEMANN of Ben Sonnenberg’s public relations office, New York, and formerly of CBS, is writing continuity for The Telephone Hour, an institution Bell Telephone System program which starts April 29 on NBC Red.

CHICK VINCENZ, CBS director of the Life Can Be Beautiful series, sponsored by Procter & Gamble Co., on March 27 became the father of a boy.

CHARLES JONES, continuity editor of KOY, Phoenix, has resigned to join KTMS, Santa Barbara, Cal., in a similar capacity. Ashley Simms, formerly on the KOY announcing staff, replaces Jones, with Jimmy Hayes as his assistant. Dan Rubbel, formerly of KLO, Ogden, Utah, has joined KOY as an announcer.

EDDIE RUBIN, for eight years in the publicity department, has been appointed radio contacts director of RKO Radio Pictures Inc., Hollywood.

JIMMY FIDLER, Hollywood film commentator, is sponsored five times weekly on 48 CBS stations by Procter & Gamble Co. (Dove), is disbarring his radio staff of five until next fall when he resumes broadcasting under new sponsorship. His contract with F. & G. expires April 23.

FRANCES SCULLY, NBC Hollywood fashion editor, with Joy Stern, announcer, assisting, has started a weekly quarter-hour NBC-Pacific Blue Radio Network commentary program, Speaking of Glamour.

LEONARD VANDERSON, business manager of Benny Goodman, and Martha Tilton, Hollywood radio singer, were married March 21 in Glendale, Cal.

EDDIE PAUL, Hollywood conductor of the weekly NBC Rudy Vallee Show, sponsored by National Dairy Products Corp., has been selected by Scientific Films, that city, to score and conduct music for all its short features.

MAURIE WEBSTER, CBS Hollywood announcer, and Judith Russell will be married April 18 in Los Angeles.

ALAN SCOTT, news commentator of WCAU, Philadelphia, has resigned effective April 29. Scott was also director of public relations of the station.

CLARENCE MOORE, KOA, Denver, program director, represented radio as a panel member in the Rocky Mountain Regional Study Conference held in that city April 12-13 under auspices of the Progressive Educational Assn.

JACK WOEVER of the production staff of KTHS, Hot Springs, Ark., has joined the new KWPC, Hot Springs, as program director. The station, managed and half-owned by Howard Studman, will start operating about June 1.

STUART HANNON, formerly production manager of KPPY, Spokane, Wash., has joined the continuity staff of KOIN-KADELE, Portland, Ore.

BOB KLYMENT, master of ceremonies of WDRB, Buffalo, N. Y., has joined the promotions department of the Buffalo Bills International League baseball club.

JACK LEVY, formerly of WXVZ, Detroit, has joined the announcing staff of KDAL, Duluth.

DICK NOBLE, announcer of WIBC, Indianapolis, is the father of a boy born late in March.

CARL WEININGER, for the last five years on the music staff of KOA, Denver, has resigned and moved to Hollywood, where he plans to enter motion picture work.

HENRY FISHER, program director of WXYZ, Detroit, is the father of a girl born March 17.

RAMONA BEGGERE, formerly KYA, San Francisco, writer-producer and commentator, has joined Homer Griff's Radio Productions, Hollywood, as writer-producer.

CONRAD NAGEL, Hollywood director of the CBS Silver Theatre, sponsored by International Silver Co., has been signed for a feature part in the forthcoming Paramount film, “I Want a Divorce”.

TOM MOORE, new announcer of WÖRM-CBS, Chicago, is replacing Tom Bartlett on the Mission Goes to Market and Meet the Mission shows while Bartlett vacations in Mexico for three weeks.

TOM TOLAND, formerly of KVI, Tacoma, has joined the announcing staff of KOA, Denver.

RAT HUNT, formerly of the KMOX, St. Louis announcing staff, has joined WMHD, Peoria.

DON GORDON, announcer of WÖRM-CBS, Chicago, is back at his desk following an illness due to an attack of quinsy.

BURLY GREEN, formerly of WDZ, Tuscola, Ill., has joined the entertainment staff of WDAN, Danville, Ill.

JACK BRICKHOUSE, for six years sports editor of WMHD, Peoria, was joined by the WGN, Chicago, sports staff April 17.

STAN THOMPSON, assistant program director of WBBM, Chicago, has returned to his desk following a month illness. Bob Cunningham, who filled in for Thompson during that period, will remain as his assistant.

HARRY RIDGLEY, formerly a freelance actor who has appeared on a number of CBS productions, has joined WDAN, Danville, Ill., as full-time announcer.

WALTER KELL, formerly of the Orlando (Fla.) Morning Sentinel, has joined KICA, Clovis, N. M., as news editor. Ray Linedahl of WBBV, Tonika, and J. D. Enbank, of KGGM, Albuquerque, have joined the KICA announcing staff.

JOE CONNELLY, in charge of publicity at WFIL, Philadelphia, for five years, resigned April 13 to join WCAU, Philadelphia, in charge of special events and sales promotion.

HOWARD GRAHAM President and General Manager of the Howard Graham Company, Inc., Home Furnishers. Mr. Graham says, “Radio advertising has made my business. WMC deserves full credit for a wonderful job of results produced.”

Imagine it! Nine years of radio advertising over one station exclusively. During this time, Howard Graham’s program over WMC constituted approximately 90% of his entire advertising budget. Each year the business has increased.

Here is a story that bears repeating—emulating—for profit.

THE CURRENT HOWARD GRAHAM radio show features a board of experts, comprised of leading Memphis personalities, who answer questions submitted by the radio audience. Vouchers for merchandise are presented for each question used. The voucher is doubled when the expert is stumped.

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC MEMPHIS
NBC RED NETWORK

Owned and operated by
THE COMMERCIAL APPEAL
“The South’s Greatest Newspaper”

National Representative: THE BRANHAM CO.

☆

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS

KWKH-KTBBS—SHREVEPORT

WSMB—NEW ORLEANS

BROADCASTING • Broadcast Advertising
April 15, 1940 • Page 51
Show Goes On

NO RADIO technician is Ed Allen, announcer of WGN, Chicago, but he has worked on remotes so often that he can handle any phase. The other night he was to announce a program of dance music being picked up for MBS. When sign-on time came, no engineer showed up. Allen took over the control board and handled not only the announcing but the engineering stint for 15 minutes until the engineer, who had been unavoidably detained, put in an appearance.

AXEL GRENENBERG, for the last year a member of the NBC-Chicago production staff, and formerly of WWJ, Detroit, has resigned to start free lance directing in New York.

RUSSELL STEWART has succeeded Glenn Shaw, production manager, as chief announcer of KSL, Salt Lake City.

BOB LYLE, son of Robert Finch, St. Louis Cardinal's vice-president, will aid France Lauz in play-by-play broadcasts on KMOX from Sportsman's Park. He joined KMOX six months ago after five years of sports announcing in Texas and St. Louis.

KEN HIGGINS, formerly writer-producer of the old KEHE, Los Angeles, has joined KFJF-KBCA, that city, as announcer.

JAMES COSTELLO, formerly of the NBC program department, has joined the MBS publicity department where he will start a new educational bulletin service for schools and educational organizations, under direction of Lester Gottlieb, MBS publicity director.

BILL ACKERMAN, noted Cleveland sportswriter and editor of the Sportsmen's Guide, is conducting a weekly quarter-hour program on MBS to give listeners up-to-the-minute data on fishing and hunting.

JOHN RIDER, Hollywood writer, has joined the Hollywood staff of McGee & Albright, to do research into historical studies for the NBC Rustic Fallerie Show, sponsored by National Dairy Products Corp., (Seafair). The weekly program will be shifted to New York in June for two months or more.

HOW to win votes and influence constituents, says Dale Carnegie, right, and personality expl袜or, is to sell via microphone. The man who is going to be elected President, he says, must knock on KFJF, Grand Forks, N. D., is the man who is the best salesman in front of the microphone, Dalton Le Maurier, KFJF general manager, interviewed the personality king on the Home Town Reporter, of Regan Bakers, Minneapolis.

JOHN WALD and Don Forbes, Hollywood commentators on the NBC-Pacific Red network program, Richfield Reporter, sponsored by Richfield Oil Co., Los Angeles, have been named honorary lieutenant governors of Arizona by Gov. Robert Jones. Wald and Forbes became lieutenant-governors No. 3 and 4. The other two are Oision and Johnson, stars of "Hetzapogen," who took office when they were featured on an NBC network program from Hollywood.

BRUCE HAMILTON CHICK has rejoined CRKL, Windsor, Ont., as announcer.

DEAN MADDUX, free-lance m.c. and baseball broadcaster on KROW, Oa- kland, Calif., has been signed by Supreme Pictures in Hollywood to appear in a series of western films.

LEW CROSBY, Hollywood announcer, has been assigned to the new Don Ameche Show which started April 3 on 60 NBC-Red stations under sponsorship of P. Lorillard Co. (Old Gold cigarettes). Crosby also announces the NBC Hollywood Playhouse series, sponsored by Andrew Jergens Co. (Woodbury soaps).


PHIL MCMURRAY, who has been handling KJH, Los Angeles, dance remotes, has joined the staff as a full-fledged announcer. MCMURRAY, worth who is on leave-of-absence due to ill health.

EDDIE BELOIN, Hollywood writer on the NBC Jack Benny Show, sponsored by General Foods Corp., and Lynn Hayden have announced their engagement. They are to be married in late May.

ED ABBOTT, newly-appointed production supervisor of KSL, Salt Lake City, was in Hollywood during early April for conferences with Charles Vauda, CBS western division program director, regarding the program and production technique.

BETTY CARTER, in the office of Jennings Pierce, education and agri-cultural director for NBC on the coast, recently revealed that she had been married secretly over two years ago to Edward Arthur Gerhardt.

PAUL BEELER, who was timekeeper for the historic Dempsey-Tunney championship fight, is now a member of the sports department at KROY, Sacramento, Calif. Recently he was invited to appear in the CBS feature "J. W. Was There," produced by Hollywood.
KNX CONTINUES ITS LEAD IN FIRST PLACE MENTIONS*

Today...as for the past three years...KNX delivers the largest habitual audience in Southern California.

You receive a more active, more profitable response...wherever, in Southern California, you do your selling.

That's why advertisers...advertisers who are free to choose any Los Angeles Station regardless of network affiliation...have placed more national and local spot business on KNX than on any other Los Angeles network station—for the past thirty-nine consecutive months!

They are getting the pick of sales in this billion dollar market, just as you can, with...

KNX LOS ANGELES, 50,000 WATTS
COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
Represented By Radio Sales: New York, Chicago, Detroit, Charlotte, N. C., Los Angeles, San Francisco

BROADCASTING • Broadcast Advertising  April 15, 1940 • Page 53
Radio raises $267,079 for Opera
Of the $765,708 raised in the Metropol-
itan Opera campaign, $267,079 has come from the radio audience in
response to the appeals broadcast by
the radio committee during the inter-
misions of the Saturday afternoon
opera broadcasts on WBC. The radio
appeals were terminated April 13.

WALTER B. HAASE, program
manager and secretary of WDRC, Hart-
ford, Conn., has scheduled a series
of talks on frequency modulation during
latter April. He will speak to the
Hartford Engineer's Club April 18
and to the Civitan Club April 20.
WDRC operates WLFW, first FM
station in Connecticut.

OPERATING schedule of W2XOR.
New York, FM station of WOR, on
April 4 was stepped up to 15 hours
a day, from 9 a.m. to midnight.
Increase followed "many requests com-
menting the noise-free, high-quality
type of reception now being offered by
W2XOR." the station reports.

PEOPLE

More people live within 50 miles
of Greensboro than in any other
area of equal size in the Southeast.

PROSPERITY

These people make more products,
earn more wages and get more for
their crops.

POWER - PROGRAMS

WBIG serves the No. 1 spot of
the South with 5000 Watts, power
packed with pulling programs of
CBS and fine local talent and news.

Send for the facts about the
Greensboro "Magic Circle"

CBS AFFILIATE

5000 WATTS DAY
1000 WATTS NIGHT

WBIG
GREENSBORO, N.C.

Edney Rigsby, Director

National Representatives

GEORGE P. HOLLINGBERY & COMPANY

New York, Chicago, Atlanta, Detroit, San Francisco

Decision on FM Delayed

(Continued from page 28)

be called to work out this phase.
Whether the FCC will find it pos-
sible to take deliberate action in
connection with FM, however, re-
mains a question. Aside from pub-
lit serving, reflected in the re-
ported demands for receivers, a
number of members of Congress
have become acquainted with FM
and are making inquiries about it.
As a matter of fact, FM reception
has been demonstrated in Washing-
ton to more than a score of mem-
bers on both sides of Congress, all
of whom are reported to have ex-
pressed deep interest, particularly
since it indicates licensing possi-
bilities for a multiplicity of sta-
tions all over the country.

In reflecting on the hearings,
which ran from March 18 to 28
[BROADCASTING April 1], observers
at the FCC observed that already
evidence was voluminous, a well-
rounded plan for nationwide FM
broadcasting was not presented to
the FCC. Additional hearings were
placed in the Commission's hands
by participants, in briefs scheduled
for filing April 15. If, after analy-
zing the briefs, the FCC should
declare the testimony itself,
the Commission feels it does not
sufficient data, it will de-
side to conduct studies of its own
or call upon participants to supply
additional data.

The 'Limited' Problem

The determination of FM Broad-
casters Inc. to plump for full com-
mercial status was motivated to some
extent by the experience of television
proponents under the "limited com-
mercial" rules governing
introduction of the industry. There has
originally tentatively scheduled
FM broadcasting. As time acqui-
sed by such a semi-commercial
status, the current incident pre-
cipitated by the FCC's suspension
of rules and halting RCA
of the radio would not have
developed. Moreover, the recent
Supreme Court decision in the
Sanders case bars the FCC from
restricting commercial service, if
FM moves out of the experimental
classification.

The testimony was given at the
hearings that setting up of
FM networks, using ultra-high fre-
quency relays with automatic un-
attended repeaters, is technically
feasible, the telephone industry ap-
parently does not regard this as a
realistic threat to the use of wires
for program service at this stage.
It was said there are technical ob-
stacles in the path of immediate
establishment of radio relay sys-
tems. However, so long as
FM broadcasting is not pre-
vented, it was pointed out that the
type of radio relays contemplated,
as covered by the witnesses at
the hearing, would force all FM net-
work outlets to carry the identical
chain program of the originating
station, with no way of breaking in
for local programs. In other
words, it would be an automatic
network operation.

Aside from technical considera-
tions, the policy question of who
will own or operate such FM net-
work radio systems confronts the
FCC. Within the industry there has
been talk of setting up a mutual
company, in which affiliated sta-
tions participate in cost, mainte-
nance and operation.

On the basis of preliminary di-
gesting of the FM record, it was
apparent the Commission has virtu-
ally declared that until modu-
lation should not be continued in
the ultra-high frequency spectrum.

The superiority of FM broadcast-
ing, with its narrow band or the
Armstrong wide-band system, was
readily admitted by virtually all
witnesses. Moreover, it appears to
be generally accepted that FM sta-
tions are simply providing supple-
mentary service to the present
broadcast band for a number of
years and that for rural coverage,
in view of FM's lack of secondary
signal, clear channel stations in
the standard broadcast band
be retained. On that basis, it was
thought the development would
consist of a gradual transition to
FM of regional stations if the
listening public discards pres-
ent receivers for FM types or for
combination AM and FM receivers.
"We know that KLZ advertising played an important part in our business-building program."

C. W. Haviland
Sales Manager
Western Division

SOUPerior SELLING for CAMPBELL

KLZ participated in a recent Campbell Soup city-wide drive for sales among Denver independent retailers and chain stores that proved a sensation the country over. Quoting Campbell's western division sales manager, "Business has been romping ahead splendidly during the past year and this recent campaign naturally stimulated sales substantially in the Denver area."

Campbell's sales in the KLZ market show a truly remarkable increase over the previous year. (Sorry, but we are not permitted to release actual figures.) They spell SOUPerior selling on the part of KLZ. For Campbell Soups are exploited exclusively over CBS... and KLZ... in the Denver territory.

KLZ's superior selling results from its flair for superior showmanship, its ability to create a superior attentiveness and loyalty among listeners, its record for superior co-operation with sponsors.

KLZ puts on a daily parade of superior sales successes that make an indelible impression on dealers and jobbers. It has a power to present local merchants with a vivid picture of moving merchandise every day. That's why KLZ carries more locally sponsored quarter-hours than any other station in the Denver-Rocky Mountain area.

KLZ Denver
CBS Affiliate — 560 Kilocycles

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City — Represented by the Katz Agency, Inc.
METAL RECTIFIERS

OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal plate rectifiers throughout except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

Front view of power amplifier center cubicle showing bias rectifier and transformer unit at bottom.

Westinghouse
These rectifier units are newly developed for radio application by Westinghouse—pioneer in commercial broadcasting. They are highly efficient, super-reliable. They are used throughout—except for main high voltage rectifier. Bias rectifiers for speech, the input stages, power amplifier and modulator, as well as plate rectifiers for the exciter unit are all of this type.

From this and other sweeping improvements have come the new compactness, over-all efficiency, modern streamlined appearance, and similar advantages which make the Westinghouse Type HG transmitter distinctive.

A new circuit principle, developed by Westinghouse, results in an efficiency of 80% in the power amplifier alone—more than twice the plate efficiency of conventional circuits and at least 20% ahead of other equipment now available.

Your nearest Westinghouse office can give you complete details covering the operating advantages listed at the left.

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.
He's thinking that guy in the orchestra pit takes up too much room. He's thinking he needs a better pair of opera glasses. He's thinking women's hats are superfluous. Well . . . he's thinking.

And what's he thinking when he reads

BROADCASTING? He's thinking radio.

BROADCASTING means radio advertising. It's 100% radio all the time—nothing but radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. Doesn't logic say BROADCASTING?
DONNING gloves and assuming stances, Professor Robert Ehrman (right), program director of WRTD, Richmond, Va., and Assistant Prof. Ken Allyn, staff announcer, fight it out to determine whether girls or boys spell the best. The gag shot was taken just before final matches in the 1940 spelling bee held late in March by WRTD. The series was presented in cooperation with the local school board, and certificates of merit were presented to winners by Forbes H. Norris, assistant superintendent of schools. The programs, broadcast each Thursday night at 8:30 throughout the series, with an hour program for the finals, were conducted by Professors Ehrman and Allyn.

Camel’s Pearce Plans

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on May 3 starts for 52 weeks Al Pearce & His Gang on 80 CBS stations, Fridays, 7:30-8 p.m. (EDT), with West Coast repeat, 5:50 p.m. (PST). Besides Pearce, the weekly half-hour program will include Arlene Harris and Blanche Stewart, comedienne’s; Artie Auerbach, comedian, and guest talent. Marie and Her Merry Men, quartette, will handle the vocals. Carl Hoff will have the orchestra. Wen Niles is to announce. Bill Moore, Hollywood production supervisor of Wm. Esty & Co., New York, will represent the agency on the show. Al Pearce & His Gang were formerly sponsored on CBS by Hawaiian Pineapple Co. (Dole products), which terminated that contract after 26 weeks on April 3. He is using the same talent on the new series.

Seed Firm Testing

NATIONAL SEED & BULB Co., New York, on April 10 started a spring and summer campaign for its seed and bulb packages using 21 spot announcements weekly on WMOB, Mobile; WFFM, Frederick, Md.; WSAV, Savannah; WDEY, Waterbury, Vt., and WSAN, Allentown. These markets will be used on a test basis and a large list of stations will be added later, according to Norman Weill, New York, agency recently appointed to handle the account.

Wings 2½-Hour Series

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Wings), through Russell M. Seeds Co., Chicago, on April 6 started for 52 weeks, a weekly 2½-hour program titled Wings Saturday Night Party, on 21 Don Lee Network stations, Saturday 9:15-12 p.m. (PST). Program features quizzes, jingle contests, birthday salutes, comedy, recorded music and chatter, with Stewart Wilson and James Burton alternating as mc.

The answer to the problem above is .037½ cents—let’s call it four—that’s the cost-per-inquiry of a one-time offer, March 12, 1940, on KDKA’s Shopping Circle. *9-9:15 A.M.

Save your pencil... we’ve already figured 3 MORE examples of

KDKA’s LOW COST PER INQUIRY service to advertisers

- On the KDKA Home Forum, February 20, 1940, a seed advertiser—940 inquiries from a ONE-TIME offer. Cost—7¢ each. *3-3:30 P.M.
- KDKA’s Uncle Russ program—special premium offer—March 15, 1940. 950 replies; cost less than 6¢ each. *7:45-8 A.M.
- ONE-TIME offer on KDKA’s Sportsmen’s Program. A booklet—2160 replies— inquiry cost; less than 12¢ each. *7:30-7:45 P.M.

*Note the times—KDKA produces right around the clock. Take time, any time, on KDKA and give your or your clients’ product its share of this inquiry-producing-power!
Time Sales in March and First Quarter By Major Networks Break All Records

BEST March and best quarter in network history, from the standpoint of time sales, are reported by the coast-to-coast networks. Combined gross time sales of NBC, CBS and MBS for March were $8,208,227, a gain of 10.9% over the $7,405,512 figure for March, 1939. For the first quarter of 1940, time sales totaled $24,307,570, up 15.8% from the total of $20,993,389 for the same period of last year. Usually a better month than January, March this year fell slightly behind in gross time billings because of the vagaries of the calendar which this year allotted to March five Saturdays and Sundays, leaving it with two less weekdays, when network income is greatest, than occurred in January.

Nuclear's total income for the month from time sales was $4,304,344, a 1.2% rise above the March 1939 figure of $4,170,852. For the year, NBC's March total of $15,015,411, up 7.4% from the $14,015,447 in 1939's first quarter. Individually, NBC's gross time network for the January-March period totaled $10,061,516, a 6.1% increase over last year's $9,484,411 for the quarter. While Blue time was $2,779,820, a rise of 12.6% over 1939's $2,449,066.

For the quarter, CBS gross time sales were $10,419,743, which is 28% more than in the same time period last year. Total sales of $34,141,283. Mutual showed a 10.8% increase for the quarter, with $1,046,000 in time sales, compared with $988,659 in 1939.

Gross Monthly Time Sales % Gain 1940 over 1939

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC-Red</td>
<td>$3,546,583</td>
<td>4.9%</td>
<td>$3,511,591</td>
<td>$3,511,591</td>
<td>$3,511,591</td>
<td>$3,511,591</td>
</tr>
<tr>
<td>NBC-Blue</td>
<td>968,816</td>
<td>10.6%</td>
<td>822,379</td>
<td>822,379</td>
<td>822,379</td>
<td>822,379</td>
</tr>
<tr>
<td>CBS</td>
<td>3,448,829</td>
<td>34.2</td>
<td>2,674,067</td>
<td>2,674,067</td>
<td>2,674,067</td>
<td>2,674,067</td>
</tr>
<tr>
<td>MBS</td>
<td>317,728</td>
<td>0.8</td>
<td>316,078</td>
<td>316,078</td>
<td>316,078</td>
<td>316,078</td>
</tr>
</tbody>
</table>

Guarding of Air Freedom Urged at Bar Roundtable

PROTECTION of air and press freedom were advocated April 6 at a roundtable discussion of court reporting held in New York under auspices of the American Bar Assn. Spokesmen for radio and press participated, Neville Miller, NAB president, representing radio. Mr. Miller said radio should enjoy the same freedom as the press and suggested that use of microphones in court be left to the sole discretion of the judge since most trials do not provide suitable radio material. William Allen White, editor of the Emporia (Kan.) Gazette, speaking for press, radio, motion pictures and other agencies that form public opinion. Raymer F. McGlashan, owner of KFJF, Los Angeles, has "not shown a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting within the purview of Section 44.02 (1)."

Mr. McGlashan holds licenses for WEXK, operating on 29.54 mc. with 1,000 watts, and WEKXE, operating on 42.3, 116.95 and 350 mc. with 500 watts, respectively. He is experimenting and both using amplitude modulation. His regular broadcast is at 1200 kc., is not affected by the action.

"The applicant," said the Commission, "has not shown that substantial data will be taken on the propagation characteristics of the frequency involved on noise levels; on the field intensity necessary to render good broadcast service; and on antenna design and characteristics with respect to propagation within the purview of Section 44.02 (2) (4)." The supplemental reports filed by the applicant are not adequate within the purview of Section 44.02 (7).

The Commission's action is interpreted as indicating a tightening up of experimental license requirements generally, particularly with respect to high frequency broadcasting, in which chief attention in recent weeks has been focused on the FM method.

WHEN Jay Gould, The Old Song-smit - of WOWO-WGL, Fort Wayne, Ind, spoke disparagingly about the sales department recently, he made the mistake of remarking that "if you bring in a contract for my Safety Swap Shop program, I'll eat it!" Which is exactly what he's doing here, with salt and pepper, after Salesman Paul Mills sold Safety Swap Shop on WGL to Holmes Bakery. The program features paper-eater Gould and children from 111 Allen County schools, exchanging safety experiences, slogans and songs.

Tightening Up of High Frequency Requirements Seen in Action of FCC

WHEN with scores of applications on file covering the spectrum, the FCC has shown a new enthusiasm for experimental broadcast licenses. In proposed findings of fact, subject to routine final approval after the usual 20 days allowed for filing exceptions, the Commission held that Ben S. McGlashan, owner of KFJF, Los Angeles, has "not shown a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting within the purview of Section 44.02 (1)."

Mr. McGlashan holds licenses for WEXK, operating on 29.54 mc. with 1,000 watts, and WEKXE, operating on 42.3, 116.95 and 350 mc. with 500 watts, respectively. He is experimenting and both using amplitude modulation. His regular broadcast is at 1200 kc., is not affected by the action.

"The applicant," said the Commission, "has not shown that substantial data will be taken on the propagation characteristics of the frequency involved on noise levels; on the field intensity necessary to render good broadcast service; and on antenna design and characteristics with respect to propagation within the purview of Section 44.02 (2) (4)." The supplemental reports filed by the applicant are not adequate within the purview of Section 44.02 (7).

The Commission's action is interpreted as indicating a tightening up of experimental license requirements generally, particularly with respect to high frequency broadcasting, in which chief attention in recent weeks has been focused on the FM method.

WHEN Jay Gould, The Old Song-smith of WOWO-WGL, Fort Wayne, Ind, spoke disparagingly about the sales department recently, he made the mistake of remarking that "if you bring in a contract for my Safety Swap Shop program, I'll eat it!" Which is exactly what he's doing here, with salt and pepper, after Salesman Paul Mills sold Safety Swap Shop on WGL to Holmes Bakery. The program features paper-eater Gould and children from 111 Allen County schools, exchanging safety experiences, slogans and songs.

Tightening Up of High Frequency Requirements Seen in Action of FCC

WHEN with scores of applications on file covering the spectrum, the FCC has shown a new enthusiasm for experimental broadcast licenses. In proposed findings of fact, subject to routine final approval after the usual 20 days allowed for filing exceptions, the Commission held that Ben S. McGlashan, owner of KFJF, Los Angeles, has "not shown a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting within the purview of Section 44.02 (1)."

Mr. McGlashan holds licenses for WEXK, operating on 29.54 mc. with 1,000 watts, and WEKXE, operating on 42.3, 116.95 and 350 mc. with 500 watts, respectively. He is experimenting and both using amplitude modulation. His regular broadcast is at 1200 kc., is not affected by the action.

"The applicant," said the Commission, "has not shown that substantial data will be taken on the propagation characteristics of the frequency involved on noise levels; on the field intensity necessary to render good broadcast service; and on antenna design and characteristics with respect to propagation within the purview of Section 44.02 (2) (4)." The supplemental reports filed by the applicant are not adequate within the purview of Section 44.02 (7).

The Commission's action is interpreted as indicating a tightening up of experimental license requirements generally, particularly with respect to high frequency broadcasting, in which chief attention in recent weeks has been focused on the FM method.
Check this important list of NBC Recorded Programs. They're designed to "Air" Condition the buying enthusiasms of larger summer audiences. These expertly produced programs of proved popularity are available in one or more markets—at very economical cost. So look over the line-up and pick the one that will fit into your working plans for building bigger summer business.

**THE LONE RANGER**
One of the best known, most successful radio features ever developed. Captures tremendous audiences of young and old. A real money-maker now presented on more than 130 stations, in live or transcribed form. Over 276 half-hour programs available in the recorded series— together with an elaborate array of merchandising aids.

**CARSON ROBISON AND HIS BUCKAROOS**
Top-notch entertainment for every member of the family, with ten-year record of successful selling on the networks. Carson Robison's songs and stories have a genuine flavor of life on the Western plains. Picturesque music, colorful yarns by a quartet that has sold refrigerators, shaving cream, soap, food and drug products, and many others. 115 fifteen-minute episodes available.

**SECRET AGENT K-7 RETURNS**
Thrilling exploits on land, at sea and in the air. Gripping, timely entertainment for youngsters and adults. Successfully used by local and regional advertisers for a wide variety of merchandising, including dairy products, candy, shoes, typewriters, tobacco, electric appliances, etc. 78 quarter-hour episodes—each a complete story.

**HEART THROBS OF THE HILLS**
Authentic dramatizations of famous ballads and folklore of the Southern mountain folk, rich in romantic and sentimental interest. Musical background by authentic mountain singers in traditional and well-loved songs. Entertainment value solidly established. 52 quarter-hour programs available.

**NBC THESAURUS**
Provides the finest "name" talent—hands, vocal and instrumental soloists, symphony orchestra and singing groups—all with ready-built audiences. 20 program series with varied product application, ready to include your own commercials. Available through 218 stations in leading markets in United States, Canada and foreign countries.

These are only a few programs from the extensive list of Syndicated Recorded material prepared by NBC. Clip this page and send in for complete, detailed information.
New License Forms of FCC Throw Industry Into Quandry

42-Page Document Invades Private Lives of Applicants; May Discourage New Stations

A NEW regulatory quagmire for the broadcasting industry was pro-\voked by the FCC April 1 with the release of its revised application form covering standard broadcast stations, which stiffens requirements to the point where many attornies feel it is practically impos-\sible to provide all of the data reques\nted. Apparently in line with the new FCC philosophy of avoiding hear-\ings on applications and of ferret\ing out all necessary data in ad\\ncance, the 42-page form goes far beyond anything ever required in the past either in an application received at FCC hearings. It calls not only for the most detailed type of financial background on all stockholders in\nsations, but also goes into a number of new qu \a\nctions in radio, inquires into litigation in which applicants or their financial backers have been involved (apparently including the minor law infractions) and even asks for a report on oral conversa-\\ntions or understandings in connec\tion with license applications.

In the opinion of many observ-\ers, the requirements of the new form (301) might tend to discour-\age rather than encourage applica-\\ntions for new facilities or even for modifications of existing licenses. The Commission has taken the posi-\\ntion that it goes to extensive examina-\tion of new station applications in areas not now adequately served.

Covers CP's Modifications

The form covers applications for construction permits for new stations as well as modifications. Pre\\sumably, applications now pending but not yet cleared through the FCC routine will be affected. Appli\\cations now being received on old \\nforms are being returned for re\\filling. The Commission has followed the practice, in recent months, of asking applicants to supply in\\formation beyond that required in the old application form and it is pre\\sumed that in the case of pending applications a similar procedure will be followed to make all applica\\tions conform with the new form.

The consensus among lawyers in Washington was that in the case of a corporation in which several stockholders are involved, it would take weeks and possibly months to gather the information required in the new form. Moreover, it is felt that many businessmen would forego participation in applications for new stations rather than reveal all the background and other data required. Chairman James Lawrence Fly is understood to have in\\ks a similar concern.

The new form is the result of studies by the FCC Rules Commit\\tee, made up of department heads over a period of months, and ap-\\proved by the FCC itself in latter March. It was clearly indicated that the effort is to obviate the ne\\cesity of holding hearing on applica\\tions for new stations, wherever possible, by obtaining fullest pos\\sible disclosures in the application itself.

The WCOL Grant

The appearance of the new form coincided with a decision of the FCC granting WCOL, Columbus, a change in frequency from 1210 to 1200 kc., in the face of opposition of WCPO, Cincinnati, operating on 1200 kc., which protested electrical interference and a consequent loss in coverage. The FCC denied the WCPO petition for rehearing, hold-\\ing that it was not necessary to have a hearing on the matter, and that stations are not guaranteed under the law that they can serve any particular portion of the listening public. In this case,
Write for 15 other outstanding success stories

920 Kilocycles WORL Boston, Mass.
Williamson on 20

WILLIAMSON CANDY Co., Chicago (Oh Henry candy), has expanded its station break announcement schedule to approximately 20 stations in the major cities of New England and Midwest. Increase is a spring campaign of undetermined length. John H. Dunham Co., Chicago, handles the account.

Gannett Opens Capital Office
FRANK GANNETT, New York publisher and radio station owner who recently announced his candidacy for the Republican Presidential nomination, has opened Washington headquarters in the National Press Bldg. C. Nelson Sparks, national campaign director of the publisher-broadcaster, announced appointment of Warren W. Wheelson, former publicity director of the Republican National Committee and former newspaperman, as manager of the Washington office.

New License Forms
(Continued from page 62)

sion, negotiations and copies of correspondence, whether or not they have been in agreement concerning present or future financing of the station. In this connection, observers held it was practically impossible to supply the data, particularly since few applicants would know about what the "future" might bring.

In addition to the information required in the application form (No. 314), applicants are asked to supply on the Commission's separate financial form (706) a detailed balance sheet of the station, together with the original source of each asset, the length of time owned, and other than cash, the basis of such ownership. Applicants must submit annual statements showing in detail the amount and source of all yearly income for the past four years. Bank references must be supplied for each principal subscriber to or owners of stock.

In addition to estimated costs of construction and operation of the proposed station, the applicants have also specified the station's scope and area of service.

All Sources of Funds

Such questions as the identity of each person at present or in the future will furnish funds, property, service, credit or other things of value, oral or written, are pro- pounded. Then this broken down to ascertain the description of the contribution; facts showing the source and manner in which each party originally acquired the funds or other things of value to be furnished now or in the future; financial statements of each party furnishing things or value; full information concerning the business or financial enterprises in which each is engaged, and the remuneration of each member of the station staff, the position and duties of each and the specific part each will take in carrying out the plan of program service. The percentage of time to be devoted to recorded programs also is requested.

Regarding possible chain operation, the questionnaire inquires whether any correspondence or any negotiations, discussions or under- standings, oral or written, has been entered into on network affiliation. If such negotiations have taken place, the Commission requests in an exhibit a full and detailed description, together with copies of all correspondence, understandings and contracts.

Some question was raised regarding the propriety of the Commission's questions on programs, station management and personnel, totally aside from character of financial and other information sought, particularly in the light of the Supreme Court opinion in the Sanders case [Broadcasting, April 1], in which the court specifically stated that the Communications Act does not essay to regulate the business of the licensee and that the Commission "is given no supervisory control of the program, of business management, or of policy."
International News Service scored an outstanding radio beat Monday night when at around 11:40 it furnished its network and local station clients with a bulletin stating that the Nazi troops had crossed over into Denmark. The event found Transradio, United Press and the Associated Press pocketed. They were left, apparently, hoping that the INS flash wasn't true. It wasn't until about 45 minutes afterwards that U. P. and A. P. came through, and Transradio was considerably behind that. There has been no scoop like it since Max Jordan's (NBC) break at Munich (1938).

ENTERPRISE - SPEED - ACCURACY
are integral ingredients of
INTERNATIONAL NEWS SERVICE
RADIO OBSERVES ALL-FOOLS DAY
Listeners and Band Leader Are Among Victims
- Of Hoaxes Perpetrated April 1

HOAXES of varying degree were perpetrated on radio listeners and artists alike as radio stations over the country observed All Fools' Day on April 1. WCKY, Cincinnati, slipped one over on Band Leader Bobby Peters when it told him to get his band together 30 minutes early for his regular CBS coast-to-coast pickup. With all the motions of a regular broadcast evident, band members started trotting off key. Ready to leave the bandstand in disgust, Peters then got word the "broadcast" was a fake.

At WIBC, Indianapolis, listeners picked up their ears at an afternoon program of recordings when announcements and selections started falling out of line—a sweet organ interlude becoming a brassy rendition of "Well, All Right" and such. Listener reaction was quick and positive, the studio switchboard being tied up for 30 minutes by irate listeners' observation that someone was crazy. No announcement of the hoax was made until the half-hour program finished, when the whole procedure was passed off with a unison "April Fool!" from five staff announcers.

Inadvertent participation of KYW, Philadelphia, in what turned out to be the headline hoax of the day brought a storm of excitement from listeners similar to that occasioned by Orson Welles' Martian scare of two years ago. Although several versions have been reported, it appears that the press agent for Franklin Institute released an "end of the world at 3 p.m. tomorrow" report which was carried without qualification on a KYW evening newscast. The report was explained by the publicity man as a stunt to stir up interest in Franklin Institute's money-raising campaign and to tie in with the planetarium's "How the World Will End" show.

The announcement, read after the Jack Benny program, which featured a simulated Benny-Welles discussion of the possible end of the world, stated: "Your worst fears that the world will end are confirmed by astronomers of the Franklin Institute, Philadelphia. Scientists predict that the world will end at 3 p.m., Eastern Standard Time, tomorrow. This is no April Fool joke. Confirmation can be obtained from Wagner Schleiger, director of the Pels Planetarium of this city." Although the station later checked the story and broadcast an explanation, listener reaction had already evidenced itself in several thousand excited phone calls to newspapers and police stations, with the city information bureau alone reporting 4,000 calls.

CANADA last year produced 355,507 radio receivers valued at $8,678,000, according to the Dominion Bureau of Statistics, with sales of receivers amounting to 376,568 as against 351,250 in 1938. About one-third of the receivers sold in 1938 were battery operated.

**Petrillo Seeking Recording Facts**

Trains Remove Phonographs; 'Booleggers' Are Sought

TO DETERMINE how, when and why recordings and electrical transcriptions are made, the uses to which they are put, and their final disposition, James C. Petrillo, president of the Chicago Federation of Musicians, has sent questionnaires to all radio stations in the jurisdiction of the Chicago union.

According to a signed article appearing in the April 1 issue of Chicago Local No. 10, Mr. Petrillo says: "The purpose of the report is to discover: How many recordings are made by non-union musicians, if any... How many recordings and transcriptions are taken off the air without our knowledge. These recordings, in most instances find their way into other local around the country, where they are used on broadcasting stations, in order that the musicians who made them do not learn they have been bootlegged. And this, it would seem is probably the real reason they are sent out of the jurisdiction to be played... And to catch, if possible, the 'booleggers' who take these, (or for that matter, any transcriptions) off the air without the musicians involved receiving recom- mendation for same."

The questionnaire reads as follows:

**MADE WEEK ENDED...1940**

1. **Record Program**
   (a) Name of program
   (b) Number of records used
   (c) Name (or names) of orchestras, bands or musicians used on recording
   (d) Where was the transcription made?
   (e) Was a phonograph record, electrical transcription or library service used?

2. **Does Broadcasting Company Make Electrical Transcription?**
   (a) Name of record made
   (b) Sponsor (if any)
   (c) Frequency (if any)
   (d) State whether for sustaining or commercial purposes.

3. **Does Broadcasting Company Make Reference to Records?**
   (a) Name of program
   (b) Client
   (c) Place of recording
   (d) Was live or recorded music used?
   (e) What disposition is made of reference records?

4. **Does Broadcasting Company Make Audition Records?**
   (a) Is any record for audition?
   (b) Other

5. **Does Broadcasting Company Make Library Records?**
   (a) Are they used for broadcasting?
   (b) Name of program
   (c) Name of client

Mr. Petrillo also took in another note on the already taut belt of Local No. 10 AFO policies when he successfully had phonograph machines removed from the docks of the Twentieth Century Limited of the New York Central line, and the "400" of the Chicago & Northwestern Railway, which were being operated by non-members of his union. According to a signed article, "The Interurban, Petrillo said: "Both machines were operated by employees of the railroads. The matter was taken up with both roads and a series of conferences with our board of directors was arranged. The Chicago passenger traffic manager of each road attending. As a result of these conferences, both roads have continued use of recorded music, but agreed that if and when, they again use recorded music, members of Local 10 would be employed on the machines."

**GREETING to C. B. Wikoff (right) new treasurer of Columbia Recording Co. An Article by President Edward Wallerstein of the newly-acquired subsidiary. Mr. Wikoff came from Price, Waterhouse Inc. He will headquarter at the record plant in Bridgeport.**

**Recording Apparatus Firm**

RECORDALL Mfg. Co., Inc., with offices and factory at 2519-25 Santa Fe Ave., Los Angeles, has been organized to engage in production of sound recording and re-producing apparatus, featuring "constant groove speed." Robert G. Sands, formerly in the investment department of the Union Bank & Trust Co., Los Angeles, heads the firm as president. Mrs. Mildred Griffin is secretary and office manager. Robert Young, M-G-M film star is a major stockholder and member of the board. E. E. Griffin, for 11 years chief engineer and factory manager of Universal Microphone Co., Angeles, is production manager. The technical staff includes Everette K. Barnes, recording engineer; Clifford H. Ruberg, communications transmission engineer, and Ernest Clover, laboratory assistant. The company now in complete production of all items and has just published its initial catalog, which is being mailed to the trade.

EXCLUSIVE RADIO FEATURES Ltd., new Canadian transcription producer and representative, has established head offices in Toronto, with representatives in New York, Chicago and Hollywood. The company was formed to produce transcriptions through Hollywood producers for the Canadian as well as United States market. First show bought for Canada is Ploochio, produced by Radio Attractions, New York. H. J. Smith is president of the new company, and Garry Carter, vice-president. John R. Frost, Toronto, is executive vice-president.

**Radio Artists of Hollywood Inc.**

that city, has sold exclusive Canadian rights to the 39 quarter-hour transcribed serial, Klondike, to All-Canada Radio Facilities, Calgary, Alta. Serial, written by Hector Chevrier, is a story of Alaska in the days of '98.
Is it WTAM's 50,000 Watts Power that gives advertisers a firm footing in the Cleveland trading area? Or is it WTAM's prestige in 1,253,600 Radio homes? Or WTAM's Red Network (best by all polls) Programs...or its clear (no interference day or night) channel? Which one of these tremendous forces produces SALES RESULTS for advertisers?

NEW YORK  CHICAGO  SAN FRANCISCO
CLEVELAND  DETROIT  HOLLYWOOD

WTAM
CLEVELAND
50,000 Watts  1070 KC

Represented Nationally by NBC SPOT Sales Offices

THE ANSWER is...all these forces work together to make WTAM an efficient, economical producer of SALES. WTAM is the only single advertising medium that reaches all the families of the rich Northern Ohio Market. *It usually has as many daytime listeners as all other Cleveland Stations put together.

* Based on three independent co-incidental surveys of Cleveland audiences, March, June, 1938 and January, 1939.
THE Business of Broadcasting

STATION ACCOUNTS

WFSB, Baltimore
Armstrong Cork Co., Lancaster, Pa. (rules), thru BBDO, N. Y., thru BBDO, N. Y.
American Chicle Co., Long Island City (Chicles), thru Baker & Browning, N. Y.  
California Fruit Growers Exchange, Los Angeles (Sunlight), 84 sa, thru Lord & Thomas N. Y.
Ford Dealers Adv. Fund, New York (used cars), 36 sa, thru McCann-Erickson, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 312 f, thru Birmingham (bread), 860 thru McCann-Erickson, N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticides soap), 312 sa, thru Atthorn & Carrier, N. Y.
Scott Paper Co., Chester, Pa. (Scot towels), 75 sa, thru J. Walter Thompson Co., N. Y.
Shell Oil Co., New York, 28 sa, thru J. Walter Thompson Co., N. Y.
KOA, Denver
Campbell-Sell Baking Co., Denver (bread), 5 sp weekly, thru Woolley & Hunter, Denver.
KMC, Beverly Hills, Cal.
Bulova Watch Co., New York (watches), 85 sa weekly, thru Bow Co., N. Y.
Cubissone Cracker Co., Los Angeles, Cal., thru R. S. Adel, Chicago.
KYS, San Francisco
Occidental Stove Co., Los Angeles (ranges), 5 sp weekly, thru B. F. Hendry & Sons, San Francisco.
MacFarlane Candy Stores, San Francisco (chain candy stores), 5 sa thru Bottford, Constantine & Garden, San Francisco.
WEAF, New York
American Tobacco Co., New York (Lucky Strike), 12 f weekly, 13 weeks thru Lord & Thomas N. Y.
KSO, KNBT, WNAX, WMT, Des Moines, Yankton, Cedar Rapids
Cinchex Casualty Mfg. Co., Cleveland, 28 sa, thru Carr-Liggett, Cleveland (KSNF).
Park & Tilford, New York, 2 f thru Charles M. Storm Co., N. Y. (KNBT, WMT, WNAX).
Harts Mountain Products, New York (bird food), weekly sp thru George H. Hartman Co., Chicago (KRTN).
Independent Grocers Alliance, Chicago, 10 sa thru Campbell-Mithun, Minneapolis (KSO, KNBT, WMT, WNAX).
Dee Shack, Omaha (photos) 3 ep weekly, thru Lessing Adv. Agency, Des Moines (KSO).

WGY, Schenectady
R. I. duPont de Nemours & Co., Wimu
ting (Cel-O-Glass), 2 sa weekly, thru BBDO, N. Y.
Hecker Products Co., New York (ceeal products), 3 f thru thru Erwin, Wasey & Co., N. Y.
Park & Tilford, Co., New York (Tin
type), 2 ep thru thru Buhl & Paulson, H. A., Boston.
Spencer Shoe Stores, Boston, 4 ep thru thru Chambers & Wissel, Boston.
National Biscuit Co., New York, 6 f thru thru McCann-Erickson, N. Y.
WPTF, Raleigh, N. C.
Shell Oil Co., New York, 3 ep thru thru J. Walter Thompson Co., N. Y.
Fairmont Mfrs., Fairmont, N. C. (toabaco), 2 ep thru thru J. Walter Thompson Co., N. Y.
Zebonol Supply & Zeblin, N. C. (fruit), 2 ep thru thru J. Walter Thompson Co., N. Y.
WABC, New York
Melville Shoe Corp., Boston (Tom McCann shoes), 52 sa thru thru J. Walter Thompson Co., N. Y.
WOW, New York
Kirkan & Son Brooklyn (soap), 3 sp weekly, thru n. w. Ayer & Son, N. Y.

KMOX, St. Louis
William Flecky Co., St. Louis. (foster eggs), 15 sa thru thru W. Ayer & Son, St. Louis.
Koger Grocer, Inc., Cincinnati, Ohio (graham crackers), 5 f thru thru Young & Rubicam, N. Y.
Cleveland Oil & Gas Co., Cleveland (wallpaper cleaner), 6 ep thru thru Campbell-Sanford Adv. Co., Cleveland.
Bathurstlce, New York (teles
Manhattan Soap Co., N. Y. (petroleum products), 7 thru thru J. Walter Thompson Co., N. Y.
CFCO, Chatham, Ont.
Cypres Products & Co., Toronto (petrol), 5 thru thru A. M. McKim Ltd., Toronto.
Tip, Top Tailors, Toronto (cothes), 3 thru thru J. W. Schrader, Eastman Ltd., Toronto.
Imperial Tobacco Co., Mon
treal (vogue tobacco), 52 thru thru W. H. Broadcasting Ltd., Montreal.
Ralph Purina Co., Toronto (feed), 3 thru thru J. C. Fisher Co., Toronto.
Ogilvie Flour Mills Co., Montreal (flours), 7 thru thru J. J. Gough Ltd., Toronto.

KPO, San Francisco
Dryden & Palmer, Long Island City, N. Y. (Gravy brand), 22 thru thru Samuel C. Croft Inc., N. Y.
California Spray Chemical Corp., Los Angeles, thru thru Adv. & Loan Service, San Jose, Cal.
Western Wap Corp., San Francisco (candles), weekly thru thru Brubaker & Frisco.

CJCA, Edmonton, Alta.
Canadian Industries, Montreal, 52 thru thru J. W. Thomas Co., Toronto.
Consolidated Drug Trade Products, Chicago (Peruna, Kolar-Bak), daily thru thru R. M. & M. Chicago.
Cutter Labs, Calgary, sa thru thru Maks & Kav, Calgary.
Gillette Safety Razor Co., Detroit, sa thru thru Maxon Inc., Detroit.
Gypress Lumber Co., Toronto, thru thru J. A. Lowe & Sons, Canada.
Union Oil Co. of Canada, Vancouver, thru thru Stewart McIntosh & Co., Vancouver.

Radio Advertisers

WXQR, New York, reports a 70% increase in time sales for the first quarter of 1953 over last year, largest in the station's history for that period. Sponsors currently using WXQR time are not on the station during the first quarter of 1953.

THE Chicago Herald-American is currently sponsoring News for Women featuring Betty Ams, staff writer, on WCFL, Chicago. Program consists of feminine news, interviews with Herald-American writers, and last minute news flashes from the editorial room of the newspaper. It is heard Monday through Friday at 7:30 a.m. and Saturday at 9:45 a.m.

UNITED DIATHERMY Inc., Los Angeles (bought a new machine and an anticipated West Coast campaign, on April 5 started a test on KHJ, that will last two weeks. Sidney Gardin Kelk, Ad agency, Los Angeles, has been sublet to manage.

INTERNATIONAL INSURANCE Co., which has sponsored the morning U.P. newsmast, First News of the Day, on KXAH, Denver, this year has last year had KVOA, Tucson.

FONTANA FOOD PRODUCTS, San Francisco (Red Devil Ham), is electrically transcribed, So This Is Magic, on KGBM, Honolulu, and KIPB, Hilliard, Ohio. Transcribed Thursdays, 4:15-5:30 p.m. Honolulu Time. Account is through Brewer-Whees Agency, San Francisco.

L. O. GROTHE Ltd., Montreal (tobacco) on April 8 started Enchantment on CFCF, Toronto; CKOI, Ottawa; CFCF, Montreal, and in French Le Petit Cigarettere on CHF, Montreal; Q. G. CIBR, Rimouski, Q. Q. CHCV, Quebec 10-15-15 p.m. Agency is Canadian Adv. Agency, Montreal.

OWL DRUG Co., San Francisco (Pacific Coast Brands) on November 1, Morgan Co., Hollywood, newly appointed, started a seven-day weekly quarter-hour, early morning program, Keeping Fit in Hollywood, on KNX. Contract is for 52 weeks, and program features Richard Kline in health exercise.

L. O. GROTHE Ltd., Montreal, (Regio Tobacco) has started a Sunday quarter-hour French show Montee et Madame on CKAC, Toronto; CHBC, Quebec; CIBR, Rimouski, Q. Q. CHCV, Quebec 10:15-15 p.m. Agency is Canadian Adv. Agency, Montreal.

RELIANC MFG Co., Chicago ( Illinois work clothes), on April 25 will start a 13-week series of two-weekly quarter-hour programs on WLS, Chicago, featuring The Sad Busters of Christine, Ruthrauff & Ryan, Chicago, handles the account. Naugthon Farms, Waukegan, Illinois, is buying the PBM.

LEVER BROS., Co. Cambridge, Mass. (Rinso), recently inaugurated a transcribed broadcast of its Big Town, Big Rinso Spot band, on KGBM, Honolulu and KIPB, Hilo, Hawaii. First program was April 4, 11:45 to 12 p.m. Honolulu Time. Account was placed through National Export Adv., N. Y.

PET MILK Co., (Pacific Coast Divi.

Six-Hour Sponsor

DAVIS - STANDARD DENTIFRICES (Perfection Bread) thru Hixson - O'Donnell Adv., that city, to launch its Founder's Week, and a community service, the first hour of home delivery service as well as the putting into operation of the new specialized motorized "traveling" store, on April 6 only, sponsored includes two daily quarter-hour programs, totaling six hours of time, on KBG, Honolulu. In the first time that such a one-time radio campaign had been presented in the interest of a food item on a local Honolulu station. The concern contracted for all available time from 8 a.m. to 11 p.m., presenting every type of radio program from quiz show to commentary and variety.

SEVEN SPONSORS have been angled for participation on the WJJD, Chicago, WOR, New York, and three large radio chains that feature race results, latest news, general sports information, interviews and special celebrity appearances. Programs include the transcribed music. Jointly sponsoring are Axton-Fisher Tobacco (proprietary), through Weiss & Geller, Chicago; L. L. Brandt Co., New York; Wellman (Ruskin cigars) through Louis & Tock, Newark, New Jersey; Buschbal, Suck, and L. F. Schrader (Eugene/Quinn-Quint) through Irving J. Rosenblum Adv., Agency, Chicago; Angelino-Acme-Duchin, and through U. S. Adv. Corp., Chicago; Michigan Ave., Adv., Chicago (auto); through Schwimmer & Scott, Chicago; Keeley Brewing Co., Chicago; Chas. P. Thomas Co. (auto); through Studebaker, Chicago (auto); through Schwimmer & Scott, Chicago; John O'Donnell Adv. on Robert Brooks Connolly, Bill Corley, Dick O'Leary and Glenn Taylor, handle the shows.

GRUEN WATCH Co., Cincinnati, has added WAGA, Atlanta, and WOLF, Syracuse, to the list of additional carrying its daily time signals. McCann-Erickson, New York, is agency.

INSTITUTE OF MENTAL PHYSICAL HEALTH, Los Angeles, preparatory to going national with a spot advertising campaign, along with a thrice-weekly quarter-hour program of recorded inspirational music receive, on April 1, on RKO, los Angeles, a 10-minute daily program on XER, Tijuana, B. Y.

LYDIA E. PINKHAM Medicine Co., Lynn, Mass. (proprietary), which sponsors several spot announcements daily on 150 stations throughout the United States, is placing additional day scheduled announcements to KQCA, Portland, and French on a large list of Canadian stations, including WCEY & Wasey, New York, is agency.

E. GIFFRITHS HUGHES, Roches- ter, N. Y., is planning a test advertisement in New York under the most aggressive start probably in Kansas City and Texas late in April, with plans to add more stations if the tests prove successful. Erwin, Wasey & Co., New York, handles the account.

SCHULTZ & Co., Terre Haute, Ind. (department store), is sponsoring a quarter-hour of daily Kitchen Barn Programs, through a contract to be read to the farmers and small-town resident. Attempt is being made by the agency to have the listener use Terre Haute as the trading center.

SECOND novel in the By Kathleen Norris series, sponsored by General Mills for Wheaties on CBS, started April 13. Two Western mystery novels will dramatizations continue Monday through Friday, 5:00-5:15 p.m. because of baseball broadcasts will not be heard on WABC, New York; WABC, Chicago; KHOM, Minneapolis; WACU, Philadelphia; KXW, St. Louis, and WJSV, Nashville; KXO-Reed, Minneapolis, is agency.

WILMINGTON TRANSPORTA- TION Bureau, Wilmington, Delaware, started a special plan, (Atlantic, Delaware Island vacation resort), a seasonal user of radio time, on May 6 for 13 weeks, a thrice-weekly quarter hour man-on-the-street program, in CBS West Coast stations, Monday, thru Friday, 1:30-1:45 p.m. (PST). In addition, the firm will sponsor a quarterly broadcast on KNX, Hollywood, only, during August. Agency is Neisser-Meyerhoff, Los Angeles.

Mccoll-TuRNECAn Oil Co., Montreal, on April 1 started news six times weekly on CKOC, Toronto; CFCF, Chatham Ont.; CFCF, Chatham Ont.; CKNX, Windsor, Ont.; CFLI, North Bay Ont. Account was placed by A. McKim Ltd., Montreal.

For Sound Effect means impres- sion, and when Standard has a hunk of sound directly from LIFE it's no mere impression— it's the McCoy. As Artie said NOT a Sound Effect! ... (No coaching, please, unless you're on our pay roll.) You say a Sound Effect is not a Standard Effect when it's made by Standard? Correct. Mrs. Yoffin, absolutely unsaucy!

AND BY an amazing coincidence, we write this even as Standard releases eleven new double-faced disc Sound Effects. They include many industrial effects, many new nautical effects .. and at that they have many cocoanuts the column; we're not going to list them all here. We're not going to just write in. We will say these various cuts are even better than ever, and with business what it is, Men, I feel we should all take a cut.

A.D. DOw dat id's sprig, with the returning birds and flora, the baseball Yankees, you'll want our perennial No. 21—our baseball broad cast theme effect with a ball park background so realistic you can feel the peanuts in your pockets.

DON'T FORGET, kiddies when Standard makes a Sound Effect from LIFE—Life Goes To A Party!

Are Your Transcriptions Up to Standard?

in-tailor TRANSCRIPTIONS

BROADCASTING • Broadcast Advertising
April 15, 1940 • Page 69
COMMUNITY OPTICIANS, New York, will sponsor the For Dancers Only program, hot music played to an audience dancing in the studio while they listen, on WMCA, New York, from 4:45 to 5 p.m. Sunday through Thursday, beginning April 15. Program, previously heard sustaining, has been popular with the teen-age listeners, with tickets applied for weeks in advance. Same sponsor has also booked two daily quarter-hour periods of Zeke Manners and His Gang Monday through Friday, starting also April 15. Campaign, totaling 16 quarter-hour spots, was placed with North Commonwealth Adv. Agency, Metuchen, N. J.

WM. VOGELSTON Co. of Canada, Toronto, on March 27 renewed for 13 weeks the French show Course On Presence on CKAC, Montreal; CHRC, Quebec; and on April 9 renewed for 13 weeks Teresa Travers on CFYR, Toronto; CPFY, Montreal; CKCO, Ottawa; CPFY, Chatham, Ont. Agency is Tandy Adv., Toronto.

CANADA STARCH Co., Montreal. (Corn syrup) on April 11 renewed for five weeks What Would You Do if you saw a silver steak knife? on CFYR, Toronto; CPFY, Montreal; CKCO, Ottawa. Agency is Vickers & Benson, Montreal.

BOSCO Co. New York (milk amplifier) has renewed its five-minute, five-weeks United Press News on WMAC, Chicago, which features Fort Pearson-Renewal is through Aug. 2. Kenyon & Eckardt, New York, is agency.

WHN's Signoff at 3 a.m. BECAUSE of increased business starting throughout April, WHN, New York, has added two operating hours daily, thus making schedule, programs now beginning at 6 a.m. and ending at 3 a.m. the following morning. Recent new sponsors include B. F. Curry and Marvel Chevrolet Co., New York; 13 weeks of three hours, weekly. Utilities Engineering Institute of New York, on April 11 started 24 quarter-hour programs; N.Y. School of Church Administration, on April 7 started 22 weeks of six quarter-hourly periods; Air Conditioning Training Corp., on April 4 started 24 quarter-hourly periods, and Emergency Labs (Podcast show), on April 9 started three weekly participation on Polly the Shopper program.

Correction IN THE STORY on Chicago baseball broadcasts on WJBD, Chicago (Broadcasting, April 1, p. 97), the agency of Walgreen Drug Co. of one of the joint sponsors, was listed as J. Walter Thompson Co., Chicago; correct is the Schiller & Scott, Chicago, correct listing. The sponsors and agencies should read as follows: Congress Cigar Co., Newark (La Palina cigars); through Marschall & Pratt, New York; Wallack Drug Co., Chicago, through Schiller & Scott, Chicago; Bowman Dairy Co., Chicago, through J. Walter Thompson Co., Chicago; Gillette Safety Razor Co., Boston, through Maxon Inc., Detroit. Broadcasting regrets the error.

THE FOREMAN Co., national representative firm, has been appointed representative of WCM, Baltimore, and WIND, Gary, Ind.

EIGHTEENTH anniversary of WWL, New Orleans, reviewed recently, with General Manager W. H. Summerville (right) presenting silver cup to Father Edward Cassidy S.J., who founded WWL as a 10-watt. Under guidance of Loyola U. of the South, WWL has grown to a 50,000-watt.

Breakfast Club Stages New York Agency Stunt REPEATING its Chicago stunt of promoting the Blue Network Breakfast Club at a breakfast [BROADCASTING, April 1], NBC on April 5 entertained some 200 New York advertising agency executives and station representatives at breakfast in the Louis XIV Restaurant in Rockefeller Center. Fancy skaters on the adjoining rink entertained, after which a section of a typical Breakfast Club broadcast was played by recording and Don McNeill, m.c., on the program interviewed a lifesize cutout figure of himself, whose answers were recorded.

Sidney N. Strots, NBC vice-president in Chicago, where the program originates, explained the new plan whereby it is available for local sponsorship on independent stations, with announcements done locally. If desired, announcements can be recorded by Don McNeill, he stated. Program, which has been on NBC for seven years as a sustaining feature, now has 11 sponsors in 13 cities, according to a chart displayed at the breakfast.

CBS Wins Art Award CBS received one of the medal awards in the classification of "complete ads in booklet and direct mail" of the 19th annual Advertising Art contest, sponsored by the Art Directors Club of Chicago. The booklet, which contains a "Seems Radio is Here to Stay," written by Norman Corwin and illustrated by Rudolph Hermits with Ripple and William Golden. The booklet is a reprint of the Columbia Workship program, first broadcast on CBS April 24, 1939.

Youths Choose Programs YOUTHBUILDERS, New York, through its Forum Club is distributing a monthly "Youth Forum Radio List" to children in metropolitan public schools "to help children formulate their own methods of discrimination in the use of radio as an effective source of information and entertainment." The list of programs, which includes time and stations, is based on children's own preferences, and each month's copy contains a coupon on which the children may submit further preferences or suggestions.

RESERVE spending power in Baltimore: One-third of the Bank Deposits of $669,976,836.00 is in Mutual Savings Banks!

More than two hundred million dollars is lying in the savings banks of Baltimore. Those depositors can draw out their money any time they want and they do draw it out when they want to buy something badly enough. Your advertising can turn "reserve" spending power into actual sales!

GUDE BROS, Kieffer Co., New York, to Huber Hope & Sons, New York, to Royal better. Six new products weekly have been running for the past two months on WINS, New York, and more radio may be added next fall.

WALTER H. JONES & COMPANY, Chicago, to Franklin Bruck Adv. Corp., N. Y.

FISCHER'S SUGAR CASTER Inc., Cincinnati, to Schnack & McKeen Adv., Cincinnati. Five-weekly announcement campaign started on WABC, Cincinnati.

MONTREYER BREWING Co. (Salinas, Calif. (beer and ale) ) Clark Folding Box Co., San Francisco (folding kayaks, rowboats and dinghies) and Moreland & Carroll, San Francisco (chemical engineers), to Gerth-Knoth Adv. Agency, San Francisco.

SLATER SHOE Co., Montreal, to J. E. Root, Montreal. Disc program to start in mid-April in Maritime and Western Provinces.

COLUMBIA BREWING Corp., St. Louis, to Alen Adv., St. Louis.

CBS Wins Art Award CBS received one of the medal awards in the classification of "complete ads in booklet and direct mail" of the 19th annual Advertising Art contest, sponsored by the Art Directors Club of Chicago.

The booklet, which contains a "Seems Radio is Here to Stay," written by Norman Corwin and illustrated by Rudolph Hermits with Ripple and William Golden. The booklet is a reprint of the Columbia Workship program, first broadcast on CBS April 24, 1939.

Youths Choose Programs YOUTHBUILDERS, New York, through its Forum Club is distributing a monthly "Youth Forum Radio List" to children in metropolitan public schools "to help children formulate their own methods of discrimination in the use of radio as an effective source of information and entertainment." The list of programs, which includes time and stations, is based on children's own preferences, and each month's copy contains a coupon on which the children may submit further preferences or suggestions.

RESERVE spending power in Baltimore: One-third of the Bank Deposits of $669,976,836.00 is in Mutual Savings Banks!

More than two hundred million dollars is lying in the savings banks of Baltimore. Those depositors can draw out their money any time they want and they do draw it out when they want to buy something badly enough. Your advertising can turn "reserve" spending power into actual sales!

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

EDWARD PETRY & COMPANY

BROADCASTING • Broadcast Advertising
Latham to B & B

JOHN R. (Jack) LATHAM, recently with Kenyon & Eckhardt, New York, on April 2 was appointed business manager of the radio department of Benton & Bowles, New York, succeeding William J. Fagan who has joined CBS as assistant sales manager. Mr. Latham was formerly director of spot radio for Young & Rubicam, New York, and president of the American Cigarette and Cigar Co.

RAYMOND R. MORGAN, of Hollywood, having acquired the property at the corner of Lankershim and Leland Way, that city, contemplate erecting a two-story building which the firm will occupy.

DON HIEHSHAW, radio executive for the last 3½ years of a. McKinnon Ltd., Toronto agency with business interests throughout Canada, severed his connection as of April 3, in order to accept a major show of the Canadian Broadcasting Corp. His place has been temporarily taken by Mr. Grant at the Toronto headquarters of the agency.

HUMPHREY M. BOURNE, who recently joined Raymond R. Morgan Co., Hollywood, has been made head of the commercial advertising and copy departments. Before coming to the West Coast he was for four years in the radio division of Ward Wheelock Co., Philadelphia.

LOUIS E. DEAN, radio director of Campbell-Ewald Co. of New York, on April 3 joined Arthur Rubenstein, New York, as an executive in the radio department, which is headed by Charles Gannon. Kenneth, Young, assistant radio director of Campbell-Ewald, will take over Mr. Dean's position.

JOHN ROCHE of the New York office of N. W. Ayer & Son, will leave for Hollywood about April 15 to assist in the production of the Ford Motor Co.'s summer program, which will feature James Melton, Frances White and Leith Stevens' Orchestra.

AARON & BROWN is the new trade name of the former James & Aaron Adv. Agency, Philadelphia, Eleanor Brown having taken over the partnership, vacated by Warren Barnes, who is retiring from the advertising field to devote his time to his Yellow Cab Co. interests.

GEORGE STANTON, formerly of J. Walter Thompson Co., Chicago, and more recently of Blackett-Sample-Hummert, Chicago, has joined McCann-Erickson, New York, as assistant to Ed Benedict, director of radio.

CHARLES HOLTCHKISS, for three years a member of the NBC-Chicago local and special wire staff, has been appointed radio director of the Sherman K. Ellis & Co., Chicago office.

ROSS SHATTUCK and Margaret Ettinger, operating under the name of Shattuck & Ettinger Adv. Co., Beverly Hills, Calif., for five years, have withdrawn from the advertising field and dissolved the firm, setting up separate organizations. Miss Ettinger will continue to handle public relations accounts, while Shattuck is continuing his activities in the field of industrial designing and merchandising. With separate offices, they continue to be headquartered at 202 S. Hamilton Drive, Beverly Hills.


CLARANCE HATCH Jr., account executive of D. P. & Brother & Co., has been named vice-president to head that agency's Oldsmobile group.

William A. Krassezt

WILLIAM A. KRASSEZT, 66, a founder of Kramer Krassezt Adv. Agency, Milwaukee, died April 3 after a heart attack. Mr. Krassezt was chairman of the board of the agency, founded in 1905. He was also one of the founders of the National Audit Bureau of Circulations and was active in the National Better Business Bureau and the American Assn. of Advertising Agencies. A bachelor, he is survived by two sisters.

HENRY B. YATES, a vice-president of Vick Chemical Co., New York, has been appointed to the newly-created position of executive vice-president in charge of advertising and sales.

William A. Krassezt, founder of Kramer Krassezt Adv. Agency, Milwaukee, died April 3 after a heart attack. Mr. Krassezt was chairman of the board of the agency, founded in 1905. He was also one of the founders of the National Audit Bureau of Circulations and was active in the National Better Business Bureau and the American Assn. of Advertising Agencies. A bachelor, he is survived by two sisters.

Agency Meets Media

PACIFIC National Adv. Agency, Seattle, entertained 12 executives and members of the staff of KOMO-KJR, Seattle, at a luncheon March 29, the first of a series planned by PNA to meet with media representatives and explain the functions and facilities of the agency.

With William H. Horsly, president of the agency, presiding, talks were given by Harold O. Stone, Frank V. Twist and Harry Pearson on various phases of the agency's radio activities.

William A. Krassezt, founder of Kramer Krassezt Adv. Agency, Milwaukee, died April 3 after a heart attack. Mr. Krassezt was chairman of the board of the agency, founded in 1905. He was also one of the founders of the National Audit Bureau of Circulations and was active in the National Better Business Bureau and the American Assn. of Advertising Agencies. A bachelor, he is survived by two sisters.
Rebroadcast of International Stations
Is Recommended to FCC by Committee

AMENDMENT of rules governing international broadcast stations, whereby domestic stations would be authorized to pick up and rebroadcast programs of international stations under specified conditions, was recommended April 4 to the FCC by a committee.

The committee, originally comprising Commissioners Norman S. Case, Chairman, T. A. M. Craven and George H. Payne, had heard testimony on the petition of WNYC, New York City municipally-owned station, for authority to rebroadcast programs of WRUL, Boston international station operated by World-Wide Broadcasting Corp.

Little Opposition

Because of the illness of Commission of Chairman Case, the report was submitted by the remaining members. While they agreed on the general recommendation, they differed on the suggested change in rule. Commissioner Craven recommended that authority be granted for such international pick-ups within the United States provided the rebroadcasting would not detract from the primary function of an international broadcast station and that good technical performance is assured. Commissioner Payne, on the other hand, proposed that such authority be denied except upon showing that the rebroadcasting programs are intended solely for non-commercial purposes and are not commercially sponsored.

Hearings on the WNYC application were held Oct. 25, 1936, at which time Mayor LaGuardia of New York and Profs. William Y. Elliott and Harry Rowe Minno, of Harvard, testified there was no concerted opposition to the proposal.

The committee reported that rebroadcasting of international programs is not prohibited by international convention; that no use of international frequency for primary domestic purposes is involved; that the use of wires for feeder purposes places a serious expense on non-commercial stations; and that there are no legal bars to picking up and rebroadcasting such programs. Declaring it is important that Mayor LaGuardia's petition be granted, the committee report said the ultimate beneficial affects upon broadcasting and education in this country will be far-reaching. On the other hand, if the claims prove to be "false hopes," nothing will be lost by granting the application.

Suppose has amended Rule 4.10(d) should be amended to make the authorization possible, were as follows:

By Commissioner Craven:
4.10(c) Authority will not be granted to rebroadcast in the United States the program of an international broadcast station located within the continental limits of the United States, except upon a satisfactory showing in the following respects:
(1) That such rebroadcasting will not detract from the primary function of an international broadcast station and that good technical performance is assured.
(2) That the technical quality of the rebroadcasting will be reasonably free from distortion and noise, as well as reasonably free from the effects of fading. The Commission will afford to applicants a reasonable opportunity to secure facts concerning the proposed technical performance.

By Commissioner Payne:
4.10(d) Authority will not be granted to rebroadcast in the United States the programs of an international broadcast station located within the continental limits of the United States except upon a satisfactory showing that the rebroadcasting programs in question are intended solely for non-commercial purposes and are not commercially sponsored.

Length of Commercials
Is Discussed by Weed
IN ABOUT 90% of the products advertised are necessary, according to J. J. Weed, president of the station representative firm of that name, told the Worcester (Mass.) Advertising Club, March 27, when he addressed the club on the subject "Results from Radio.

While some advertisers, such as Bulova Watch Co., have successfully used brief announcements, he said, such commercials are usually primarily reminder copy. He quoted a leading national advertiser to the effect that one of the announcements in a 30-minute program should take two minutes or more in order to put over the sales message. Whether long or short, Mr. Weed said, a great deal of care should be devoted in preparing the commercial copy and the announcer who reads it should be sincere, friendly and have good diction.

J. L. ALEXANDER, formerly with the Toronto office of Joseph Hershey McGillvra, has announced the opening of his own representation firm at 100 Adelaide St., West, Toronto, at April 1, and has been appointed exclusive representative of CJIC, Sault Ste. Marie, Ont.

JOHN H. HEWING, of the marketing department of Young & Rubicam, Toronto, Montreal and New York, on April 15 joined the Toronto office of Joseph Hershey McGillvra as station sales representative. He succeeds J. L. Alexander.

JOHN BLAIR & Co., national representative firm, has been appointed as representative of M. Albuquerque, N. M., and KVBF, Santa Fe, N. M.

FREE & PETERS Inc., national representative firm, has been appointed representative of KIRO, Seattle.

RILLIAN E. SELB, for five years in the radio department of Blackett-Sample, Horace, and Company with Joseph McGillvra, radio representative, on April 1 joined the New York office of The Foreman Co., station representative.

WTOIL, Toledo, O., has appointed Radio Broadcasting Co. as its representative in New York, Chicago, Cleveland and Detroit.

WIBX, Utica, has opened a New York office at 100 E. 46th St. Telephone: Plaza 8-0065. M. L. Swartz, manager, has assumed the program creation and exploitation, is manager.

A. M. MARTINEZ, formerly manager of CBS, Inc., foreign transcription and production company of New York and Chicago, has been placed in charge of the radio division of Melcher Guzman Co., New York representatives of international advertising media. Mr. Martinez recently returned from a month's visit to Mexico where he studied radio and market conditions for American products.

WOV Donates Old Building
WOV, New York, has donated its former transmitter building at Secaucus, N. J., to the congregation of Anshe Sholem of that town to be used as a home for local Jewish residents. The building was vacated last year when WOV moved its transmitting equipment to Kearny, N. J.

Adams Form Rep Firm
JACK T. ADAMS, former executive of the Transcontinental Broadcasting System, and previously radio director of Erwin, Wasey & Co., has formed Adams & Adams at 11 E. 44th St., New York, to represent radio stations and talent. Telephone is Murray Hill 2-6148. The company is handling Arthur Godfrey, Stella Unger, Johannes Steel and Gabriel Heatuer, but no list of stations announced. Mr. Adams' son, Trevor Adams, will also be an executive.

The first thought
of listeners :... and advertisers!

5000 Watts Day
1000 Watts Night
CBS—1010 kc.
KNOXVILLE
TENNESSEE
Represented by
The Brannum Company

Page 72 • April 15, 1940
BROADCASTING • Broadcast Advertising

Reprinted from Broadcasting by permission.
License Transfer Case Is Appealed

FCC Seeks U. S. Supreme Court Review of CBS-KSF0 Case

In an effort to settle the question of the right of parties to appeal from FCC decisions refusing consent to a voluntary transfer of a station license, the FCC April 2 petitioned the U. S. Supreme Court for a writ of certiorari to review the KSF0-CBS transfer case, now pending in the U. S. Court of Appeals for the District of Columbia.

In its petition, signed by Francis Biddle, Solicitor General, and William J. Dempsay, FCC general counsel, the Government brings out that the lower court on Nov. 29 denied the FCC's motion to dismiss an appeal taken by CBS and KSF0 from the Commission decision denying transfer of the San Francisco outlet under lease to the network. The Commission originally denied the transfer in October, 1938. When the appeals were taken both by CBS and KSF0, the FCC filed motions with the lower court to dismiss the appeals on the ground that under Section 402(b) of the Communications Act, the court was without jurisdiction to entertain an appeal on the Commission's denial of a request for consent to the assignment of a station license. The lower court subsequently denied the Commission's motion to dismiss in both cases.

Transferees a New Applicant?

The Commission said that the law authorizes appeal to the lower court from any decision refusing an application for or granting a license or permit or for the assignment or renewal of a license and does not mention transfers. The Commission said it regarded the issue as important not only because the transfer to a transferee requesting consent to a transfer is to be considered an applicant to the Commission for a license, but also because it involves the right to a hearing before the Commission, the nature of his substantive rights and the scope of review of an adverse determination of the Commission.

Moreover, the Commission said that in the lower court's decision, Chief Justice Groner and Associate Justice Miller had conditioned the Commission's dismissal also with Justice Stephens dissenting. Three other members of the court — Associate Justices Edgerton, Vinson and Rutledge — have not directly passed upon the question raised. "In this situation it is impossible to know with any degree of certainty," the Commission said, "whether an appeal to the court below will lie from an action of the Commission in such cases, since a determination of that question will depend upon the views of the two Associate Justices who were assigned to sit with the Chief Justice in the case."

In a second petition, dealing with KSF0, the Commission pointed out that the case is a companion of the CBS case and that the issues are the same, since the lower court disposed of the two cases in one opinion. It added, however, that there was an additional question involving KSF0 — whether, assuming that the act authorizes an appeal to the court from a decision of the Communications Commission refusing consent to a transfer, such an appeal can be prosecuted by the proposed transferee of the license. The latter is in the position of agreeing not to contest the application and undertaking to surrender its license if the Commission grants the application. The Commission pointed out. Under this analysis, it stated, the transfer cannot possibly be accorded or adversely affected within the meaning of the law by an order of the Commission denying the application any more than would any other person having a contract with the assignee conditioned upon favorable Commission action.

Walter Neff, president of Neff-Row, New York, on April 21 gave a brief talk and directed a question and answer clinic on radio for the New York Business Institute, a division of the YMCA.

WLAC Plea Denied

Petition of WLAC, Nashville, to classify WMEX, Boston, recently assigned to operation on the 1470 kc. channel as a Class II station, while the Nashville outlet retained a Class 1B status, was denied April 4 by the FCC. WLAC, after several years of litigation, has been authorized to shift to 1470 kc. with 5,000 watts fulltime.

Bermuda, with a population of about 31,000, has approximately 6,000 radios in use, according to incomplete figures of police headquarters at Hamilton, which is licensing sets at the rate of seven shillings six pence.

What is 'RFD 1020'?

A top-notch farm show broadcast by KYW six days a week, at 6 to 7 A. M., Monday through Saturday.

Where is 'RFD 1020' Heard?

It serves an immensely rich agricultural area containing 571,800 rural radio families — more than live in IOWA and MINNESOTA combined.

What does 'RFD 1020' Cost?

Your participation every day in the week (Sunday excepted, of course) costs only 581 per week.

Who are 'RFD 1020' Advertisers?

Since Jan. 1st such fine accounts as du Pont, Wene Baby Chicks, Allis-Chalmers, Olson Rug, Hoffman Seeds, Mentholatum, Flex-o-Glass, Kemp's Balsam.

"The Red network station in Philadelphia"
Tuscaloosa!

Antiphlogistic!

Popocatepet!

Onomatopoeia!

Equipment

RCA Mfg. Co., Camden, N. J., has announced the new RCA Type 312 radio noise meter for measuring radio noise and interference. Designed for simplicity and portability, the meter is fundamentally a superheterodyne receiver with a small vertical antenna, containing an output metering system equipped with an integrating network quasi maximum indications on a direct reading meter. The instrument, employing a self-contained calibrating source, is claimed to be adapted both for field and laboratory service, and its principal uses including measuring noise levels of transmission lines, electrical apparatus, and field strength of radio signals in comparison with noise levels.

STANDARD ELECTRICAL PRODUCTS Co., 317 Sibley St., St. Paul, has announced a new line of Stenoco- phones designed especially for radio frequency and high voltage application.

WCAE, Pittsburgh, granted 5 kw. night, has ordered from Victor J. Andrew, Chicago, complete directional phasing, coupling, phase monitoring, coaxial cable, metering and gas equipment.

DOOLITTLE & FALKNOR Inc., Chicago, will supply transmitter equipment for the newly-authorized WSSJ, San Juan, Puerto Rico, 250 watts on 1500 kc., and a Lehigh vertical radiator has been ordered, according to Miguel Soltero, treasurer of Fortorti- can American Broadcasting Co., holding the CP (BROADCASTING, March 16).

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: 200-D transmitter to KROD, El Paso, Tex., 100 EM modulator unit to WMFJ, Daytona Beach, Fla.


UNIVERSAL MICROPHONE Co., Ingleswood, Calif., on April 30 will issue two new catalogues for the trade. One is on microphones and the other on recording machines and accessories. Both are in loose leaf form and contain many new items since the 1939 catalogue. A third leaflet, No. 105, on recording and playback turntables, is also being issued.

O'Hara's Spanish

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, sponsored by Falstaff Brewing Corp., during a training camp visit with the St. Louis Cardinals accompanied the team to Havana, Cuba, for pre-season exhibition games, originating his nightly sports review on KWK from there. During the four-day series the Cuban All-Stars, O'Hara put his fluent command of Spanish to good use in assisting local Havana stations in their play-by-play accounts of the series. He picked up Spanish during seven years at sea as a wireless operator on ships plying South American waters, before entering radio as an announcer and engineer in Chicago in 1926.
Roosevelt Urges Flexible Television

By LEWIE Y. GILPIN

With the usually prompt Commission running behind time, the hearings of the FCC on television received but minimal attention. An inquiry into the RCA position still remains. The DuMont Laboratories, which is expected to be ready for operation soon, and experiments in the use of oscilloscopes are in progress.

Running Account of FCC Hearings on Television...

B. DuMont, president of Allen B. DuMont Laboratories. Present experiments in television by the company, he declared, were an improvement over those in the past. He asserted that the FCC standards for television would be improved, and that the Commission would meet to consider them. He believed that the Commission would meet to consider them. He believed that the Commission would meet to consider them.

Describes Reception On 20-Inch Tubes

If the RCA 44-line standards were accepted, it would result in the development of a new type of television receiver. He suggested that the Commission consider the possibility of developing a new type of television receiver. He suggested that the Commission consider the possibility of developing a new type of television receiver. He suggested that the Commission consider the possibility of developing a new type of television receiver.
Behind the Times

THE "oeye" procedure at FCC hearings, which embraces best courtroom procedure, stumped one observer at the television hearings April 9. When the FCC filed in all three of the Commissioners' motions, it seemed to the observer that these motions represented an abandonment of the FCC's position that the "oeye" procedure was constitutional.

Mr. Lubcke, who said at the first proceeding that the"oeye" procedure was valid, and Mr. Wozencraft, who said that the FCC had acted improperly, both reaffirmed their support for the "oeye" procedure in the second "oeye" hearing. Mr. Wozencraft declared to "affirm or deny" the jurisdictional query. Chairman Fly addressed it to Col. F. H. Davis, RCA vice president and general counsel, who was seated in the audience.

Most certainly we do not challenge the jurisdiction of the Commission to fix standards for television transmission or to make any investigation or collect any facts that might be helpful in that connection.

Some surprise was occasioned when Mr. Wozencraft produced new findings of advertisers of DuMont, designed to mediate sale of its receiving sets. The first was a full page published in the New York Times and the second was published following the adoption by the FCC of its new transmission rules.

Mr. DuMont stated under examination that although these advertisements were distributed widely and were to be provided some income for continuing operation, he observed. As for frequency and transmission information to television, he stated that although there is a "remote possibility" that the FCC might use video in transmission, there is no good reason for holding back commercial operation waiting for it. Removal of television Channel I, whether for FM or any other service, would "hinder television considerably," he said.

Mr. DuMont, who has established the value of clear line in video transmission, there is no good reason for holding back commercial operation waiting for it. Removal of television Channel I, whether for FM or any other service, would "hinder television considerably," he said.

Cross-examined by FCC General Counsel William J. Denney, Jr., Mr. DuMont said he would probably be "a question of years" to build up the Channel II carrier and channels to that of Channel I as it stands now. Asked about the cost of converting transmitting facilities to receive other standard of signals, he estimated it would be in the neighborhood of the cost of a new tube or tubes ranging from $10 to $50 or $60. However, he estimated the cost only $1 or $2 in additional material and labor to effect multistandard conversion since it was in the process of manufacture.

Agreeing with an observation by Chairman Thompson that "the market" with 441-line receivers would limit the effectiveness of limited commercial operation under the DuMont plan, Mr. DuMont said that he would probably be "a question of years" to build up the Channel II carrier and channels to that of Channel I as it stands now. Asked about the cost of converting transmitting facilities to receive other standards of signals, he estimated it would be in the neighborhood of the cost of a new tube or tubes ranging from $10 to $50 or $60. However, he estimated the cost only $1 or $2 in additional material and labor to effect multistandard conversion since it was in the process of manufacture.

Don Lee Activity

By Lubcke

Don Lee Broadcasting System case was presented April 9 by Mr. Lubcke, Don Lee television director, and Lewis Allen Wees, vice-president and general manager. The case opened with George O. Sutton as counsel to operation of WEXAO, Don Lee television station in Los Angeles, WEXDU, television transmitter, Mr. Lubcke stated that the organization engages in other experimental broadcast activities.

He explained that Don Lee, although pursuing an extensive research and development program, did not do it with the idea of marketing transmitting or receiving apparatus. The fundamental thought behind the research was development of "the ultimate program service," he declared. Stating that he himself held about 10 patents, Mr. Lubcke explained that although they are in general use by manufacturers, this information is not licensed and prosecution for their unlicensed use has been threatened. He stated that Don Lee has constructed a good share of its own equipment, for which it paid no license fees, since completion of its experimental use. One large outright purchase on the market had not been "a successful instrument" when he thought 413-30 was the most satisfactory.

When he declared in conclusion immediately after that he was not advising the FCC to fix 413 lines, 30 frames and the RCA standard, Mr. Lubcke explained further, he said that he did not mean this as a criticism of the FCC, but that he was expressing the opinion that the FCC and the public looker were in agreement as to the channel that was most satisfactory.

Theatre Chain Shows Interest, Says Weiss

Following Mr. Lubcke to the stand, Mr. Weiss declared that although Broadcast Equipment would still be considered as in experimental stages, it is ready for full commercialization. Limited commercialized equipment that "Lubcke's "educated guesses" leading to his preference of 411-line transmission. When he had not studied 625-line transmission received by the FCC May 15, 1939. In this connection he also pointed out that the Los Angeles case was presented to the FCC in 1938 when he had a look at 626-line transmission.

Frequency Traits Are Shown In Tests

Parrying this FCC thrust, Mr. Lubcke held the relative propensities of 625-line and 441-line transmission, from a technical standpoint, can be worked out with "a pencil and paper and logic." Qualifying, he observed, "You're doing a lot of conjecture in the solution of a problem that's seen demonstrations."

In response to a flat question from Commission Chairman Fly, Mr. Lubcke said he would be satisfied to "lock the standards down to 441 line Bh-frames three weeks right now without further research. With the standard at least reasonably definite, future improvements in image quality would come from cathode ray developments, since the present cathode ray tube is crying as loud as the tube of the future.

Outlining the results of a Don Lee study of ultra-high frequency propagation characteristics, he said that techniques used for TV relay work would be adequate for all eventualities. The FCC's duty was increasing the volume of the field. This would lead to better coverage in hilly country like that of the Los Angeles area.

Cross-examined by FCC General Counsel Denney, Mr. Weiss stated that "the FCC could be used in the Los Angeles area and give satisfaction if it is first shown that the Channel II carrier is about six times higher, with a corresponding drop in coverage and behind-junction signal strength, than the present carrier: the cost about $2,000 to shift WEXO from Channel I to Channel II.

This does not represent the ultimate standard of frequency to which Don Lee aspires, Mr. Lubcke explained further, he said, because Channel I was a 6 mc. channel. Don Lee would like to use the format proved best by trial, but in the January 12th case he thought 413-30 was the most satisfactory.

When he declared in conclusion immediately after that he was not advising the FCC to fix 411 lines, 30 frames and the RCA standard, Mr. Weiss explained further, he said that he did not mean this as a criticism of the FCC, but that he was expressing the opinion that the FCC and the public looker were in agreement as to the channel that was most satisfactory.
of theatre projectors for furnishing television entertainment to patrons in its various theatres. He estimated that the company’s share of the venture would yield from $18,000 to $20,000 weekly for program production with the theatre patrons seeing the same entertainment as the theatre patrons. Along the same line he stated that several theatre Patrons were ready to buy time at W6XAO, fully realizing the limited size of the prime audience.

Responding, Don Lee’s desire to keep abreast of the latest developments, either through personal examination or through the columns of DuMont and other manufacturers. Mr. Weiss explained that although there had been no formal personal examination of these developments since Mr. Lubcke’s visit to the DuMont laboratories in May, 1939, he had received informal stories and reports that had reached him. He was then asked how he had arrived at the conclusion that the standard was most satisfactory.

**Words Jockeyed by Weiss and Fly**

A heated colloquy broke out between Mr. Weiss and Chairman Fly when he replied that, although he had no particular criticism to make of the source of his information, he had reason to believe there was “no unanimity of opinion” among the Commission based on this. Chairman Fly, weighing this remark, then demanded the source of the information. Mr. Weiss responded that he believed he was within his rights appearing under oath as a witness in the hearing to make that observation “from the questioning of the Commission itself!” The colloquy concluded with Chairman Fly’s observation: “You have, there was a great demand by advertisers from the television stations for television service, and the problem was how to handle it...”

Drawing an analogy to the photoengraving process, Mr. Weiss stated that an important factor in picture defects and their defects were not clearly apparent to the eye, which he said Mr. DuMont had admitted in earlier testimony. He pointed out that although in an enlarged, defects are exaggerated in proportion to the blowup, although as they are increased to a point of eye comfort, the visual impression in respect to detail and defects will remain essentially the same as with the original picture.

Chairman Fly then declared that the Commission, during a large-screen television on its discussion, had observed just the opposite effect with loss of detail, because there were not an adequate number of lines to cover the large screen. The picture was, however, in proportion to viewing distance increased.

**NO ROTARY TALKS**

**Purely Concrete Testimony—Demanded by Fly**

ROTARY CLUB speeches will not be tolerated at FCC hearings, according to Chairman James Law-

noted Mr. Weiss during a colloquy with Lewis Allen, manager of Don Lee Broadcasting System, when the latter was on the stand at the second 1940 television hearing,...

Mr. Weiss was questioned on why Don Lee apparently had neglected to make a move into the latest developments of DuMont and other manufacturers. Mr. Weiss explained that although there had been no formal personal examination of these developments since Mr. Lubcke’s visit to the DuMont laboratories in May, 1939, he had received informal stories and reports that had reached him.

**Six Months Sought For Philco Research**

Philco has held a television station license since 1932 and has operated on Channel 2 since 1936, he said. The FCC scheduled an open meeting to discuss the program service of a minimum of five hours per week for public reception in a standard television on the air. The service, he added, would be a standard television system. It has program and studio facilities, he added.

Mr. Weiss declared, adding that to consider an application for a regular FCC license, as for four or three years would be unreasonable.

Mr. Weiss added that he wanted to give the FCC and its transmitting to the best system.

Chairman Fly observed, “That’s just Rotary Club talk,” he commented. “That’s just a Rotary Club speech about American demo- cracies have always progressed, and will find the ways and all that stuff. We are dealing with a problem that is conclusively true—there is no knowledge of the subject, and is trying to be practical and recon- sidering the facts. The whole thing is impacted by engineers, economic trends, and so on. And I am doing my best to make you give me my opinion as I see this problem.”

Mr. Weiss, however, explained, there are some advertisers in the Los Angeles area who are concerned...they are now putting money into the development of television broadcasting. In the television...they would become “an adult advertising medium” when set distribution reached 10,000 in the country and the audience grew to about 50,000.

**Freezing of Standards Feared by Philco**

Agreement with the FCC majority’s attitude on “freezing” of standards if 441-line, 30-frame sets are now placed on the market, was voiced by David Smith, engineer and assistant head of the public relations department for Radio...with the Feb. 29 order, declared that “incen- tive” to research by broadband standards...once such standards were fixed. He interpreted the RCA acceptance of standards and the RCA move toward frozen standards over and above FCC authority.

Prior to March 1, when the Commission had reiterating its standards, Mr. Smith said Philco had...

Mr. Smith felt that the amount of time required by us to complete our research and...the industry will be willing to see standards frozen at 605-lines, 24 frames, Mr. Smith declared. “There are not too many...‘since everybody had been heard’.

**Discusses Proposal To Use Two Standards**

From a standpoint of progress in the art, standards should never be frozen at any particular point, whether it be the 441 lines of...standard, he declared. However, the art has advanced to a point where the competitive pressure...in contest, he added. He noted that the question of...not be frozen while on the air. There is no reason for delaying all television operation until all possible developments had arrived.

Mr. Weiss added that although the question of standards should not be frozen at any point, he could not agree with the statement that it was not ripe and the market not yet ready. All of this research is now devoted to perfection within the RCA standards, for after the Feb. 29 order it reduced its force to 26 or 28 frame television receiver. He added that the...be even in numbers of sets. Philco, he added, was “not...the public, standards would inevitably tend to freeze.

Although his company did not complain to the Commission, Mr. Smith said it was disappointed when...and the industry were going to proceed generally under RCA standards,” and a letter from Ewing, station owner of television research and a prime mover in the RCA standards com-

BROADCASTING • Broadcast Advertising

April 15, 1940 • Page 74-C
Pioneering Research

Cited by Sanabria

With Commission Engineer Walker as chairman, the following proposal was made at the 10th session opened on April 10.

To the various members of the industry, it was stated that the RCA Laboratories had in 1931, with the technical assistance of Zenith, started the experimental broadcast of television images, in which the disc method of scanning was used.

In 1935, the image was put on a practical basis.

In 1937, the first and second program receivers were put to the public for sale in a limited number, both to test the market and to prove the sales potential.

It was further stated that the RCA Laboratories, in cooperation with the Zenith Television Manufacturing Corp., had begun developing a new system of television, the patent rights of which were sold to the Zenith Corp.

The program was then put into production in the Zenith plant, and the new system was sold at a cost of $495.00.

The new system was first installed in a lighthouse, and then in a number of other locations.

The experiment was successful, and the new system was then put into production.

The first installation of the new system was in a lighthouse, and then in a number of other locations.

The experiment was successful, and the new system was then put into production.

The new system was first installed in a lighthouse, and then in a number of other locations.

The experiment was successful, and the new system was then put into production.

The new system was first installed in a lighthouse, and then in a number of other locations.

The experiment was successful, and the new system was then put into production.
Edward Braddock, with RCA Mfg. Co., Camden, for the last 11 years and 2 in the sales department, has been appointed manager of amateur radio sales for the company, according to an announcement by J. W. Teague, manager of the radio tube and equipment division. Mr. Braddock operates amateur radio station W3AY, at his home in Haddonfield, N.J.

Erwin W. Towle of the engineering department of WOR, Newark, will have two paintings, "Child's" and "Manhattan Skyline", in the annual spring exhibition of their art work of the Society of Independent Artists in New York.

Elmo Cronk, formerly control engineer, of the Canadian Broadcasting Corp., on April 4 was appointed to command the Second Division of the Canadian Active Service Force by Defense Minister Norman Rogers. Gen. Odlum has been in service in the South African War, 1899-1900, and in the First World War. A former publisher of the old Vancouver Star. and a financier, he has been a CBC board member since the CBC's inception in 1936. No announcement has been made of a successor to his post on the CBC board.

James Longnecker, former supervisor, has been appointed studio supervisor of WCAM, Minneapolis, and General Mills. Members of the local major league baseball teams were introduced, along with France Laux, KMOX play-by-play announcer.

LAPP Gas-filled Condensers will save space, save power, save money.

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency with economy of space and security of operation.

Installations now in service include: plate tuning circuits—fixed condensers for coil tuning, variable condensers for condenser tuning; antenna coupling circuits; tuning circuits for directional antenna arrays; filter networks—tuned circuits to eliminate harmonics.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacities, 100 to 2000 mmf; 54 models in all, price $75 to $500. Descriptive literature is available on request. Want to see it?
E. C. MILLIS, chairman of ASCAP's administrative committee; John G. Payne, general manager of the Society; and Louis D. Fisheich and Herman Finekstein of the ASCAP counsel, Schwartz & Fischl, are in Florida for the trial of the ASCAP suit to test the constitutionality of that state's anti-ASCAP law. Hearings were scheduled to start April 15 before a Federal court in Gainesville.

DAVID C. PRINCE, chief engineer of the switchgear department of General Electric Co., has been named manager of the commercial engineering department. Mr. Prince is the holder of more patents and is one of the eight GE engineers recently selected as "Modern Pioneers of Industry" by the National Assn. of Manufacturers.

GARDNER COWLES Jr., Class of 1925, is one of eight candidates who have been nominated for three posts on the Harvard fund council. Mr. Cowles is editor of the Des Moines Register & Tribune and director of the Iowa Broadcasting Co. opening KSO, KRTN, WMT and WJAN.

JOHN A. HOLMAN, manager of WBZ-WIIZA, Boston and Springfield, was elected a director of the Rotary Club of Boston April 10.

RALPH HART, radio director of Harry Frenhein Agency, Philadelphia, was married to Miss Persian in Atlantic City, April 14.

E. C. MILLIS, chairman of ASCAP's administrative committee; John G. Payne, general manager of the Society; and Louis D. Fisheich and Herman Finekstein of the ASCAP counsel, Schwartz & Fischl, are in Florida for the trial of the ASCAP suit to test the constitutionality of that state's anti-ASCAP law. Hearings were scheduled to start April 15 before a Federal court in Gainesville.

DAVID C. PRINCE, chief engineer of the switchgear department of General Electric Co., has been named manager of the commercial engineering department. Mr. Prince is the holder of more patents and is one of the eight GE engineers recently selected as "Modern Pioneers of Industry" by the National Assn. of Manufacturers.

GARDNER COWLES Jr., Class of 1925, is one of eight candidates who have been nominated for three posts on the Harvard fund council. Mr. Cowles is editor of the Des Moines Register & Tribune and director of the Iowa Broadcasting Co. opening KSO, KRTN, WMT and WJAN.

JOHN A. HOLMAN, manager of WBZ-WIIZA, Boston and Springfield, was elected a director of the Rotary Club of Boston April 10.

RALPH HART, radio director of Harry Frenhein Agency, Philadelphia, was married to Miss Persian in Atlantic City, April 14.
Nets Prepare to Drop ASCAP

(Continued from page 16)

The widest possible use of BMI music via transcriptions, the organization, unlike other publishers who make substantial charges for the privilege of using their copyrighted works, offers only the statutory fee of 2¢ per composition per pressing. BMI also has complete plans for expansion of its services to include additional space and personnel at its headquarters at 580 Fifth Ave., New York.

In announcing the BMI policy of making its music available to transcription companies, Mr. Tompkins stated: "The copyright law is clear. The maximum fee which can be charged for the right mechanically to reproduce the work is 2 cents per composition per pressing. BMI will charge the registered copyright owners for the use of their compositions, regardless of the form or purpose of the record. Music publishers initially succeeded in imposing higher fees which have been imposed upon electrical transcriptions, by a threat to restrict the power of BMI to use its technical superiority in pricing additional space and personnel at its headquarters at 580 Fifth Ave., New York. We have cut down on the number of pictures, substituting charts, maps and diagrams on which the announcer can trace the sequence of his story, and also using models and other materials for illustrative purposes. All of these materials have been actual demonstrations of the value of Esso's special solvent."

AFRA Signs WEVD Decision of WEVD, New York, to accept terms of American Federation of Radio Artists and sign a contract covering staff announcers was announced. The action followed a meeting of the board of governors of Debs Memorial Foundation and the station, after negotiations with AFRA had dragged along nearly a year. AFRA had threatened a strike effective April 13.

PROCTER & GAMBLE Co., Cincinnati: (Chippendale is supporting the serial "Painted Dreams", which will be shown on five NBC-Blue stations, Monday through Friday, 10-10:15 a.m. Agency is Pedlar & Ryan, New York.

JIMMIE ALLEN says: "I believe I can give you bigger sales increases per dollar spent than you will get by any other method—let me prove it." Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information, stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

RUSSELL C. COMER CO.
101 W. 11th St., Kansas City, Mo.

BROADCASTING  •  Broadcast Advertising
April 15, 1940  •  Page 77
WHEN the weekly Richland County Home Demonstration program recently celebrated its fourth birthday on WIS, Columbia, S. C., General Manager O. N. Stogo and his staff got a special birthday cake baked by Mrs. Fred Rush, blue ribbon cake baker of a 169 years old Richland County Fair. The presentation was made by Winnie Belle Holden (right), county agent who conducts the farm women's program, and Mrs. Beasie Harper (center), district agent.

WEBF, Duluth, was forced to use its auxiliary transmitter for 2 ½ days when a severe storm struck April 3, causing extensive damage to communications lines. Telephone and power lines to WEBF's transmitter on the outskirts of Superior, Wis., were down during this period, but using the auxiliary transmitter in downtown Superior, and the station's new FM transmitter, WEBF restored its NBC service, after stringing an emergency line, by rebroadcasting the signal of KSTP, St. Paul. The FM broadcast was picked up downtown and led into the auxiliary transmitter until regular wire service was restored. WEBF's Arrowhead stations on the Minnesota Iron Range were isolated longer, but maintained its CBS programs by rebroadcasting WWCO.

KLPF, Minot, N. D., recently awarded gold basketballs to 10 players picked for their showing in games broadcast by the station during the 1939-40 season. Selections were made by Floyd J. Wyne, KLPF sports announcer, in collaboration with R. J. Schmidt and Leslie E. Maynor, of the special events department. During the season KLPF carried 67 games, including various tournaments.

CBS has reorganized its trade department under the supervision of Victor B. Haines. In addition to direct sales promotion, to emphasize special articles and services rather than general publicity releases, CBS has made an addition to the power of the WBOE, Detroit, and the WGOE, Rochester. Also, Harry Trotter, a member of the CBS news team, has been appointed a member of the CBS national radio division.

The station in the heart of the motor industry

South Carolina's
ONLY Regional CBS Station

WCSC
Charleston, S. C.

1000 watts

Free & Peters, Representatives

The station in the heart of the motor industry

The station in the heart of the motor industry

Shut His Eyes

ALTHOUGH it happened in the Fable Room of a Modesto (Cal.) hotel, Wayne Berthold, engineer of KTRB, that city, swears his most embarrassing moment was no fable. According to Berthold, he was a fashion show hostess at a fashionshow event in the auditorium. Called out and detained by broadcast time, Berthold rushed back to find the room he had been transformed into a dressing room for the models, were in various stages of undress. As he barged in, the models were, in the words of an innocent student, startled, but Berthold gave all attention, he says, to the models, according to the "that the show must go on."
NOT A suburban residence but a transmitter house in this edifice built by WBZ, Boston, at nearby Hull for its new 50,000-watt transmitter, across the harbor from Boston, with the transmitter beamed on the city.

OLIVE KACKLEY, director of the Community Office of the WCKY, Cincinnati, has been appoint-

noted second "goodwill ambassador" for the station by L. B. Wilson, president and general manager. In announcing the appointment, Wilson stated that the work of the original "WCKY goodwill ambassador", Milton Bacon,

has been received as enthusiastically as he is now booked almost solidly two months in advance for talks in neighboring communities. Miss Kackley will continue to direct the community opportunity work in conjunction with her speaking appearances.

As a public service feature WCKY offers gratis speaking appearances by Miss Kackley and Mr. Bacon to schools and other community groups.

WNAX, Yankton, S. D., has started originating its Junior Kwik show from the stage of the Orpheum Theatre and WLB, Yankton, with the aid of a special branch studio. Cooperating in production is the South Dakota Junior Dramatists League, a group of student thespians conducted by Susan Taylor and offering small cash prizes to contestants for answering academic questions. The theater has designed special backdrops and other production devices, to give a schoolhou-

se atmosphere.

CONDUCTED by Phil Edwards of the Philadelphia Daily News, "Radio United" tion cast for the National broadcast weekly from the zoo grounds over WEN, New York, on Friday afternoons.

Animal life and interviews persons prominent in game hunting. Visitors to the zoo are greeted with special programs, with special WPEN tickets given away at the mike.

THE Spring Party of the WPEN Women's Service League of Philadelphia will be held April 25 in the WPEN auditorium, WYN, New York, with the WPEN station sponsors. Director of the Club and its daily program is Mabel Love.

SOME 100,000 movie fans oversee Lawrence, Kans., during the world premiere April 4 of the Republic film "The Cowboy From Texas" in the Lawren-

Veri Brattain, WPEN manager, di-

rected radio publicity for the première, attended by Thelma Lou, column of the Kansas City Star.

The station built a platform at the railway station to welcome visiting stars, with Millard Ireland, special events man, handling the mike.

RUDI NEUBAER, cashier, has been elected president of the NBC-Chicago Athletic Association for the coming year. Other new officers include Bob Brown, first vice-president; Marshall Dif-

first vice-president; Loretta

Cone, secretary; and Lincoln Doug-

teenager, treasurer. Neubauer succeeds M. R. Schoenfeld.

CBS has added two sustaining pro-

gram to its schedule of Sunday after-

noon broadcasts for the 5-6 period.

The first half-hour, titled Choose Up Time and featuring light music and com-

mentators in quip on all popular American Jamboree is called "Dixie Jamboree," and the

half-hour is Peace Tent, S. P. West

with Maxine Sullivan and John Kirby. In the selection of jazz "chamber music," Shifted to Sundays 6-8:30 p.m. is the Down in Rhythm program of music by Ray-

mond Scott's Orchestra, formerly heard on CBS Tuesday evenings.

IRWIN A. JOHNSON, director of development for the National Catholic Youth Association for the RUDI events man, railroad superintendent and secretary of the National Railroad Cooperative, has been appointed chairman of the Board of Trustees of the National Catholic Youth Association. KGO, San Francisco, has started a new series of weekly programs broadcast direct from the WEBR radio college audito-

ry and produced entirely by stu-

ents of the school.

STUDENTS of Ohio State U. in Dr. Norval N. Lowson's radio newscasting courses in the school of journalism process news for two daily quarter-hour broadcasts, one on WOSU, Ohio State University, the other on WOSU, University of Utah. The program is aimed at the college student, and is made by a student co-op radio station.

INSTRUCTION for Boy Scouts in all branches of radio has been started. Bob Carlin, the young producer in WPEN, will introduce Phillips Cargill, NBC eastern program director, to the March 30 program on New York University's Diplomatic and Jobs series on WNYC, New York's municipal station. Mr. Carlin will discuss "What Kind of Opportunity Does Radio Offer the Young Job Seeker?" and will be quizzed by a recent NYU graduate who is looking for employment. The program is Coopera-

ted with Richard Puck, also an NYU graduate, now in charge of continuity for WNYC.

NEVILLE MILLER, president of the NAV, will introduce Phillips Cargill, NBC eastern program director, as guest speaker on the April 15 pro-

gram of New York University's Diplomatic and Jobs series on WNYC, New York's municipal station. Mr. Carlin will discuss "What Kind of Opportunity Does Radio Offer the Young Job Seeker?" and will be quizzed by a recent NYU graduate who is looking for employment. The program is Coopera-

ted with Richard Puck, also an NYU graduate, now in charge of continuity for WNYC.

WAGL Dedication

CIVIC leaders, gathered for the dedication of the new studios of WAGL, Lancaster, Pa., on April 5, paid tribute to the services contributed in the past by the station. The dedication address was deliv-

ered by Mayor D. E. Cary, who was introduced by Col. J. H. Stein-

man, superintendant of the WAGL Radio Group, which includes WAGL. The exercises, which were broadcast from 8 a.m. to 9 p.m., were concluded with a "Thank You," by R. M. McFadden, general manager of the Mason-Dixon Radio Group, and Walter O. Miller, WAGL manager.

School Scripts of CBS To Be Used for Plays

COOPERATING with CBS, Junior Programs Inc. during the 1940-41 school year will include in its reperto-

rre dramaticizations drawn from the CBS American School of the Air. The organization will present the plays before an estimated 1,

000,000 school children during the year in the course of a tour reaching every section of the country. Casts of professional actors will stage the plays.

Among the productions to be taken on tour are selections from the Tales From Far & Near literature series, the New Horizons ge-

ography and science programs and others from the new CBS series of African American workers. All the plays will have a Latin-American theme, in line with the recently announced CBS plan of extending its air school to all Western Hemisphere countries. Three years ago CBS co-

operated with Junior Programs in a weekly dramatic series, Legends of the Western World. Junior Programs is a non-commercial enter-

prise established and directed by Mrs. Dorothy L. McFadden for pro-

ducing special radio entertainment for young people.
WHIO's Proof

PROOF of performance of spot announcements is supplied by WHIO, Dayton, in the form of transcriptions as read by the announcer on the air without his knowledge. To date WHIO has sent a score of "proofs" to agencies, receiving many favorable comments. The method was developed under direction of Dave Brown, assistant manager in charge of sales.

John H. Hawley

JOHN H. HAWLEY Sr., 66, account executive of Young & Rubicam and founder of the former Hawley Adv. Co., died at his New York home April 11 after a brief illness. Mr. Hawley, a native of Detroit, has been associated with advertising and publication work in New York City since 1918. He is survived by his wife, three sons and a daughter.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

GLENN D. GILLETT

Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer
Phone: Montclair (N. J.) 5-2759

J. W. BARRON

Consulting Radio Engineer Specializing in Broadcast and Allocation Engineers
Earle Building, Washington, D. C.

H. A. SWEET

Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Martin V. Kiebert, Jr.

Consulting Radio Engineer associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

CLIFFORD YEWDAII

Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

McNARY and CHAMBERS

Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAGE & DAVIS

Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineer
Present Address: 5915 North Henderson Ave.
May 1st Address: Highland Park Village
DALLAS, TEXAS

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broadway, New York, N. Y.

Radio Engineering Consultants
7134 Main Street
KANSAS CITY, MO.
B-S-H Replaces Disc Series With Local Programs

AFRA Stand Causes Changes In Regional Schedules

STERLING PRODUCTS, New York, and American Home Prod- uct Co., A.C.C. in Chicago, have both started using a daily half-hour, Monday through Friday, on a 15- station hookup of the Ster- ling Radio System, beginning April 8, for their various proprietaries, and Sterling Products has added an additional half-hour five days week- ly to its former time on the Texas State Network.

Programs in Regional Schedules are carried and dox started products by American Home Products and Sterling Products, but switched to the above lineup when the American Federation of Radio Ar- tists pointed out that the code of fair practice signed by the agency last year called for a rebroadcast fee of 90% of the network talent cost for all programs transcribed off the line for rebroadcast use. Same fee also applies to network rebroadcasts with live talent and, under the terms of the code, is waived only for such network sta- tions as are unable, because of an unusual local condition, to carry the network program during its network broadcast. These stations are permitted to rebroadcast the pro- gram for later broadcast without payment of the rebroadcast fee.

In answer to protests from re- gional groups that this part of the AFRA code is in restraint of trade as it prevents the regional net- works from securing nationally popular programs, AFRA states that in the case of commercial pro- grams its members' contracts are with the advertising agencies and it has nothing to do with them, but it is AFRA's duty to see that

the employer lives up to the terms of his contract.

Charges that AFRA has winked at this clause in the case of the na- tional networks and permitted re- gional rebroadcasts via transcriptions to be put on without payment of the rebroadcast fee, to suit the sponsors' convenience, were indig- nantly denied at AFRA headquar- ters. It is reported, however, that execu- tives of the regional groups are considering discussing the sit- uation, which they feel places them in an unfair competitive position, with the U.S. Attorney General's office for possible action under the anti-trust and restraint of trade statutes.

Two-hour block of serial dramas which American Home Products and Sterling Products have sponsored on WMCA, New York, from 8-10 p.m., as an experiment in re- peating these programs, broadcast by network stations in New York during the daytime hours for listen- ers unable to hear them in the morning or afternoon, will be shift- ed April 15 to an afternoon period on WMCA, 1:15-3:15 p.m. At the same time five of the script shows will be dropped and a musical pro- gram, Sweetest Love Songs, an hour-and-a-quarter of recorded mu- sic, substituted. Serials dropped, each a quarter-hour, are Easy Aces, Our Gal Sunday and Romance of Helen Trent.

While shift of the two-hour block from the more expensive evening hours to time during which children are generally believed to indicate a failure of the experiment, execu- tives at Blackett-Sample-Hummert have declined to comment on the reasons for the change or to dis- cuss the regional network pro- gramming.

WHNC
ASHVILLE, N.C.
Full Time CBS Affiliate 1,000 Watts

Dollars by
The Millions

—will soon be rolling into Ashe- ville and Western Carolina. The president of the 'American Year' proclamation, popularity of Great Smoky Mountains National Park, Blue Ridge Parkway, etc., assure a banner tourist season! Schedule your advertising cam- paign NOW over WHNC—sole blanket radio coverage!
As a salute directed particularly to American school children, National Radio Festival is being planned for June 5-8 by the NAB for its member stations to promote radio interest and appreciation of the American system of broadcasting among the youth of the country. As a feature of the Festival, both industry-wide promotion, the NAB is offering a $100 prize for the best student essay on "The American System of Broadcasting—Why It Is Best for Americans."

Originated by Arthur Stringer, of the NAB Washington headquarters staff, the Radio Festival follows up the idea of the nationwide Open House Week observed last year. The 1940 promotion will serve several broad purposes, according to Mr. Stringer, among them: Honoring the youth of individual service areas and the nation; providing an opportunity to play host to adult listeners as well as girls and boys; maintaining the healthy interest in broadcasting; applying the stereo technique by explaining "how it works"; increasing prestige and cementing the relationships; increasing summertime interest and listening; winning friends for the American system of broadcasting, and preparing listeners for the frequency reallocations that will come under terms of the Havana Treaty.

Local Aspects
In addition to the usual open houses, the NAB plan includes special broadcasts during the week featuring student talent, including bands and orchestras, glee clubs and choruses, dramatic and novelty acts. Although the June 3-8 dates have been suggested, the NAB has left the setting of exact dates to each locality, recommending that the various stations in multi-station cities cooperate in the program. The program will also include events that local officials, the mayor or the governor issue official proclamations calling attention to the event.

In addition to the $100 national essay prize offered by the NAB, the plan provides for local contests, with local merchants furnishing prizes. Competition will be open to students from the sixth grade on up, at high school, at the discretion of station operators. Other local promotion would include a civic opening of the Radio Festival, at which a student representative would appear, daily broadcasts featuring student talent, daily awards to local essay contest winners, special events features, studio visits and summaries of each day's happenings and the next day's schedule.

Other suggested promotions, whose use would depend on individual local factors, include a pet show sponsored by stations, an auto-radio parade through a tie-up with auto dealers, police squad car shortwave demonstrations, service men's exhibits, in addition to receive displays, give-aways such as NAB's Radio's Riches publication, and programs saluting particular sections of a large city or neighboring communities.

A July 1 deadline has been set for entries in the NAB's national essay contest. In the synopsis of Radio Festival activities sent to member stations the NAB suggests that background material for the essays can be supplied through the ABC of Radio published by the association. Local prizes will be awarded for the winning girl and boy in each grade. The national prize is to be awarded with special ceremonies after school begins next fall.

Wander Serial to Award Roles To Amateur Talent

AMATEUR talent contest will start the middle of April to run for two months, the winners to receive two-weeks contracts, with all expenses paid, to appear on the Wand- er Co.'s Carters of Elm Street serial program heard on 85 MBS stations. Local contests will be held in the cities and towns with recordings of the local winning voices sent to regional centers, which in turn will report to Chicago. Two winners will be chosen in the "Carrie Carter Talent Search", as the contest is titled, open to all girls age 15 and over, one winner to be in the 15-25 group, and the other in the group over 25. Winners will receive a salary of $112 a week plus expenses, and will have special parts written into the show to fit their special acting ability and personality. Virginia Payne, who plays the starring role of Carrie Carter, will be chairman of the board of judges. She suggested the contest originally. Agent handler Co. account is Blackett-Sample-Hummert, Chicago.

KSD-WHO Get Series

KSD-WHO gets series, "Amp Recording Studio's, New York, on April 3 and 12 placed the thirteenth weekly entry as described serial "Beyond Reasonable Doubt" on KSD, St. Louis, for the Roosevelt Savings and Loan Assn. and on WHO, Dayton, for Continental Baking Co. Program begins its second 20-week series on Apr. 5. The soap was slated to begin on stations in Australia and New Zealand in May, coinciding with the winter season there. With the March 23 broadcast, Vick Chemical Co. ends its 78 episodes in the series on all participating stations, completing its seasonal advertising for next fall through Morse International, New York.

New UP Subscribers


IN PROPOSED findings issued April 5, the FCC has tentatively denied the applications to convert KSD-WHO, St. Louis, local outlet on 1420 kc., to shift to 1270 kc., and operate with 1,000 watts fulltime.
Disc Restrictions Eased in Canada

Stations May Match Use of Recordings With Talent

By JAMES MONTAGNES

GIVING Canadian broadcast sta-

tions more leeway to use transcrip-
tions in evening hours from 7:30
to 11 o'clock, local time, and at
the same time developing the use of
talent live under such regulations,
the Canadian Broadcasting Corp.
has issued an amendment to its regu-
lations effective April 15. Broadcasters,
applying to the CBC, may now use transcrip-
tions up to 1 or 1/2 hours each evening if
their primary area is respective-
ly more or less than 20,000 radio
homes.

In outlining the new regulations
for station managers in a letter,
H. N. Stovin, CBC supervisor of
station relations, stated that the
new regulation was “promulgated
by a two-fold hope, (1) that it
would meet the desire of radio sta-
tions for greater flexibility in their
program arrangements, (2) that it
would serve as a stimulus in the
matter of the employment and de-
velopment of live talent by Canadi-
an radio stations.”

Must Reciprocate

A hint of the new regulations
was given Canadian broadcasters
at their annual convention in Mon-
treal Jan. 29-30, coinciding with
the meeting of the CBC board of

governors at Ottawa which passed the
new regulations, announced to
stations April 1.

Under the new rule, any Cana-
dian broadcaster or station can ob-
tain a half-hour of transcription
time during evening hours if its
employment of live talent in the
opinion of the CBC warrants such
permission. The CBC states that a
station “will be required to certify in
writing that (it) will be prepared to spend 1 1/2 times (its) card
rate per week in the employment of
live talent or its development. Live
talent is interpreted to mean any
program broadcasts designed for
the educational functions. Personalities
by Edwin Strong, on WSVA, Harri-
sonburg, Va.; WCNW, Brooklyn;
and WHAM, Rochester, N. Y.

Women listeners requesting “personality charts” may send them
to the station and receive a free bottle of perfume blended to their
particular personalities. More sta-
tions in different sections of the
country will be added at the end of
the test, according to Norman
Weil, New York, agency in charge.

WPEN Picketing Continues

THE Philadelphia Musicians’ union,
Local 77, AFM, in its efforts to
force a settlement of music differences
with WPEN over the employment of
a studio orchestra, has indicated
it will extend its boycott to the sta-
tion’s sponsors. All the commercial
advertisers on the station have
been placed on the union’s unfair list,
under the plan, with members for-
bidden to patronize the establish-
ments and products. Musicians have
been picketing the station more
than four months and A. Rex Ric-
cards, secretary of the Union, said
that efforts will be made to enlist
the support of the Central Labor
Union in striking at the station’s
sponsors.

WPEN Picketers Continue

April 15, 1940 • Page 83
Running Account of FCC Hearings on Television

Continued from page 74-D
tee on standards. He also stated that he had in his records a notice dated Feb. 16 calling attention to a com-
mittee meeting in Chicago at which the com-
mittee on standards at the DuMont Laboratories for a demonstration of the DuMont television system.

 Asked by Chairman Fly when RCA President Sarnoff made a speech to the association, Mr. Geddes stated that "the only appearance of Mr. Sarnoff, to his knowl-
edge, was during the discussion at the DuMont Laboratory in New York. Asked to submit min-
utes or a stenographic record of the meeting, Mr. Geddes explained that he did not feel free to do so with-
out specific permission from the organization.

Chairman Fly immediately in-
structed that the requested ma-
terial be subpoenaed. Mr. Geddes also explained that the only television action taken at the meeting in question was approval of the ap-
ppearances of Mr. Farnsworth and E. B. Grindley, both GE radio and television managers, and himself at the television hear-
ing as witnesses or in any other things than television were discussed at the meeting.

After the matter, the Chairman Fly then requested that all parties submit all correspond-
ence with other parties, as well as their respective representatives regard-
ing television activities be-
tween the dates of the closing of the January 22 and the commen-
ting of the present proceeding. Ad-
vised this would be quite a large order, Mr. Geddes said that the FCC would take responsibility for the "volume".

Mr. Geddes expressed a desire for permission before com-
plying, the FCC chairman issued instructions for another subpoena for this material. He requested that this material, from all parties, be furnished by April 15 so as to be possible. The hearing room immediately after questioning Mr. Geddes.

Farnsworth Counsel
Favors RMA Standards

Following Mr. Geddes to the stand was Edward J. Bauer, secretary and patent counsel of Farnsworth Television & Radio Corp., outlined the research activities of his or-
ization. He said Farnsworth's ex-
tensive program research and de-
velopment in the television field, -ends to larger and better tubes, motion picture projection, transmission on higher frequencies, and single-sideband transmission.

The company's present research staff includes engineers, technicians and engineers, and grows as it is increased by the original experimental staff started by Philo T. Farnsworth 13 years ago. This present arrangement, a research organization looking for "something new" in the field, does not include such personnel as production engineers and others who deal directly with manufactur-
ing of the products.

Mr. Bauer, an engineer-engineer-
ning staff of the company numbers more than 100, estimated.

Comparing standards at this time will confuse furt-
ther research, Mr. Martin declared, adding that giving careful consideration to Mr. French's proposals the Farnsworth organi-
ization "favors adoption of the

RMA standards". He stated also that commercialization, if limited or full, should be permitted, hailing it as "an essential step in the development of television, and a step that should not be further delayed".

Bingley Tells of Committee Meetings

Cross-examined by FCC General Counsel Dempsey, Mr. Bingley holds the stan-
dard RMA license for manufacture. Although Farnsworth television re-
search is not limited to a point where they are ready for manufacture, and several sets are operating in test demonstrations over the country, none has yet been put on the market, he stated. Pro-
duction is planned for the near fu-
ture, he added. Mr. Marston also pointed out that from September, 1938, when Farnsworth regular sound broadcasts were started on the market, until the end of the year about $2,000,000 worth had been sold. In addition, the com-
pany has sold other equipment, in-
cluding divider tubes and frequency multiplier tubes, he as-
serted.

Describes Availability Of Farnsworth License

Cross-examined by DuMont Coun-
sel Roberts, he stated that "any re-
ported facts of developing a Farnsworth license, and under as favora-
able terms as given RCA. In the same breath, he stated he did not testify that the RMA standards were the only prac-
tical standards, but rather that there are in fact several workable standards, although "we think the RMA standards are the best over-
all."

Mr. Martin agreed to comply with the request of FCC Attorney Barger for a complete list of manu-
facturers licensed under Farn-
sworth patents to build transmitters and receivers.

To Mr. Wozencraft's query on the effect of RACA's merchandise costs on Farnsworth's research activity, Mr. Martin stated that it only served to "stimulate our al-
ready great enthusiasm for tele-
vision."

Drawn again into a controversy over his previous testimony by Du-
Mont Counsel Roberts, he stated flatly that the Farnsworth company favored immediate adoption of the RMA standards. The statement, Mr. Roberts then asked if, with the RMA synchronizing system included, and the DuMont pulse as flexible, he ad-
vocated standardization of the in-
strument. "I said that I was not under any "ignorance" and did not answer on grounds that he was not qualified to answer such a technical question. To Mr. Wozencraft's question on a diagram of the DuMont Laboratories, and Mr. Wozencraft's question, he de-
clared "no, I didn't see one."

With Chairman Fly again han-
dling the bulk of the questioning, F. J. Bingley, Philco television re-
search engineer, recounted episodes at the Feb. 21 and 29 meetings of the subcommittee. Mr. Bingley stated that the opinion the FCC should be notified on the subcommittee was questioning on standard-
ized television, but that it was the consensus such notification was not necessary and hence was not done.

At the Feb. 29 meeting, he said, he heard Mr. Farnsworth, vice-president in charge of engi-
neering, arrived at 10:05 a.m. to the subcommittee's meeting members present. They were greet-
ed by the following statement voiced by Mr. Farnsworth: "Well, have you heard the news? The FCC is permitting lim-
ited operation after Sept. 1. RCA got what it wanted, and Philco got what it wanted."

Referring to the RMA file sub-
mitted by Mr. Geddes, Chairman Fly then asked about a statement, indicated to have come from Mr. Philco, intimating, "if the sub-
committee's action would be limited in effect, that "nothing would deter RCA from immediate commercial-
isation of television". Mr. Martin stated that to the best of his knowl-
edge the statement probably was discussed but not questioned. In his testimony he went out of the way of the Feb. 29 meeting which indi-
cated that following a discussion of standards he had told as chair-
man. He explained it was then ap-
parent that the subcommittee's action would be limited in effect, and that for this reason, with Philco's pro-
test, the whole further action could not longer serve as chair-
man. The minutes indicated a new chairman took over at 11:52 a.m., following the Bingley resignation.

Commenting on the effect of this RMA attitude, he said since it ap-
ppeared the "floor gates were about to open", Philco made preparations to suspend its research beyond the April 15th, in the effort to get into production.

RCA Video Activity
Sketched by Morton

Starting RCA's presentation, A. H. Morton, NBC vice-president in charge of technical operations, discussed the activities of the network in te-
levision development from a program basis. He stated that 83 per-
sons are on the NBC television re-
search staff, including 49 engineers and technicians, 27 program pro-
ducers and directors, three costume designers and two working on outside pickups. With a "substantial acceleration" in pro-
gram research started after March 1, he outlined various program de-
as. He stated that he was tak-
ed, running from Lowell Thom-
as and Esso newcasts to televising an eclipse of the sun.

Among recent technical improve-
ments, he listed a lens coating of potassium fluoride yielding as high as 93% light with light, off the air. An RCA lightweight portable television equipment, and the new orthoconic "mirror". Further reaction to these improvements is marked, he de-
clared. With 30 to 35% of the look-
ing and reporting program ratings reg-
nularly the station, he stated that March 1 had averaged 1.98 weekly (B as top rating), while since that time the weekly average has jumped to 2.19.

In line with accelerated develop-
mental activity, it was also planned to add 50 to 65 engineers to the television staff and to contract new writers and designers, he commen-
ted. The RCA Board of Directors, he stated, were suspended after the March 23 order "until we can see our way clear to the".

Mr. Morton, addressing to the "Phila-
one" national advertisers have ex-
pressed a desire to participate in tele-
vision. Asked when he thought commercial operations should be started, he answered "to-

day or tomorrow".

Continuing his presentation Mr. Roberts, he stated advertising students have indicated that a well-produced commer-
cial treatment will have the same effect as ten times higher than established media.

Research Progress
Discussed by Engstrom

Elmer W. Engstrom, RCA direc-
tor of television research, launched into RCA's research activities, which he said among other things included tube screen, in new orthoconic, half-tone picture, etc., he will have three more tubes, and will be made at the RCA plant.

Mr. Engstrom estimated that from February 19 at which point tech-
nicians were working fulltime on the television research of RCA Mfg. Co., Communications, with additional part-time research-
ers bringing the total to over 100, not including assistants.

One of the highlights of Mr. Engstrom's appearance developed around his testimony on the prog-
made by RCA. He declared that the wish to suspend construction of the relay as a common carrier facility, he said no license applica-
tion had been filed on the com-
mercial is issue is decided, since it is decided, there would be nothing to support.

This observation drew immediate fire from Chairman Fly and Com-
menced with Mr. Farnsworth who de-
mission on RCA's withholding construc-
tion until some sort of financial return seems assured. Carrying out his point, with Coun-
sel Wozencraft by this time in the thick of the discussion, Chairman Fly opened by saying (it was not licensed for relay transmission) to-
morrow, then you ain't got a pro-
gress at all, if you're going to sit and do nothing, you can't get anything in the position RCO should properly build the system and then sit for the business. Continuing in this line, the chairman stated, "So you're just going to sit tight and wait that end of it" until com-
mence construction. After that, Mr. Wozencraft reiterated that RCA will apply for a CP "as soon as we can get the horizon any prospect of its support".

Inauguration Telecast
Plans Discussed

Asked about the prospects for the projected NBC television cov-
cage of the 1941 inauguration in Washington, Mr. Wozencraft de-
clared that it was now "too late"
to carry out the pickup. Chairman Fly queried, "When did it become too late? About March 23rd?" The RCA counsel replied that there was "no intent to imply that RCA's position is holding up the building of the relay," adding that RCA is just waiting "like a stock market investor" for its projected service.

Questioned by Commissioner Thompson, Mr. Wozencraft stated that, as he remembered, the application for a relay CP was prepared after the FCC had held its first meeting and was about ready for filing with the FCC in late March. He added that it placed him in the position of wondering if this time had not been for the present hearing. The decision against filing the application was made between March 29 and 30, 1940, he said. Chairman Fly asked Mr. Engstrom if he was not in effect working against other proposed standards than RCA's when, in another part of the letter, he declared that "the proponents of changes in these approved standards must of necessity bear the burden of proof that such changes would effect a substantial improvement in the service to the public and that a change ... is warranted." Pointing out that he had "studied and respected" Engstrom and that it had been read by other RCA officials, Mr. Engstrom declared that he did not intend to convey that impression.

Can Build Receivers Under Other Standards

The April 12 session was marked by frequent interjections by Chairman Fly as he attempted to solidify the outcome of discussions between Col. Davis, Mr. Wozencraft and Mr. Schairer. Opening the discussion on the proposed new RCA executives, including President Sarnoff, knew of the representatives' concerns that "the television hearings that RCA does not favor fixing definite standards now. After Mr. Wozencraft had stated that it was his "impression" that Mr. Sarnoff and others did not know, Mr. Schairer stated definitely that RCA, including Mr. Sarnoff, does not favor fixing standards.

Col. Davis then read into the record a statement on behalf of RCA that although its engineering staff subscribed to the majority opinion that the RCA proposed standards constitute the best set of standards with which to start commercial television operation in the United States, it had been decided that RCA would build receivers capable of receiving television programs broadcast under other standards than RCA's.

RCA Standards Held Best by Test

"The RCA is using these standards because they incorporate the best features that have been developed in the United States, as well as the United States, England, German and the rest of the world," he commented. "After years of experimentation, believing that television products built under these standards are superior, it is the opinion they will give the public a larger measure of satisfaction than if built according to standards that may be proposed in the present state of the art, within the 6-mc channel which the FCC has allocated to television."

"During the course of the present hearings the suggestion has been made that television receivers be manufactured that would be able to receive from television transmitters operating under RCA's standards as well as under those of RCA. The RCA does not believe that such a proposal would prove to be of advantage either from an engineering, economic or public service standpoint.

"Nevertheless, if the FCC licenses transmitters to broadcast television programs to the public under standards now in use, and will specify what such standards are to be, RCA is expected to begin, as of the January 1 deadline, to build receivers so that they will also receive television programs from such transmitters. RCA hopes this offer may be a stimulus to the commission in the course of the next deadline which is retarding the progress of a new proposal to create employment for idle men and idle money, on a wide, competitive basis."

Field Sets Needed In Fixing Standards

Following the noon recess April 12, Mr. Wozencraft suspended before the FCC's hearing and asked Engstrom to allow cross-examination. Questioned by Mr. Dempsey, Mr. Wozencraft stated that he was not favor fixing standards now, "it is only because of the deadlock". He added that he would not consider any standards should be fixed, since any fixing standards necessarily must follow field tests "which we have not found quite a lengthy process".

Mr. Engstrom agreed there should be a "hodge-podge" situation under the FCC sets standards, although he commented that, as an engineer, "the problem could be settled on an engineering basis. Given a choice, as an engineer, between the 441-30 standard and the 441-30-30-frame standard, he would prefer the latter, adding by way of explanation that he did not mean he was satisfied with the 441-line standard."

DuMont Counsel Roberts precipitated discussion when he pointed to RCA's repeated allusion to its $10,000,000 expenditure in video development and observed that several million had been returned "from large sales to foreign countries". Mr. Roberts further asked that the engineer inquiry into the presence of foreign government representatives in RCA factories. He held that these foreign orders, if based on the 441-line standard, might mean that RCA would not lend itself to standard production. Chairman Fly suggested the Federal's standard, if any, from research activities of RCA should be revealed in order to yield RCA's research expenditures are either net or gross at the $10,000,000 level. At this point RCA Counsel Wozencraft half rose in his chair and charged that there was a "DuMont smear campaign against RCA" and that RCA had entered into an agreement whereby a group of Russian engineers were allowed to inspect an RCA factory for instruction. However, he pointed out, this applied particularly to older engineers, and he denied that RCA's attitude in the matter was that it could not sell its products to Russia and get its money out of that country very easily.
Supreme Court Appeal Sought on Right of FCC to Curtail Station's Coverage

Another test of FCC powers, involving the right of the FCC to curtail existing coverage of an established station without the formality of a hearing, may find its way to the Supreme Court, it became evident April 11 with the filing of an appeal by WCPO, Cincinnati local, from an FCC decision placing WCOL, Columbus, on the same 1200 kc. channel.

The FCC decision of April 2 denying WCPO's petition for hearing on its grant to WCOL apparently was written with the intent of forcing litigation to test the electrical interference issue. Since to be fair, competition question was settled, after a fashion, by the Supreme Court in the so-called Dubuque Case [Broadcasting, April 11], and the question of transfers is raised in the CBS-KSFQ, San Francisco, case, on which the FCC seeks a Supreme Court review, the electrical interference issue is one of the few remaining unanswered questions not tested by the highest tribunal.

Viewed as Arbitrary

WCPO, owned by Scripps-Howard Radio Inc., filed a 1200 kc. permit with the FCC to use the same frequency. It is apparent that a hearing be held. The FCC was faced with a charge of public and capricious action, in violation of the Constitution, the Communications Act and even the FCC's own regulations.

The appeal was taken by Paul M. Segal, counsel for Scripps-Howard Radio.

In its April decision the FCC said it granted Oct. 28 the application of WCOL to shift from 1210 to 1300 kc., a 200 kc. gap still held, without a hearing. WCPO then petitioned for a hearing or rehearing, which was denied.

In its decision, the Commission stated WCPO contended the grant of the license and frequency change would result in destructive interference, affect its interests economically and substantially reduce its service area.

It was pointed out by WCPO that the closest station within the same frequency was 20 miles away and uses 100 watts, whereas WCOL, with 250 watts, would be only 9 miles away. It contended the required separation to preserve the service area of WCPO is 244 miles for a station using 100 watts and this would be substantially greater with 250 watts.

The FCC held that there is no requirement in the Act for hearing before an application for a construction permit. If it can determine after an examination of an application and relevant data that a grant will serve public interest, the decision said, it is discretionary, and the FCC has the discretion to make its decision in part of its license because its service area will be curtailed, the FCC said this contention granted was used up on a claim that it has a right to serve particular number of listeners within a specified geographical area.

"The Act," the decision stated, "is devoid of any suggestion of such a right, and the petitioner's license contains no provision expressly or impliedly authorizing petitioner to serve any particular portion of the listening public".

Based on the data submitted to it by both WCPO and WCOL, the Commission held it could decide the case and that no hearing was necessary, despite the contention that it had no opportunity to test by cross-examination the data on interference conditions supplied by WCOL. Stating that its own study of the data indicates that it is substantially correct, the decision said it therefore denied the WCPO motion to strike this engineering study.

The Coverage Situation

Analyzing the coverage situation, the Commission said WCPO now appears to serve approximately 822,400 persons within its 4 million square mile contour. Approximately 20,800 persons are in the area within the contour where interference would be caused by WCOL, reducing the population served by WCOL to 801,600. It concluded that the result of the operation of WCOL would be an increase of 146,400 persons within the interference area, a primary service area.

WCPO WLR, L1-A, WO, and WHZ, Zanesville, O., which would be affected by the shift. This would compare to a loss of 30,800 persons now receiving WCPO primary service. It concluded that upon a comparison "the benefits and detriments to the respective communities" public interest would be served by the WCOL grant.

In its 50-page appeal to the district court, WCPO included all of the pleadings and FCC announcements regarding the case. It was contended the Commission's action was "illegal, arbitrary and capricious, unfair and beyond the authority of the FCC." Further, the appeal recites that the Commission's decision deprives WCPO of its property without due process of law. The Commission, it was argued, is without authority to grant applications for operation of stations which will create a destructive interference to existing stations.

There was enumerated in the appeal a listing of the FCC's own rules, regulations and procedures which allegedly were violated by granting the WCOL application without hearing.

PRINCIPLES of the newly-formed Los Angeles-Hollywood chapter of Veteran Broadcast Operators' Association were discussed by these members late in March following installation of H. Duke Hancock, manager of KGJ; Hal Styles, commentator and conductor of the weekly Help Thy Neighbor on KHJ; Harrison Holliday, KFKE manager, and Dr. Lee deForest, well-known radio pioneer. Messrs. Hancock and Holliday are the new chapter, and Dr. deForest is advisory counsel, as well as honorary president of the national organization.

Richard Stoddard, chief engineer of Hughes Aircraft Corp., Burbank, is vice-president of the chapter; Leroy Bremmer, technical director of National Schools, secretary-treasurer, and James Chappell, Los Angeles FCC inspector, chairman of the board.

PRUNE GROWERS

Hear Their Program as Agency Buys Special Time

Because several thousand California prune growers wanted to reach the industry cooperatively for and which was released for 15 weeks over 10 stations of the East, Lord & Thomas, which handled the account, devised a novel plan to make listening possible.

The agency bought time on three California stations in the prune growing areas--KQW, San Jose; KSRO, Santa Rosa, and KBSL, Chico. During noon hours, when the majority of growers were at their farms, a one-quarter-hour transcription of the program was provided.

The two transcribed programs, released on separate days, were the same broadcasts presented in the campaign over the Eastern stations for the Prune Proration Zone No. 1. In order to explain the general listening audience what the broadcast was all about, Lord & Thomas bought a one-minute spot announcement preceding the transcribed program and another following the broadcast.

WOL

Washington, D. C.

1,000 Watts Day & Night

Affiliated with Mutual Broadcasting System

1230 KC
Radio Again Aids Flooded Regions
Northern California Stations Repeat Public Service

STATIONS in Northern California were called upon for the second time in a month to serve thousands of flood-stricken families when a three-day deluge overflowed rivers and creeks and inundated 100,000 acres of farm land and a dozen or more communities. Although the situation was not quite as serious as the first disaster late in February (BROADCASTING, March 18), the storm and subsequent floods on March 29, 30, 31 and April 1 threatened an even greater catastrophe.

KFBK, Sacramento, situated in the heart of the flood area, played a major role in bringing succor to the thousands in isolated communities and farm homes which had been broken by the first storm and which were under repair by emergency crews working day and night, gave way in spots, causing havoc.

Governor Appeals

Gov. Olson personally appealed to Howard Lane, general manager of KFBK and the McClatchy stations, to give all assistance necessary to the State Department of Public Works. Under Lane's supervision, the KFBK staff coordinated the missions of the casting department, getting frequent reports from the various sub-departments and broadcasting vital instructions to the various emergency crews battling the flood waters and to the thousands of persons in the inundated areas and those in the direct path of the onrushing waters.

When the wier gates of one of the main levees were opened to flood North Sacramento to save other vital regions, KFBK sent out frequent warnings to the residents of that section of the metropolis. Bob Handsacker of the KFBK staff went aloft in a chartered Sacrame-nto Bee plane to survey the flooded areas and then broadcast the first eyewitness account of the flood over the stations. Northern California stations likewise did a meritorious job in bringing vital aid to the stricken. KVOV, Redding, which performed such a valuable task in the first flood, repeated its service, as did KBBH, Redding; KROY, Sacramento; KDON, Montery; and KHUB, Watsonville.

NOVEL PEP-TALK via private wire to Colonial Network station managers and New England Wheaties dealers was held in connection with announcements that General Mills, jointly with Atlantic Refining Co., will sponsor Jim Britts' play-by-play broadcasts of the Boston Bees and Red Sox home games via WAAB and 16 Colonial Network stations. Both John Shepard 3d, president of Colonial and Yankee Networks, and Announcer Britts participated in the "Welcome Back to Wheaties" pep-talk, which originated in WAAB studios in Boston. Wheaties dealers were invited to attend and listen to the talks by managers of Colonial affiliates.

At the broadcast were seated (left to right) Jim Britts; B. N. Robinson, sports advertising director of Knox Reeves Adv.; Mr. Shepard; (standing) J. F. Russell, sales assistant, New England division of Washburn-Crosby Co.; S. L. Tato, sales manager of the New England division; Tom Russey, commercial announcer for games; Ken Packard, Boston, sales supervisor.

Dairyman's Dream Comes True
Quiz for Parents on Child Raising Brings Women to Plant for Broadcasting and Entertainment

BY HAROLD S. KAHO

THE dairy man's dream of having thousands of mothers visit his plant is being realized by the Franklin Cooperative Creamery, Minneapolis, as a result of its new type of radio quiz program, "Parents' Club". More than 10,000 parents have registered to participate in the half-hour weekly feature presenting teams of parents who are questioned on child-raising.

Competing teams are recruited from local mothers' clubs, parent-teacher organizations, school districts, or other community groups. Two opposing teams of five, each representing a different organization, compete each week. The winning team receives a cash prize of $15 for its club's treasury, the losing team $10. Each individual contestant receives a week's supply of milk free.

Listeners send in questions, six of which are selected each week. From the sender of each question used receives as an award, two quarts of milk daily for a week. An additional one is obtained from books and magazines, one to total of 18 to 20 for each broadcast.

Ann Ginn, of the WTCN staff, acting as m.c. conducts the quiz. Each organization sending a team is invited to have a party at the Franklin Cooperative plant, where they are shown through the plant, then served a free luncheon followed by an afternoon of entertainment consisting usually of bridge or "500", the organization being permitted to choose its own program. In the case of card games, prizes are supplied by the company.

Ten days later the field men conducting the tours make a personal call on each visitor, offering a free souvenir booklet as an excuse for the visit. Because he had been in fairly close contact and perhaps chatted with the housewife during the tour, he is invariably welcomed as an acquaintance and his job of selling is simplified.

More than 2,000 calls have been made to date. In addition to new customers obtained this way, about 30% of the contestants and listeners who receive free milk cards become steady customers.

The 13-week experimental contract, which began Oct. 10, 1939, has been extended on an indefinite basis. The sponsor's plant auditorium, accommodating 500 persons, is booked solid until June with parents' organizations obtained through the program.

CHOICE OF HOBOES To Toscanini, Information Please

HOBES of America prefer Arturo Toscanini and the NBC Symphony Orchestra over all other attractions in the entertainment field, according to the current issue of Hobo News, official publication of the Hobo News, Inc., of Chicago.

Second place in the nationwide hobo vote went to Information Please, sponsored by Canada Dry Ginger Ale on NBC.

Commenting on the results of the poll, Hobo News said, "Choice of Toscanini is not surprising, considering the marked intellectual and aesthetic tendencies of a majority of the Relief-Camp Itinerants. While riding the rods, nothing could be more soothing than mentally recreating the stirring symphonies of the 110-man ensemble directed by the incomparable maestro. Likewise, to a group as dependent as hoboes on valid information a program such as Information Please is bound to have vital significance."

Troops Fee-Exempt

SOLDIERS in barracks do not have to buy the annual $2.50 listener license fee this year in Canada, according to a new regulation issued by the Canadian Broadcasting Corp. Effective April 1. No other changes have been made in connection with the fee regulations.

Nets Cover Movie Premiere
CBS, NBC and MBS on April 11 carried special programs from Albany, Ga., in connection with the world premiere of the new Paramount picture "The Biscuit Eater." Billy Lee, star of the program, was interviewed by Parks Johnson and Wally Butterworth of MBS and WABC, which originated from Albany that evening on CBS. MBS arranged a special program for the opening, and NBC broadcast music from the charity ball which followed the premiere.
WHEN Norton Cotterill, WBS vice-president, was scheduled to speak recently before the Erie (Pa.) Advertising Club, a window in Trasks, Prescott & Richardson department store was decorated with an exhibit showing various steps in the manufacture of a Mr. Perkins transcription, along with a photo of Mr. Cotterill and samples of Oxydol. The club presented a plaque to Mr. Cotterill after his address, which was titled "It’s the Woman Who Pays!". Mr. Cotterill spoke April 10 before the College of the City of New York's class in radio advertising. His subject was "Stretching the Radio Dollar". The talk was made in the WBS studios, where students saw a motion picture which depicted the intricacies of modern disc making.
WHEN FLY AD LIBS

Industry and FCC Alike Are

Bon Mot Victims

IN HIS speech at the New York Network Club luncheon April 5, FCC Chairman Fly tossed off a number of humorous cracks aimed at broadcasters, advertisers and the Commission itself. Some of the better Fly remarks.

The basic distinction between British and American radio is that in England radio is governmentally controlled and the listener pays for it while in America the advertiser pays and the listener sits at home and hits the jackpot.

The government has a two fold function in American radio: It arranges to get broadcasters on the air and then makes continuous threats to take them down off the air.

"Radio's chief contribution to national defense has been in educating the country's youth in the use of small arms and machine guns."


PHILIP MORRIS & Co., New York (cigarettes), on April 15 extended for 8 weeks Spot by Spot on 5 MBS stations Sat. 8:45-9:30 p.m. Agency: Bow Co., N. Y.


BAYU CIGAR Co., Philadelphia, on June 11 replaces Inside of Sports and adds WCR and WIRE, making a total of 18 MBS stations, Tues., Thurs. 7:45-8:15 p.m. Agency: Ivey & Ellinwood, Philadelphia.

ROYAL CANADIAN TOBACCO, Toronto, on March 11 renewed for 20 weeks Ken Noble's Amusing Broadcast on special hookup of CFRB, Toronto; CKLO, Toronto; CFRC, Quebec, Ont.; CFCO, Orillia, Ont.; CFCF, Montreal; Sundays. 12:30-1 p.m. Agency: Metropolitan Broadcasting Service, Toronto.


GENERAL MILLS, Minneapolis (Wheaties), on April 26 for 22 weeks replaces Jack Armstrong on 11 NBC Red stations, Mon. thru Fri. 5:30-5:50 a.m. Agency: Knox Reeves, Minneapolis.


LAMBERT PHARMACAL Co., St. Louis (Listerine) on April 28 runs new Grand Central Station on 22 CBS stations, Fri. 10-10:30 p.m. Agency: Lambert & Fealey, N. Y.

Network Changes

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax), on May 8 replaces Dr. Hotel Day on 53 NBC-Radio stations, Sat. 9:30-10 a.m. to 21 NBC-Radio stations, Fri. 8:30-9 p.m. (EDST). Agency: McConnell & Erickson, N. Y.


COPTIDIAN TOLLSTAF, Chicago, on April 21 extended Gary Gia & His Ship of Songs, on WHA, Port Worth, to include Texas Quality Network—KPAC, Houston, and WIAL, San Antonio, and changed times to Mon. thru Thurs., 8-8:30 p.m. Agency: H. W. Kastor & Sons, Chicago.

TEXAS State Network on April 8 changes Backstage Husband to 9:30 p.m.; easy to 9:45 a.m.; Julian Akins to 10 a.m.; our God Sunday to 10:15 a.m., all five-week-quarter-hour shows.

ANDREW JERGENS Co., Cincinnati (Woodsmoke soaps), on April 24 shifts Hollywood Playhouse on 61 NBC-Radio stations, Wed., 8-8:30 p.m. from Hollywood to New York for two weeks.

ETHYL GASOLINE Corp., New York, on April 8 shifted Tune Up Time on the Reds stations, Mon. & Wed., 6-6:30 p.m. (EST) from New York to New York for six weeks or more.

PHILIP MORRIS & Co., New York (cigarettes), on April 27 replaces Reel Along from 36 NBC-Radio stations, Wed. 8:30-9 p.m. to 33 CBS stations 6:30-7:30 p.m. Agency: Bow Co., N. Y.

PROCTOR & GAMBLE, Cincinnati (Teal), on April 30 shifts Professor Quiz from Fri. to Tues., 8:30 to 9 a.m. recently renewed for 12 weeks. Agency: H. W. Kastor & Sons, Chicago.

INTERNATIONAL SIEVE Co., Menfield, Conn., on May 12 replaces Silver Theatre with Fun in Print on 50 NBC stations, Sun., 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

HARTZ MOUINTAIN PRODUCTS Co., New York, on March 31 added WINS, New York, to Network, changing to 2 companies making a total of 8 MBS stations. Sat. 6-6:15 a.m. Agency: Geo. H. Hartman Co., N. Y.

WESTERN & Southern Life Insurance Co., Cincinnati, has signed Rube Bressler, member of the 1919 Cincinnati Reds baseball team, for a new series of five sports programs weekly on WTVY, Clarksville, placed through S. C. Helper Inc. He will narrate personal reminiscences, interview players, and give the day's scores.
Civil Service Arranges Examinations for Script Writers, Production Men

OPPORTUNITIES for employment in the Federal Government are open to script writers, script editors, production men and radio music writers, the U. S. Civil Service has announced in listing a new group of civil service examinations for posts ranging from $5,600 to $26,000 a year. Although the details of the examination will not be announced until after the February 1 exam, some specialists “who can direct or assist in directing radio broadcasting activities and to plan or prepare interpretative radio scripts” are included. Applicants will be required to have experience in interpreting facts in either of the following fields: Conservation, economics, sociology, agriculture, aeronautics, public health, forestry and education.

A provision known as “selective certification” will permit officials to select from candidates those with special qualifications—such as expert radio music writers and arrangers, production men, or writers with special ability in some unusual field even though the applicants may not be “on top of the list.”

Government officials point out that this examination will establish a list of candidates who may be hired by any agency in the Government. The examination was prepared after consultation with officials directing informational services. Copies of the announcement for senior information specialists may be obtained from the U. S. Civil Service Commission, Washington.

Georgia U Considering Radio Awards; Pulitizer Board Studies Similar Plan

A PLAN to create annual public service awards to radio, paralleling the Pulitzer awards in journalism, was proposed April 6 by the board of regents of the University of Georgia and referred to a committee for further report.

Designed to create the George Foster Peabody awards to be administered by the Henry W. Grady School of Journalism of the University, the plan was evolved with the cooperation and support of the National Association of Broadcasters. The object is to provide in the same national incentive to public service that the Pulitzer awards give to journalism and literature. (Broadcasting, March 15).

It had been expected that the board of regents would act finally on the proposal, advanced initially by Lambdin Kay, director of public relations of WSB. The board, however, decided to refer the whole subject to a committee for further study and report. It is understood that the board gave the project its implied endorsement.

It was also learned that the board of awards of the Pulitzer foundation likewise is considering extension of the Pulitzer awards to cover the radio field. Joseph Pulitzer, publisher of the St. Louis Post-Dispatch and son of the famous journalist and publisher who created the awards bearing his name, is said to favor expansion of the awards to cover radio.

The University of Georgia plan, if approved, would provide for the first awards in 1944. Competition for the honors would be based on work during the 1940 calendar year. The closing date for entries would be Jan. 15, 1941.

Lyman Bryson of Teachers College, Columbia U., presided at the session, which was attended by the members of the Board and CBS officials.

Front row (l. to r.): Dr. Harry Woodburn Chase, chancellor New York U.; Mr. Bryson; Edward Klauber, executive vice-president, CBS; Dr. Ray Lyman Wilbur, president, Stanford U.; William Allen White, publisher of Emporia Gazette. Back row: Douglas Coulier, assistant to vice-president in charge of broadcasts; Mr. Fisher; Spencer Miller Jr., Workers Education Association; Rockefeller Foundation; Henry R. Luce, chairman of board of directors, Time, Inc.; Dr. Stringfellow Barr, president, St. John College; William Benton, vice-president, U. of Chicago; Rep. T. V. Smith (D-III); Leon Levine, assistant director of education, CBS; Dr. George Edgar Vincent, president emeritus, Rockefeller Foundation; Rev. Robert I. Gannon, president, Fordham U.; W. B. Lewis, CBS vice-president in charge of broadcasts.

NEW BROADCAST SERIES, based on the great classics, past and contemporary, was recommended for production on CBS by the CBS Adult Education Board at its annual meeting on April 8 in New York. The series, as yet untitled, would replace Americans at Work, which started on CBS in 1938, at the recommendation of the board. The CBS program department will work out the details of the series, which will show the development of great ideas that have made history.

At the meeting, Sterling Fisher, CBS director of education, in his annual report stated that there was a 27% increase in 1939 over 1938 in CBS programs of general educational interest to adults, both sustaining and sponsored. The hours in 1939 totaled 1,471 as against 1,157 in 1938, while the number of broadcasts increased from 4,560 in 1938 to 5,596 in 1939.

The increase in broadcasts devoted to news and current events was marked, according to Mr. Fisher’s report. In 1939 there were 2,945 broadcasts as against 2,587 in 1938. Programs devoted to arts and drama amounted to 159 hours in 1938 compared to 218½ hours last year.

Georgia U Considering Radio Awards; Pulitzer Board Studies Similar Plan

A number of conferences preceded the drafting of the tentative plan which was submitted to the Board of Regents. Participating in these conferences were Mr. Kay; Dr. S. V. Sanford, chancellor of the George Washington University; Marion Smith, chairman of the board of regents of the University of Washington; Atlanta attorney; Dr. Harmon W. Caldwell, president of the university; Mrs. Marjorie Peabody Waite, daughter of the late Dr. Peabody; John E. Drewery, director of the Henry W. Grady School of Journalism, and Harry Hodgson of Athens, Ga.

New Hawaii Station

AUTHORIZED for construction in 1938, the new KTOH, Lihue, Hawaii, local outlet on 1500 kc, is scheduled to go on the air about May 5, according to a report from Robert Glenn, chief engineer, formerly with KGU and KGMB, Honolulu; KHBC, Hilo, and KRE, Berkeley, Cal. Collins equipment is being installed with a 90-cubic foot tower and RCA microphones and turntables. Manager and commercial director is Deane Stewart, former program and musical director of KGU and KGMB. Program director is Bill Parsons, recently with KSAM, San Francisco. Foreign language departments will be handled by Abe Albayalde, Filipino, and Soichi Hamura, Japanese. The station is owned by the publishers of the Garden Island and the Kauai Filipino News.

RCA Plans Scholarship For High School Senior

RCA is conducting a nationwide competition to select the high school senior most likely to succeed in a career in radio science, the winner to receive a $4,000 scholarship to one of 100 colleges accredited by the Engineers Council for Professional Development. Entry forms were sent by RCA to 18,000 high schools throughout the country, entries closing March 17, En- trants, who must be certified schol- ars to be graduated this June, on April 23 will take a special science examination prepared by Columbia U professors and radio scientists.

Ten finalists will then receive a free trip to New York Aug. 5 to inaugurate a dinner tendered by his re- search, facilities of RCA and NBC as well as industrial exhibits at the World’s Fair. A second test will be given and on Sept. 1 the winner will be announced, the nine other contestants to receive $100 in cash prizes.

WNYC is Upheld

NEW YORK STATE Court of Appeals on April 10 unanimously upheld the right of WNYC, New York’s municipal station, to broadcast a presentation based on a legal controversy, cornerstones held by the Holy Name and St. George Societies of New York. The court sustained the decisions of two lower courts, refusing to grant Joseph Lewis, of New York, an injunction preventing New York city officials to cease using WNYC for such broadcasts.

WILLIAM A. WOLF, information manager of Western Electric Co., was honored on his 35th service anniver- sary at a dinner tendered by his asso- ciates at the Waldorf-Astoria in New York.

Page 90 • April 15, 1940

BROADCASTING • Broadcast Advertising
Today’s time buyer is as much concerned about the quality of a station’s signal as the space buyer is about the quality of a publisher’s printing. Because WLW’s signal is as near 100% perfect as it is humanly possible to maintain, time buyers will be interested in the technical organization responsible for this achievement.

More than 60 highly trained engineers—each specializing in a certain phase of radio transmission—are on the WLW staff. Working in their own well-equipped research laboratory, they are constantly alert to changes and improvements. As a result, the WLW engineers have contributed many advancements to the technical art of radio broadcasting.

Consider WLW’s high technical efficiency when planning to advertise to the Middle West.
SOUND ECONOMY

...RCA AIR-RADIATOR TRANSMITTING TRIODES

Hundreds of RCA-891-R's and 892-R's in daily service in leading broadcast stations testify to the sound economy of operation made possible by these popular RCA Air-Radiator Transmitting Triodes. Lower first cost—simplified installation—no water-cooling worries—ample output for general broadcast requirements!

Similar in construction to water-cooled units, these tubes are equipped with highly efficient air radiators which provide great cooling areas in a minimum of space. Anode heat is dissipated quickly and efficiently.

Double-unit filaments permit operation from two-phase a.c., thus minimizing hum. Filaments used in these types operate at lower-than-ordinary temperatures and contribute materially to exceptionally long tube life. Ask the station that uses these tubes!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8500 volts; d-c plate current, 1.6 amperes; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.

NEW!

This Triode Takes its Full Rated Input of 50 Watts up to 500 Mc.

Outstanding engineering features make the new RCA-1628 Transmitting Triode unequalled in its class. A double helical filament has a center-tap lead that is brought out of the bulb through a separate seal. By constructing the three filament leads in parallel through the bypass condenser it is made practical to minimize the effect of filament lead inductance at ultra-high frequencies. Double grid and plate leads, also brought out through separate seals, simplify neutralization in r-f amplifier service at the ultra-highs by eliminating common impedances between tank and neutralizing circuits within the tube. Close spacing of grid and plate decreases electron transit time, thereby improving efficiency at high frequencies.

Data bulletin on request.