the men who came to stay

One of the nice things about our place is the increasingly greater number of smart timebuyers who come to stay at WOR. Consider, for instance, the renewal record which appears at the right. Could we offer greater proof of the dollar for dollar job WOR does than this story of the advertisers who not only bought time on WOR, but consistently renewed their contracts and, in many cases, doubled their expenditures, season after season and year after year?

Of WOR's total 1935 business, 57% was renewal business. In 1936, WOR renewals jumped to 60% of its total business. In 1937, it averaged 64%; in 1938 it increased to 77%, and in 1939 the 77 hopped to 79%.

Our address is 1440 Broadway, in New York
Top of the Dial
now assigned to
KOY
PHOENIX

KOY is Key Station
of the
Arizona Network
KOY .... Phoenix
KTUC .... Tucson
KSUN Bisbee, Douglas
NEW ENGLAND’S Audience Count Goes UP -- in Summer!

AND sales figures go likewise. Here’s why. New England’s temporary residents spend, in these six states, 11% of America’s entire annual vacation fund—or an estimated $5,000,000—all within the 13 weeks of a short-time radio schedule.

Adding 3,000,000 summer visitors (a conservative figure for 1940) to the 5,982,273 potential audience of The Yankee Network makes

— more prospects among vacationists
— more sales to New Englanders who profit by this augmented income.

Sell YOUR products thru radio — the one medium universal to everyone—everywhere. Sell thru the only radio network giving complete coverage of New England—The Yankee Network.

Indications point to an all-time record season for "the Playground of America."

Step summer radio promotions UP in this spend-able, proven responsive market, with the 18 stations of The Yankee Network.
JULY IS
How many sales does it take to make a market? More sales are made in July alone, than in all Illinois or California or Texas in a year!

Look at it any way you wish. Compare retail sales, payrolls or production. July is the bigger market. To ignore July...to do nothing about protecting your interests in this market...is like defaulting in Chicago, Philadelphia and Boston combined. July is bigger than the three of them.

So an old tradition dies...easily. The tradition that it makes sense for an advertiser to fight desperately for his share, say, of Illinois...and then do nothing to protect himself in a market three times as big: June, July and August!

That strange tradition has been blasted higher than the summer sky. Blasted by radio, which has changed the face of summer. Radio has broken the chains that bound advertising to time or place. Radio has made it economically possible to cover every market every week and every month; to do it with a regularity, a frequency, a mass coverage no practical budget can buy anywhere else. In summer as in winter.

There are now 6,500,000 automobile-radios on the road. There are 1,000,000 more of the new portable sets, travelling wherever America travels. And 21,900,000 radio families are known to be listening at home, each summer day!

Clearly, radio listening is no exception to the habits that make this nation a market. People eat and dress, work and have babies, shop and spend throughout the year. For the vast bulk of families, summer makes little change in the daily routine. It perhaps puts an extra stress on relaxation. And that only makes radio more than ever important! It's so easy to listen...

Small wonder, then, that CBS summer advertising in 1939 leaped to a new high, 53% above 1938! Because the Columbia Network covers the vital summer market more completely and economically than was possible even a few short years ago.*

So there's now no reason to give up the extra sales you might be making in June, July and August. Radio makes them as easy to get...and to protect...in summer as any other season of the year. And CBS makes them easiest to get!

COLUMBIA BROADCASTING SYSTEM

*The data in this CBS advertisement are taken from the most authoritative available sources. If you would like to make a specific analysis of summer advertising in relation to your markets we'll be happy to assist you, with considerably amplified facts and figures. Write to 485 Madison Ave., New York City.
Michigan’s income tax collections this year showed an 81% increase—the NUMBER ONE INCREASE of any state in the U.S. That fact is of particular significance to advertisers in the Detroit market. For the Detroit trading area, shown above—six Michigan counties within 50 miles of downtown Detroit —accounts for 65% of the total income tax returns of Michigan. And the Detroit Trading Area can be covered adequately with ONE radio station—WWJ.

Let WWJ deliver your sales messages to the most able-to-buy homes in the greatest industrial market in the world—the Detroit market!

---and the Detroit Market, Alone, Accounts for 65% of Michigan’s Total Returns!

You Can Cover This Market Adequately with WWJ
NEARLY RIGHT IS NOT ENOUGH...

News reporting in today’s quick-changing world—more than at any other time in history—demands the accuracy of science. Radio stations—now more than ever before—rely on United Press accuracy and speed for complete coverage of world events.
KWKH, with 50,000 watts power and serving one of America’s most receptive markets, provides spotlight performance for advertisers who demand and get results. Place KWKH on your "must" list of powerful stations for 1940 advertising and you will reach more people within 150 mile radius of Shreveport than live within the entire State of Louisiana.
PHEIDIPPIDES started it in 490 B.C.

(B.C. had no NBC)

Pheidippides, in 490 B.C. was an Olympic champion runner. His fleetness of foot, his stamina and his courage helped him accomplish the first great feat of war reporting in history. It was he, who after two days and nights of travel, running, swimming rivers and climbing mountains, brought news to the Athenians that the Spartan Army would start at full moon.

Between the days of Pheidippides and the Revolutionary War, little improvement was made in swift communications. The Town Crier, here announcing to a cheering crowd the surrender of Cornwallis, probably made known the news many hours after the surrender took place. In 1813 the famous Battle of New Orleans was fought two weeks after peace had been signed at Ghent, Belgium.

In the Civil War telegraphy proved a practical method of speedily and easily sending news. It reduced to a matter of hours what had once taken painfully long. But even telegraphy was unable to supply all the facts and details as quickly as man was eventually to receive them.

Today all America hears the latest war news in detail almost as soon as it happens, sent through space by NBC. This newscasting, which emanates from important centers at home and abroad, is an NBC public service... another of the many NBC performs in the public interest.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A RADIO CORPORATION OF AMERICA SERVICE
They call me the Billionaire in Overalls!

Farmers within the "Golden Horseshoe" will reap an income of one billion dollars this year. Two great radio stations can sell them your products!

Political orators shout themselves hoarse on "the farm problem." Of course it exists. But you don't hear quite so much about it in the "Golden Horseshoe," that money-making, free-spending empire blanketed by WJR Detroit and WGAR Cleveland.

One out of every ten of the nation's farmers lives within these boundaries. Modern red barns dot the landscape. Mechanized units hum at their tasks. Here is one of the most prosperous areas of the productive Midwest in which 40% of total farm income is produced.

That line on your sales chart tabbed "the farm market" represents the largest single market in the world. And, to help send that curve upward, make certain your plans include the Great Stations of the Great Lakes.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives
Survey Shows Listeners Like Commercials

Indiana U Finds Over Half Buy as Result of Broadcasts; Increased Listening Time Noted in Recent Years

THE POTENCY of radio advertising was strikingly revealed in the results of what is said to be the largest radio listener survey ever conducted. Undertaken by the Hoosier Radio Workshop of Indiana University, the survey covers nearly 85,000 personal interviews. Supplementing a preliminary report released last November [BROADCASTING, Nov. 15], the final returns disclosed that 64.4% of the 84,099 persons interviewed by house-to-house canvass in 16 Indiana counties said they make a special effort to listen to radio commercials. Of that total, 52.9% reported they regularly buy products as a result of hearing them advertised over radio programs heard in their homes.

Management of Four Stations Will Revert to Westinghouse

NBC Program-Sales Operation to Cease on July 1; Gregory, Holman, Callahan Promotions Seen

SHIFTING of Westinghouse stations KDKA, Pittsburgh, KYW, Philadelphia, WBZ, Boston, and WBZA, Springfield, from NBC program and sales management back to Westinghouse will be effected July 1 in such fashion as to be hardly discernible to the public, advertisers and the industry, under plans devised by the two companies for cessation of contracts in force since 1931.

Westinghouse, pioneer in broadcasting, announced formal termination of the NBC contracts April 24, following several months of negotiations. The four stations will continue as NBC-Blue outlets for an indefinite period, though when existing affiliation agreements expire there is the possibility of shifts from the Blue to the Red network. Conversations with officials of CBS looking toward realignment of the Westinghouse stations did not result in understandings regarding possible affiliations.

Radio Headquarters

Present plan of Westinghouse is to take over intact the personnel of all the stations now on NBC payrolls, effective with the switch, according to Walter C. Evans, vice-president of Westinghouse Radio Stations and general manager of the organization's radio manufacturing division in Baltimore. New general headquarters for the four stations, together with WOJO and WGL, Fort Wayne, which have been programmed directly by Westinghouse, will be established in the East—either in New York, Baltimore, Philadelphia or Pittsburgh. Personal personnel, it is reported, gradually will be retained to work directly under Mr. Evans.

Possibility that Sherman D. Gregory, general manager of KDKA and a former Westinghouse engineer, will join NBC in New York in an executive sales capacity, also was being discussed. NBC will remain as the national spot sales representative for the stations, and it was thought Mr. Gregory might be placed in New York in connection with supervision of this national representation. The Fort Wayne stations also will be represented by the NBC sales organization, effective about Sept. 1.

Should Mr. Gregory join NBC, John A. Holman, general manager of WBZ and WBZA might be shifted to the Pittsburgh post. Vincent F. Callahan, assistant general manager of the Boston-Springfield stations, presumably would be named to succeed Mr. Holman.

Reports that immediate changes in affiliations of Westinghouse stations from the Blue to the Red or to CBS were discounted both by (Continued on page 81)
Broadened AP Radio Policy Adopted to Meet Competitors

Management Considers Methods as Board Studies 3-to-1 Membership Vote in Favor of Change

UNDAPIE MANDATE, from its membership to "liberalize" its radio policies, the Associated Press board of directors, 10 of whose 18 members had been there at meetings which culminated April 25 that their organization must not "rush helter-skelter" into radio, but should consider affiliations with members with stations what they want. That the majority wants radio outlets for AP news, both sponsored and non-sponsored, was made clear at the full AP membership meeting three days earlier.

The next step to be taken by the AP, as determined by Broadamina from reliable sources, will be to formulate methods whereby, without violating the radio affiliations and regulations of the association, which is comparatively owned by its member newspapers, AP news could be made available for wide coverage in the air in much the same way as the news of other press services already available to radio stations and advertisers.

3-to-1 in Favor

Although plans must yet be determined, it has been determined that AP before the end of this year will definitely be in radio on a competitive plane with United Press, International News Service, Associated Press, and Transradio Press. Whether its service will be made available to radio stations without newspaper ownership affiliation has not yet been determined, but in its survey of the situation the board had found that 100 out of 300 AP members with radio affiliations - stations already broadcasting AP news either on a sponsored or sustaining basis.

Following a report of the board to the AP membership meeting, New York April 22, which revealed that a questionnaire poll of the press associations' status of newspaper broadcasters had resulted in a 3-to-1 vote in favor of "broadaining" present AP policies, the board went into several conferences on the subject. No word came out of the sessions directly, but Broadcasting learned that the sentiment was overwhelmingly in favor of recognizing radio as an established news and advertising medium.

One of the first results was the determination to establish an AP news service "processed for radio." It was also decided that identification of the AP, to the extent that the broadcast news would be permissible. Although not generally bristled about, the board already had given permission to a number of its newspaper members to identify their news broadcasts as coming both from the member paper and the AP.

It was said after the meeting that sponsorship of AP news undoubtedly will be allowed, but on a "selective basis." By the latter it is meant that AP news "eminently will not be coupled with quack medicines," it was stated.

Even now AP news may be used by national sponsors under rules of the organization, it was said, for the bylaws permit the board to enter into agreements for the exchange of news with anybody if such exchange will benefit members. It was pointed out that, since the networks, with their own sources of news, notably their foreign correspondents and their shortwave listening posts, are already supplying that news to newspapers and press services, it would be possible for exchange agreements to be worked out to permit the networks to carry sponsored AP news.

Presumably, applied locally, the same situation would obtain as between local AP bureaus and local radio stations.

Competition and Contracts

Illustrative of the sentiment favoring radio-newspaper cooperation in every way, was the outspoken attitude of one leading AP member operating a radio station. He said he wanted AP news to be sold to competing stations in his own city because, he asserted, its identification with the press association would advertise and help sell his newspaper.

Contractual details remain to be worked out by the management, but it was stated that long-term contracts with stations or networks, such as those being signed by the rival press associations, are not likely in view of the fact that under AP bylaws any member may quit upon two years notice. Whether this means that radio networks and stations may eventually be admitted to "membership" on an equality with newspapers, was not explained. The board's report to the membership, read by Kent Cooper, secretary of the board and manager of the AP, dealt with the radio question as follows:

"Early this year the board directed that the members be polled to obtain an expression of views as the result of the increased use of news in broadcasting. The following are the results: 939 members replied; 302 members failed to reply. Of those replying, 674 favored the broadaining proposal, 231 unconditionally opposed liberalization; 34 conditioned their replies or left it to the judgment of "the board."

The board feels that this is a clear expression of the wishes of the membership to make every effort to develop the advances of this field. It was called to the board's attention that the field has been intensively developed already by the news agencies and only experience can determine the addition to revenue resulting to the members.

While the use of AP news on sponsored programs is already permissible, under the terms of a resolution at the AP membership meeting in New York April 22, the resolution adopted by the AP broadcasting committee on May 24, 1939 [see Broadcasting Yearbook, page 204], this use is limited by so many conditions that only 25 member papers have paid the additional assessment levied for this use, amounting to "25% of the first $25,000" of the city's assessment in the field in which the member broadcasts, plus any extra wire expense. It was pointed out that approximately 115 papers are using AP news on the air a sustaining basis, for which they are assessed one of the first wire charges and general charges for the week's item, and general charges for the member's weekly assessment."

Sponsor Restrictions

When the news is broadcast on a sustaining basis, the use of a name and title to show ownership, is given, but when the news is sponsored no mention of AP is allowed but the news is credited to the member paper. This naturally detracts from the desirability of AP news by advertisers, especially since no such restriction accompanies the purchase of the "national" radio news. Further, the broadcasting of AP news is at present limited to origin in the member's city of original sale. For use in a city other than the paper's publication: restrictions that make it impossible for AP news to be sponsored nationally via a network.

In entering the radio news field, AP will find itself competing with rivals who have more than five or six years head start, which requires a technique that differs in many important respects from that of supplying news to papers. These points are not established, too. According to the tabulation in the Broadcasting 1940 Yearbook, the AP has more than 360 station citizens, though 200 are well over 250, and INS about 175.

WOR Granted Judgment In Contract Cancellation

WOR, Newark, on April 25 was awarded judgment for $5,940 in U. S. Federal Court for the New York District, against Hamilton, New York agency, and Ramsdell Inc., New York cosmetic firm. WOR had sued for $25,874, claiming that it refused to renew its contracts for the Johnson family program, signed in July of last year to run to December, had expired in October. WOR had refused to cancel and had run the programs through December, at a cost of $500 weekly, subsequently filing suit for non-payment. The court ruling gives WOR payment through October and says WOR is entitled to payment for the remaining broadcasts unless defendants can prove that WOR could have sold the time to someone else.
Famed Legal Pair
To Start Own Law Firm

WITH AN 18-month record of court successes behind them, topped off by the U. S. Supreme Court decision upholding their “free-competition-in-radio” philosophy, the legal team of William J. Dempsey and William Koplovitz April 25 resigned as general counsel and assistant general counsel respectively of the FCC to enter private legal practice in Washington. The resignations are expected to become effective about May 15.

In submitting their resignations, the attorneys asked that they be made effective “at the convenience of the Commission.” Acting Chairman Thad H. Brown promptly commented that the Commission recognized the resignations “with sincere regret” and that their going “is a distinct loss to the Commission.” Col. Brown added: “They are able, industrious, and phenomenon young men with exceptionally high regard for public service.”

Chairman James Lawrence Fly, who resigned from Dallas that the Commission “is sorry to lose such valuable services to private practice.” He predicted their colleagues with exuding and simplifying convenience, procedure and particularly complimented them for their unbroken record of favorable decisions for the Commission in seven Supreme Court cases and 29 cases before the Court of Appeals.

Responsible for many of the innovations in radio practice and procedure, the youthful “New Deal” duo have completely reorganized the FCC Law Department in the year-and-a-half of their tenures. They joined the Government service in 1933 largely as proteges of Jerome Frank, present chairman of the Securities & Exchange Commission, and since then have worked together as a legal team.

The appointment of successors probably will await the reconvening of the full Commission, expected about May 7.

No Inklings of Successors
No inklings has been given as to possible successors, it is expected the selections will be made from among attorneys in other governmental agencies rather than by promotions in the FCC ranks or from private practice.

Mr. Dempsey, who was 34 on Feb. 22, and Mr. Koplovitz, who will be 31 on May 30, apparently have in mind tendering their resignations as soon as the so-called Sanders case, involving the fundamental issue of the power of the FCC to license new broadcast stations without regard for economic injury, was decided by the highest tribunal. The most momentous decisions of the Supreme Court came March 25, upholding their “survival of the fittest theory” [Broadcasting, April 1]. But in the same opinion, the court broadened the scope of appealable actions, contrary to the Dempsey-Koplovitz contentions.

The attorneys will establish offices in Washington to engage in a general law practice. It is expected, however, they will specialize in Government departmental practice, including the FCC, Federal Power Commission and Securities & Exchange Commission, by virtue of close legal association with these operations during the last seven years. Mr. Dempsey, a native of Brooklyn but a legal resident of New Mexico, formerly practiced law in New York. Mr. Koplovitz is a native of St. Louis.

Despite internal conflicts within the FCC, reflected in something more than official differences among commissioners, the Dempsey-Koplovitz pair kept clear of the trouble. The entire membership appeared to have confidence in their judgment, even those individual members who did not see eye-to-eye with them on their theories regarding regulation. This was notably so in the Sanders case, where several members clung to the view that the statute authorized something more than mere technical regulation of radio, whereas the court in affirming the “free competition” claim of the attorneys, at the same time held that the Commission is given no supervisory control over programs, business management or policy of licensees.

Worked as a Team
Highly regarded in Government circles as members of the so-called New Deal legal fraternity, the attorneys are affectionately known among their friends and colleagues as “Big Bill” (Dempsey) and “Little Bill”. So far as known, they constitute the first legal team, as such, to leave the Government since the start of the Roosevelt Administration.

When Mr. Dempsey was appointed acting general counsel of the FCC on Oct. 15, 1938, after serving the preceding year as legal assistant to FCC Chairman Frank R. McNinch, he inherited more than a score of appeals pending in the U. S. Court of Appeals for the District of Columbia. Young Koplovitz joined the FCC Dec. 8, rejecting an offer of the general counselship of the Power Commission where he was acting general counsel, to reassociate with his teammate.

Won 36 Cases, Lost None
A litigation box-score of the Dempsey-Koplovitz tenure reveals that they won some 36 cases during their incumbency, without a single loss. When Mr. Dempsey became acting general counsel on Oct. 15, 1938, there were 25 cases pending in the courts. During that period 32 cases were disposed of in the Court of Appeals favorable to the FCC. Four cases were decided favorably to the FCC by the Supreme Court (Pottsville, Heitmeier, Sanders and Rochester Telephone). The KSFO-CBS lease case now is pending in the Supreme Court, where nine are awaiting decision in the lower court and one in the District Court for the District of Columbia. They handled some 60 power cases prior to their FCC advent without a loss.

Aside from their succession of court victories, the attorneys were instrumental in procuring revisions of the FCC’s rules and regulations and articles of practice and procedure. While several of their innovations drew the fire of legal practitioners, and a few fell by the wayside, it is generally admitted that the organization and efficiency of the FCC Law Department is far superior since the advent of the Dempsey-Koplovitz duo.

Mr. Dempsey took over the FCC general counselship at the behest of Chairman McNinch when the Commission was under sharp attack in Congress and in the public prints. Hampson Gay, a former commissioner, had been ousted by Mr. McNinch from the general counselship, the Examining Division had been abolished, and G. Franklin Winser, chief of the press room, likewise had been released. Only 32 at the time, Mr. Dempsey a few months before had been assigned to assume charge of the then scheduled FCC network monopoly investigation.

When Mr. Koplovitz joined the FCC as legal assistant the previous year, after rejecting the $9,000 general counselship of the Power Commission, he took over administration, little known international relations, rules and regulations. Both argued cases in the courts. Mr. Dempsey also served as chairman of the important FCC Rules Committee, made up of department heads, and of the Administrative Board, formed several months ago to handle all actions not actually requiring a formal FCC vote.

Shortly after the Roosevelt Administration took office in 1933, “Big Bill” and “Little Bill” found themselves thrown together at the Public Works Administration, headed by Secretary of Interior Harold Ickes. Jerome Frank was general counsel. They participated in the handling of the original power cases under Mr. Frank, and in the Administration, was appointed temporary chairman of the FCC by President Roosevelt, he persuaded Mr. Dempsey to join him as special legal assistant, a newly-created post, taking office Oct. 1, 1937. Mr. Koplovitz was promptly elevated to the position of chairman’s assistant, a newly-created post, taking office Oct. 1, 1937. Mr. Koplovitz was promptly elevated to the position of special counsel, to reassociate with his teammate.

Son of Congressman
Mr. Dempsey is the son of Rep. John J. Dempsey (D, N.Y.) one of the most influential members of the House and a prospective candidate for the Senate this year. His father did not know of his appointment as FCC general counsel until he had heard it in a news broadcast. The younger Dempsey attended grammar school in New York. During his high school years he resided in Oklahoma, when his father was an independent oil operator. He was graduated from Georgetown U., Washington, in 1927.

While attending Georgetown Law School, the younger Dempsey specialized in mathematics and physics at the university during the day. He received his law degree in 1931, but had been permitted to practice law in the following year. Upon graduation he joined the legal staff of BMT Corp., New York subway operators, handling utilities and railroad affairs. Mr. and Mrs. Dempsey reside in Washington with their four children, two daughters and two sons, ranging in age from eight to twelve. Mr. Koplovitz is a cum laude (Continued on page 78)
How The Broadcasting Industry Pays
MORE AND MORE for
Increase in Cost of ASCAP Music

for LESS AND LESS Decrease in Use of Music

Cole Music Catalog Acquired by BMI

First Major Action in Drive for Music Reservoir

By BRUCE ROBERTSON

With the signing April 24 of a ten-year contract for the exclusive performing rights to all music in the catalog of the M. M. Cole Music Publishing Co. of Chicago, Broadcast Music Inc., completed its first major move in its campaign to build an industry-owned reservoir of music. Contract becomes effective Jan. 1, 1941, day following the termination of the present station contracts with ASCAP. At present the Cole catalog, which includes well over 2,500 numbers, is controlled by Society of European Stage Authors and Composers and until the first of the year only SESAC licensees may play it.

Best Known for Ballads

While it includes such hits as "Moccasin Rose," "Strawberry Roast," and "Silver-Haired Daddy," the Cole catalog is probably best known for its many hillbilly music, cowboy tunes and folk ballads. Acquisition of these numbers, composed in a large and extremely popular part of the daily schedule of many stations, especially those catering to rural audiences, is described as concrete evidence that BMI is working for the entire broadcasting industry and for the entire radio audience as well.

"The acquisition of the Cole catalog for BMI licensees is not only of importance to the broadcasting industry, but to all other commercial users of music," said Merrill E. Tompkins, general manager of BMI.

Cost of Catalog

Contract calls for a total payment to Cole by BMI of $270,000 for the ten-year period, payable at the rate of $20,000 annually for the first three years and $30,000 per year for the remaining seven years. After 1950 the contract renews at a mutually satisfactory rate, which will be settled by referees of the American Arbitration Assn. if the two parties are unable to reach an agreement.

This arbitration clause, said to be an innovation, is regarded as an important step by BMI, since the NAB has vainly endeavored for a long period to persuade ASCAP and AFM to submit disagreements over rates and wage scales to arbitration. Another innovation in the performance rights field is said to be the clause providing for the discontinuance of the contract at the end of any year, providing BMI has paid Cole at least $25,000 during the period.

The Cole catalog includes the publications of M. M. Cole Co., Belmont Publishing Co., Camelot Music Co., Happy Chappies Ltd., Moderne Publications, Modern Edition, Heast Music Publishing Co. Ltd. (Canada), Vincent, Howard & Freeman Ltd., Vincent & Howard Ltd. and Morse M. Freeman. While a number of other catalogs are being explored and their value determined, no other deals are in their final stage, it was stated. For that reason BMI executives declined to name names or discuss details of these negotiations.

Appointments of Carl Havelin as station relations director of BMI, and of Dana Merriman as office manager have been announced by Mr. Tompkins. Actively associated with radio since 1923, when he joined KFI, Los Angeles, Mr. Havelin directed publicity and handled sports broadcasts for the station, broadcasting several Rose Bowl games and other major events. In 1927 he was made sales manager of KFI-KECA, holding that position until 1938 when he joined Davis & Schwegler as station relations manager.

To Handle Station Contacts

In his new post, Mr. Havelin will maintain close contact with station subscribers to see that their program departments get the kind of music they need and also that they use their BMI music to the best advantage.

Mr. Merriman, graduate of the Yale School of Music and well-known conductor, served as program director of WTCI, Hartford, from 1924 to 1929 and then joined NBC as a conductor and for work in the network's program and production departments. Last year he had charge of all music and music copyrights used at the New York Music Fair.

George Dickson Skinner has been appointed to the public relations department in charge of magazines.

(Continued on page 79)

ASCAP Claiming Approval of Plan

Alleges Stations Are Pleased
With New Pact Formula

ASCAP's new plan for licensing radio stations is meeting "almost universal" approval by radio stations," John G. Paine, general manager of ASCAP, told Broadcasting April 24. Each station, said, brings in additional requests for licenses from broadcasters, with the total approximating 900. Nearly 600 broadcasters have discussed the plan with ASCAP officials since its announcement a month ago [Broadcasting, April 11], he stated, adding that everyone seemed to like it except the networks.

"[This statement does not jibe with reports from NBC and CBS that the response of their affiliates to letters announcing the networks' determination to refuse to accept the ASCAP proposals had been almost unanimously unfavorable and showed that the network-affiliated stations, at least, are prepared to present a united front in rejecting the ASCAP demand."

Contracts Ready Soon

Contracts will probably be ready for presentation to broadcasters between May 15 and June 1, Mr. Paine said, indicating that they were now awaiting the approval of the general counsel. The terms will be those announced previously, he said.

Queried on reports that ASCAP was building a "war chest" by withholding a portion of its funds when it made its quarterly distribution recently, Mr. Paine denied the truth of such allegations, which he described as "pure imagination." Stating that the ASCAP payments to members for the first quarter of 1940 were approximately the same as for the first quarter of 1939, slightly more than $1,000,000, he said the rumors about a "war chest" probably originated when someone raised the question if ASCAP's billings were higher than those of a year ago, ASCAP's income must also have been higher and therefore some of it was being held by the networks. Such reasoning, Mr. Paine explained, overlooks the fact that ASCAP has paid out considerably higher than normal during this period, citing the suits against the anti-ASCAP laws of Nebraska, Tennessee and Florida as examples of the unusual expenses.

Preceding the semi-annual meeting of ASCAP members on April 24, at which time the president, treasurer and general manager made their reports for approval of the membership, a board meeting was held April 24 at which the entire list of officers was reelected. The three directors whose terms expired were all reelected and one new director, Johnny Mercer, was elected to fill the vacancy caused by the death of Leon Young, restoring the balance on the board of writers and publishers.

MAJOR MARKETING Co., New York, is currently testing daily spot announcements on WJZ, Syracuse, and WIBX, Scranton, for Lube Plus oil, and will add more stations if the test proves successful. Dillingham, Livermore & Durham, New York, is in charge.

Page 14 • May 1, 1940

BROADCASTING • Broadcast Advertising
CATCHING its second wind after the rigors of the frequency modulation hearings, plus the knock-down, drag-out television proceedings, the FCC tentatively plans to convene May 7 with a work-load which foreshadows unprecedented activity of major importance to the public and the industry. Here's the outlook.

4. Prompt selection of successors to William J. Dempsey and William C. Krupolitz, who have resigned to enter private practice [see story on page 18].

2. Quick action on television and FM allocations, which run hand-in-hand by virtue of claims for the same ultra-high frequency bands. A solution of Chairman Craven's standard broadcast band reallocations, provided under the Havana Treaty, will see assignments of some 90% of the 880-odd stations shifted 10 to 40 kc. away from their present positions in the spectrum.

4. Disposition of the so-called network-monopoly report, long overdue, based on hearings held in latter 1937 and early 1938.

Problems Interrelated

These are only the highlighted activities to which the Commission must give right of way. It is virtually committed to dispose of them in quick order. The interrelating of practically all unfinished business is such, however, that disposition of any one (save the personnel question) requires consideration of the others, technically or economically.

When the explosive television re-hearing concluded April 12, several members of the Commission found themselves in a state of virtual physical collapse. Not even the most pessimistic member had any idea that the wrath of practically the entire Fourth Estate, not to mention dealers and manufacturers, would descend upon the Commission with such spontaneity. The FCC is on record, in Congress and even at the White House, to dispose of the television allocations issue forthwith.

Almost before the echo of the closing gavel of the television hearings had died on the air, Chairman Fly was on his way to his native Texas to take a needed break. He left April 14 and planned to return the first week in May. Only Commissioners Brown and Craven have remained in their offices.

Commissioner Case, ill at his Washington home since Feb. 20, has kept in telephonic touch, but is expected to be back at his desk several weeks longer. Commissioner Walker left Washington April 15 for common carrier hearings on the Pacific Coast. Commissioner Thompson left for a vacation, and Commissioner Payne went to Texas to resume revocation hearings against Texas stations identified with the

James G. Ulmer purported "hidden ownership" operations.

Out of all the tumult provoked by the television action comes the inference that the Commission may be disposed to compromise on full commercial operation with perhaps a 507-line x 50-frame "temporary" standard of transmission as the most desirable obtainable today. This was the suggestion of RCA witnesses at the closing days of the hearing, whereas previously they had supported the RMA standard of 441 lines, 30 frames. The Dumont proposal of 625 lines 15 frames, which appeared to have the support of perhaps a majority of the commissioners during the hearings, will lose out if it is ascertainment that the slower motion will place television at a disadvantage in competition with the movies, which use 24 frames.

The thought is toward development of flexible transmission, capable of picking up several systems, but with a common synchronizing pulse which would actuate all types of receivers. The Commission might decide to eschew approval of any particular standards but simply license applicants who appear willing to follow best current practices, and then in the future grant applications which show improvements.

Whether the decision will be to retain the status quo insofar as television channel allocations are concerned or whether some new forms of "temporary" standard will be devised to accommodate Armstrong wide-swing FM, and develop the new "static-free" broadcasting operation by the FCC, the entire Fourth Estate, not to mention the broadcasting industry, will find interesting. The Commission found itself in the midst of a budgetary fight over an estimated 10-year transitory period.

The FCC engineers have some 15 possible solutions, on paper, for the FM-television allocations problem. It is a safe guess that not a single one would satisfy either faction entirely, and that in the final analysis some compromise will be developed. The key apparently is the willingness of the Government services, administered by the Interdepartment Radio Advisory Committee, to contribute space it is not fully utilizing in the adjacent ultra-high bands. Whether the Government band 40 to 41 mc. might be allotted. The FCC first clears the way by solving the FM-television allocations conflict, it will find it necessary immediately to plunge into the other pressing problems—the Havana Treaty reallocation and the network-monopoly report. What it does about FM, however, will have a bearing on whatever legislative recommendations it will make in connection with network-monopoly.

All of the dire things the majority of the Network-Monopoly Committee have favored to strait-jacket the industry might become outmoded and unnecessary if FM is given full commercial operation and if it means the more or less indiscriminate licensing of new stations almost everywhere. There would be competition, and the FCC would be able to get back in the saddle and with a vengeance. Presumably, there would be opportunities for the development of new competitive networks using FM, along with a host of other changes which would knock present broadcast economics into a cocked hat. Perhaps, in the end, the FCC will even knock the entire Fourth Estate, not to mention the broadcast network industry, down to the ground. The Commission may be wise to forego a certain rowdyism by which it is reproached.

Monopoly Report

Assuming the FCC first clears the way by solving the FM-television allocations conflict, it will find it necessary immediately to plunge into the other pressing problems—the Havana Treaty reallocation and the network-monopoly report. According to the FCC, it will have a bearing on whatever legislative recommendations it will make in connection with network-monopoly. The FCC first clears the way by solving the FM-television allocations conflict, it will find it necessary immediately to plunge into the other pressing problems—the Havana Treaty reallocation and the network-monopoly report. Whether the FCC, however, will have a bearing on whatever legislative recommendations it will make in connection with network-monopoly. All of the dire things the majority of the Network-Monopoly Committee have favored to strait-jacket the industry might become outmoded and unnecessary if FM is given full commercial operation and if it means the more or less indiscriminate licensing of new stations almost everywhere. There would be competition, and the FCC would be able to get back in the saddle and with a vengeance. Presumably, there would be opportunities for the development of new competitive networks using FM, along with a host of other changes which would knock present broadcast economics into a cocked hat. Perhaps, in the end, the FCC will even knock the entire Fourth Estate, not to mention the broadcast network industry, down to the ground. The Commission may be wise to forego a certain rowdyism by which it is reproached.

 réseau

The standard broadcast reallocation on paper, is slated for Aug. 1, to which no objections have been extended. But it is next to impossible to meet that deadline, besides which as procedural preliminaries which must be hurdle prior to the setting of the changeover date. The guess now is that the Canada, Mexico City and the United States will finally agree on a Continental "radio moving day" to occur about Dec. 1, which would give Canada and the United States 15 years for carriage of the public, a chance to gear themselves. The matter of putting into writing the "gentlemen's agreement" reached with Mexico, whereby six channels will be given that country on a guaranteed basis outside the terms contemplated in the treaty itself, remains to be accomplished at a meeting likely in Mexico City.

Rumors that several of the border stations, slated to go by the boards with the actual promulgation of the Canada-Mexico City-U.S. Treaty, will be accommodated in some fashion, are vehemently refuted at the FCC and the State Department.

Whether the resignations of Messrs. Dempsey and Krupolitz will slow down the FCC in digging into this welter of work, depends mainly upon how well the new appointments are made and whether the men retained are experienced in radio. Chairman Fly, it is understood, will give top priority to his first order of business. More than likely, however, the selections will be from Government attorneys, outside the FCC.
Joint Newspaper 
And Radio Rates 
Meet Opposition 
Publishers See Advantages in 
Radio's Frequency Rates 
A MORE friendly feeling towards 
radio than at any previous meeting 
was shown by the publishers 
of newspapers of less than 50,000 
circulation during their meeting on 
April 26, opening day of the ANPA 
convention. 
In contrast to the opening days of 
the last few years' ANPA ses-
sions, both of which featured talks 
warning the small publishers against 
printing radio programs or 
having any contact with this com-
petitive medium, the radio discus-
sions this year were marked by a 
spirit of cooperation, and publish-
ers owning or controlling stations 
urged other publishers to go into 
radio wherever possible for their 
own advantage.
Publishers Drop Antagonism to Radio

ANPA Members Show Eagerness to Get Into Field

By BRUCE ROBERTSON

GROWTH of radio's popularity and the enlarging ability of newspapers to use it have created more than a smattering of newspaper and radio cooperation. Whereas radio relations are more important than their competitive ones, were clearly demonstrated by reports made at the 45th annual meetings of the American Newspaper Publishers Assn. at the Waldorf-Astoria, New York, April 23-25.

This was in evidence the day the way the reports were received by the publishers. Whereas in previous years radio's role at ANPA sessions was chiefly that of whipping boy, this year the publishers seemed much more interested in learning ways they might make radio affiliations.

Will Seek Stations

The report of the radio committee, read by J. S. Gray, Monroe (Mich.) Evening News, evoked widespread interest, especially the discussion of frequency modulation, which he stated "offers particularly favorable factors for the establishment of stations in smaller communities." Also quoted was a remark by an FCC assistant chief, who said "no more stations can be accommodated in the conventional broadcast band" after the impending re-allocation of frequencies under the Havana Treaty. Reaction to this part of the report was said to indicate that the FCC may soon be flooded with applications for broadcasting facilities from newspaper publishers.

Mr. McCarrons, chief engineer and President of the ANPA Bureau of Advertising, held the afternoon of April 24, were mainly occupied by reports on various phases of the continuing study of newspaper reading recently launched by the Bureau in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies. In opening the session, ANPA President John S. McCarrons, Cleveland Plain Dealer, praised the Bureau for starting this activity which, he said, is now giving to newspapers the type of promotional material that radio and magazines have had for years.

William Royden, vice-president, Newell-Emmett Co., warned the publishers their real merchandising job is "to resell your medium to the small retailers in your market. They used to believe in it," he continued, "and many of them still do, but you've got to radio steal the show.

Ten years ago, when retailers were asked what advertising sold goods in their stores, their almost irrevocable reply was newspapers.

Today, gentlemen, when you ask the question, the answer is something else again, neither pleasing nor compulsory to you.

Radio-Press Men Prominent

Mr. McCarrons was reelected president of the ANPA; Walter M. Dear, Jersey City Jersey Journal, was reelected vice-president; Wm. G. Chandler, Scripps-Howard Newspapers [WNOX-WCPO-WMC-WMPS], was reelected treasurer, and Norman Chandler, Los Angeles Times, was elected secretary, replacing John S. Parks, Ft. Smith (Ark.) Times Record, retired.

Ted Dealey, Dallas News [WF AA], was elected a director to succeed Norman Chandler, and J. L. Stockhouse, Boston (Pa.) Express, was named a director to succeed Edward H. Butler, Buffalo News [WBEN-WEBS]. Among those reelected to the board were W. E. Macfarlane, Chicago Tribune [WNJ], and S. B. Winch-Bowdoin (Ore.) Journal [KIN-AKE].

The entire membership of the radio committee and of the committee on cooperation of press, bar and radio was also reelected to continue in that capacity.

Guy C. Hamilton, vice-president and general manager of the McClatchy Newspapers and president of the McClatchy Broadcasting System, described his company's experiences with facsimile broadcasting in an address April 23 at the Intertype Corp. dinner at the Waldorf-Astoria [see complete story on page 25].

RCA Shows Facsimile

RCA, in an exhibit adjoining the convention hall, displayed its new facsimile system, which has a self-synchronizing device not requiring a common power supply for transmitter and receiver, a speed of 1.2 inches per minute for copy 8½ inches wide, visible printing, automatic start-stop, and frequency-modulated facsimile tone. The new RCA receiver, which will be displayed at the New York World's Fair, will have public reaction before being put into production, combines the facsimile receiver with a three-band radio set in a single console cabinet. Instrument will probably be priced between $140 and $175 retail, it was said, depending on the quantity made.

Foreign Pickups Of Nets Subside

Return to Normal Schedules But Add Pickup Points

WHILE the networks are maintaining their 24-hour daily watch of the European scene, monitoring foreign stations, conversing with their correspondents abroad and keeping a steadfast eye on the tickers of the news service, during last week the networks returned to their normal wartime schedules. The flurry of special broadcasts from Europe and extra periods of direct coding have subsided to a large degree. Both NBC and CBS have reduced their regular daily pickups from foreign capitals to one each morning and another during the evening.

Stockholm has been added as a regular pickup point on each evening's schedule of NBC Blue, with Warren Irvin giving a five-minute, re-echoed Chicago Tribune's events as seen from the Swedish capital. The following ten minutes are devoted to Scott, the last of the Red's "Blue Screen and News," followed by the Stockholm News. His regular newscast was postponed for a week, until May 4, and unless the European situation makes it necessary, his schedule will be made up with the newscasts from the American commentaries April 23.

Stiffs Enlarged

H. V. Kaltenborn's evening commentary on the Red will continue during his European visit, as he will maintain his regular schedule. His radio broadcasting coming from the Washington at sea and from Rome, Paris, London and possibly Berlin, if his schedule permits, will be kept alive by the Red, and a similar service will be maintained for NBC Blue by the Metropolitan. In addition, the Red will increase its pickup of the American commentaries to four times a week.

CBS first network to bring to American listeners reports from Stockholm, broadcast by Donald B. Woodruff, who can be reached there, has added another of that newspaper's foreign reports to its program, Van V Teer of Amsterdam. To cover the Dutch front for CBS listeners, this network has sent ever since its correspondents to America. Miss Breckinridge was in England doing picture assignments for the Army Air Forces during the outbreak of the war, when Edward Murrow, CBS chief of European staff, invited her to tell American radio listeners her observations. One broadcast followed another and soon she was a full-time radio reporter for CBS.

Mutual has added two five-minute periods of AP news to its daily schedule, one morning and one evening, fed to the network by WGN, Chicago, through a special hookup with AP. As a result of this agreement with the Chicago Tribune, owner of WGN.

Ford Signs Linton Wells

LINTON WELLS, foreign war correspondent and CBS analyst in New York, has been signed by the Ford Motor Co. as the Ford Motors Hour as the "Rogue Reporter," supported by the WGN-Metrekas Orchestra, Jessica Dragonette and Conrad Thibault. The program was a joint production of Collier's and the Ford Motor Co., and arrangements of the contract with Wells and W. N. Ayer & Son, Philadelphia, is in the agency.

May 1, 1940 • Page 17
ASCAP Is Called Music Monopoly
Florida Court Hears Claims Of Price-Fixing Tactics

EFFORTS to prove that ASCAP is a price-fixing monopoly, in violation of the anti-monopoly statute enacted by the Florida State Legislature, were made by counsel for the State in testimony April 15-16 before a three-judge Federal court at Gainesville, in the transcription proceedings brought by ASCAP to restrain the State, on constitutional grounds, from making its statute operative.

Principals for the State were W. Walter Tison, general manager of WJW, Columbus; and T. Alexander Mitchell, general manager of WDAE, Tampa; Tom Belviso, director of the NBC musical department; Jerry Maulsby, production manager of CBS; James W. Baldwin, manager of the NBC Western Division, and Kenneth S. Wideman, general counsel for ASCAP.

Discrimination Charged

Highlighting the State's testimony were comments of Messrs. Tison and Mitchell regarding payments to ASCAP, particularly in the light of the ASCAP labor racketeering discrimination resulting from the so-called newspaper type of contract, as asserted by Mr. Mitchell, pointing out that he operated under a newspaper contract, and that ASCAP's first publication revealed that he saved just short of $6,000 in the last three years, as compared to the leader in the first quarter, the food industry, which expended $3,543,777, a 17.4% decrease over the 1939 outlay of $4,291,744.

The tobacco industry hit an all-time high for the year with $11,476,748, an increase of 92.9% over the 1939 total of $6,122,526, thus displacing lumber and clothing as the leaders. The latter marked up a 30.6% increase with $1,735,744 versus $1,329,319.

Leaders by Industries

Leading advertisers in the first four industry classifications on NBC were:


For ASCAP included Louis D. Frichich and Herman Finkenstein of New York and Manley Caldwell and Frank Wildey of Detroit, whereas for Florida were Thomas J. Ellis, Assistant Attorney General, Lucian Boggia of Jacksonville, and Andrew W. Bennett, NAB special copyright counsel and Washington representative for National Independent Broadcasters.

When Marian and Jim Jordan celebrated their fifth year as Fibber McGee & Molly on April 16, with an informal party at NBC Hollywood studios, they were presented with hundreds of wooden articles on their wedding anniversary. Here they are during the festivities (1 to r): sponsor, Col.ons Henry pasture, writer of the Fibber McGee & Molly show; Marian Jordan (Molly), Alex Robb, NBC Artists service manager; Jim Jordan (Fibber); Cecil Underwood, producer of newscast and later, as a gift from the network. S. C. Johnson & Son, Racine, Wis., sponsor.

Drugs and Toilet Industry Takes Lead Among First Quarter Sponsors on NBC

The DRUGS and toilet industry with a total expenditure of $4,186,616 for the first quarter of 1940—an 18.7% increase over the 1939 figure of $3,691,116—led all other advertisers on NBC's networks for the first three months of this year. In second place was the leader in the first quarter, the food industry, which expended $3,543,777, a 17.4% decrease over the 1939 outlay of $4,291,744.

The tobacco industry hit an all-time high for the year with $11,476,748, an increase of 92.9% over the 1939 total of $6,122,526, thus displacing lumber and clothing as the leaders. The latter marked up a 30.6% increase with $1,735,744 versus $1,329,319.

Leaders by Industries

Leading advertisers in the first four industry classifications on NBC were:

The account, upon conclusion of testimony, granted 30 days to file the briefs. Hearing is not expected until summer. Court

AFRA Request Disc Negotiations

Would Meet With Committee To Work Out Code Plan

FIRST STEP toward the negotiation of a new contract between AFRA and the American Federation of Radio Artists. Mrs. Emily Holt, executive secretary of the local union, plans to request the transcription companies to appoint a committee to deal with the AFRA transcription code over the next few months. A code, worked out by this latter committee and approved, following the election of new membership, will be submitted to the manufacturers by the union, which expects that its proposals will be accepted by the transcription industry without undue delay. Terms and conditions will generally follow those of the AFRA agreements with the networks for both sustaining and commercial programs.

Following completion of these negotiations, AFRA's next major move will be toward revision of its contracts with the networks for talent employed on sustaining programs.

Sustaining Rates

Present contracts expire in August, and negotiations for new ones are expected to begin in June. While complete details of AFRA's new demands are not known, it is certain the federation will attempt to remove the free-rehearsal clause from the sustaining contracts. Minimum sustaining rates and sustaining programs are paid $17 in contrast to $15 for quarter-hour programs. However, the rates on sustaining programs have in two hours rehearsing without additional pay, while those on commercial programs are paid for rehearsals at the rate of $6 an hour.

AFRA is also sure to seek to revise the clause requiring talent working for minimum sustaining salaries to pay commissions to network artists but not the minimum sets as net to the artists, after payment of some commission. If this goes through, the minimums set by AFRA and NBC will be submitted to the American Arbitration Board, which has already set a contract with the minimum rates set by the Board, but the Lake Station that, as the contract now stands, commissions must be paid even on minimum wages.

Goodrich Baseball List

B. F. GOODRICH Co., Akron, will make its play-by-play baseball broadcasts, in cooperation with General Mills, an important part of its summer advertising campaign for automotive products. Details of the schedule of games are distributed through Goodrich stores. Radio broadcasts are carried live from several cities, including Detroit and Cincinnati. The complete list of games in play-by-play follows: KJR, Seattle; WSIU, Jackson, Miss.; WAGA, Atlanta; KABC, Los Angeles; WAVE, Louisville; WJR, Detroit; WNOX, Knoxville; KROW, Oakland; KGA, Spokane; KOME, Kansas City; KLT, Fort Worth; WSFX, San Francisco; KLO, Salt Lake City; WDSU, New Orleans; KEX, Portland; KMO, Tacoma; WAPO, Spokane; WJFZ, Mobile, Ala.
$37,500,000 ADDED TO DETROIT'S RICH MARKET

It is brought in by the 500,000 people who visit Detroit either as Tourists or Convention Guests. This factor added to the terrific buying power of a billion dollar payroll, the highest payroll rate in the nation, is a challenge to every aggressive merchandising program.

WXYZ PROVIDES THE BEST RADIO DOLLAR VALUE FOR "CASHING IN" ON THIS MARKET.
**Schorr Interests Buy WAGA, Atlanta; Purchase Price Is Placed at $150,000**

SALE of WAGA, Atlanta outlet of NBC-Blue, to Fort Industry Co., headed by George B. Storer, Detroit industrialist and broadcaster, was consummated April 23, subject to FCC approval. The purchase price was $150,000.

Licensed to the Liberty Broadcasting Corp., 2759 First Ave. N., N.Y., it is owned 40% by the Atlanta Journal, the station has been of Richmond. His associates in the publishing and radio business are his son and Mr. Freeman, who is president of the board of trustees of the University of Virginia.

Represented on the board of directors of the proposed new corporation is Mr. Freeman, who is president of the board of trustees of the University of Virginia.

The transaction was consummated in New York April 22 at a conference attended by the younger Mr. Cox and John Brice, official of the Journal properties, with Mr. Storer, J. Harold Ryan, vice-president of Fort Industry and general manager of WSPD, and Harold A. LaFont, representing the Winchester interests. Attorneys were Horace L. Lohnes, for Storer, and Ben S. Fisher, for the Journal.

The Fort Industry stations are WSPD, Toledo; WWVA, Wheeling; WMN, Fairmont, WLOK, Lima, and WALR, Zanesville.

Negotiations for the sale of WAGA have been going on virtually since acquisition of the Journal Co. properties by the Cox interests last December. Originally, plans were to transfer the station outlet to the Atlanta Constitution, but these collapsed along with subsequent negotiations for sale to a group of Atlanta bankers.

Mr. Storer himself plans to devote considerable time to the superVision of the outlet, though he maintains his home in Detroit, it is understood he may establish residence in Atlanta.

**Richmond Papers Merger Hinges on Station Transfers**

WRNL, WRTD involved in Big Newspaper Transaction

A UNIQUE situation, wherein FCC, newspaper and radio station ownership must be obtained before one of the biggest newspaper mergers of recent years can be executed, arises in connection with the projected consolidation of the operations of the Richmond (Va.) News-Ledger and the Richmond Times-Dispatch.

Preliminary arrangements for the transfer of stock in newspapers under one corporation, to be known as Richmond Newspapers Inc., were agreed upon and announced in mid-March. The former evening and the latter morning, would be published under separate editorial direction but combined business and technical management.

The News-Leader is published by John Stewart Bryan, also chief of the Sunday Editor, the paper, which operates on 880 kc., holds a construction permit for 3,000 watts full-time on the same frequency. This grant has been appealed to the courts by WMGB, Richmond, and has been pending in the Court of Appeals of the District of Columbia.

WRNL, although separately incorporated, has the same interests in the new operation that the News-Leader, Mr. Bryan owns 60% of its stock; that of the editor, who is general manager of the paper, owns 20%, and Douglas Freeman, editor of the paper, owns 20%.

No Corporate Connection

The Richmond Times-Dispatch, wholly owning the corporation which is licensed to WRTD, 100 watts on 1590 kc., has as its principal and controlling stockholders S. L. Sherratt, editor and publisher; and P. S. Huber. All are residents of Norfolk, and also are engaged in the publication of the morning Norfolk Virginian-Pilot and the afternoon Norfolk Ledger-Dispatch, and in the operation of WUTF of that city.

Mr. Brown, the executive vice-president and holder of the corporation publishing the Petersburg Progress-Index, and the holder of a construction permit for the new WPID, Petersburg, soon to operate with 250-watt power on 1210 kc. None of the various publications in Richmond, Norfolk and Petersburg has any corporate connection, however.

Since both WRTD and WRNL are part of the newspaper merger and therefore controlled by the new corporation, the FCC will require that the transfers of ownership of both be approved by the newspaper merger, and that the newspapers take place simultaneously. Failure to file on the stock of both the newspapers and radio stations have not been disclosed. It is understood that the transfer of the stations will probably be filed with the FCC and is hoped that the merger in operation by mid-summer.

The new Richmond Newspapers Inc. would be headed by Mr. Bryan, with Mr. Freeman being publisher of the News-Leader; Mr. Sherratt, editor of William & Mary College and an outstanding leader for many years in civic and cultural affairs.
do we pull sales?

LOOK at our MARCH MAIL:

IT CAME FROM:
ALL of Kentucky's 120 Counties
ALL of Indiana's 92 Counties
ALL of Ohio's 88 Counties
ALL of Tennessee's 95 Counties
ALL of West Virginia's 55 Counties
83 Out of 102 Illinois Counties

that's pulling power!

WHAS

50,000 Watts—Basic CBS Outlet
Represented by Edward Petry & Co.
Owned and operated by
The Courier-Journal
The Louisville Times
Grant of Two Salisbury, Md., Stations Tests FCC's Survival of Fittest Theory

FIRST and most extreme practical application of the "survival of the fittest" theory in the area of broadcasting is that of the two new stations in Salisbury, Md., a community of about 12,000 population in Maryland's Eastern Shore.

The two stations would replace WSAL, a 250-watt daytime outlet on 1200 kc., which was ordered off the air in March as a result of a suit brought by the Commission, which has declared that the station is owned and operated by Robert Smith, who is not, as he alleges, the owner but is using the station as a means of making a profit. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.

The station, which has been operating illegally for several months, is being operated by a group of investors who are being sued by the FCC for operating the station without a license. The station is also being operated by a group of investors who are being sued by the FCC for operating the station without a license.
Quality OK for Frequency Modulation

120A INPUT AMPLIFIER: a compact, high quality, two stage premixing or booster amplifier for speech input. Frequency response 30 to 15,000 cycles with only ±1 db variation. Source impedance 30, 250 or 600 ohms; load impedance 600 ohms. Gain 40 db. Level of noise contribution measured at output –82 db unweighted (0 level calibration 1 milliwatt). Maximum output level ±16 db with 1% total harmonic distortion. Ask Graybar for Bulletin T-1659-A.

121A LINE AMPLIFIER: an adaptable three stage unit for high quality performance as a speech input intermediate level amplifier. Frequency response 30 to 15,000 cycles with only ±1 db variation. Source impedance 30, 250 or 600 ohms; load impedance 600 ohms. Gain 78 db. Level of noise contribution measured at output –42 db unweighted (0 level calibration 1 milliwatt). Output level 28 db, with 1% total harmonic distortion. Ask Graybar for Bulletin T-1659-B.

18A RECTIFIER: a full wave vacuum tube rectifier with filter for use with amplifiers in speech input. Will supply up to 8 amperes at 6.3 volts, 60 cycles, for filaments and from .007 to .075 amperes DC at 285–35 volts for plates. Power required: 110 to 120 volts, 60 cycles, 100 watts. For full details, get a copy of Bulletin T-1659-C from Graybar.

Western Electric

"Wise advertisers are need a
to do a national advertising job on the Blue!"
says ROY WITMER,
NBC vice president

Executives of Canada Dry, Adam Hats, Andrew Jergens Co. and many other top-notch Blue Boosters agree... the Blue provides "Money Market" coverage at a low national cost no other medium can match!

Coming down on the train the other morning, Roy Witmer was chinning with fellow-commuter Ed Hitz, who assists him at NBC. "You know, Ed," he said, "I hear more and more nice things about the Blue Network every day. Advertisers using it are really Blue Boosters."

Right, Mr. Witmer! Smart advertising men who buy radio to make sales know the Blue is an outstanding buy. And while that’s important to us, it’s even more important to you. Because their opinion stems from increased product profits and sales.

These canny buyers of advertising know from practical experience that it doesn’t take a million dollars to do a national selling job on the Blue. They discovered the Blue’s “Money Market” coverage came at the lowest cost of any advertising medium—something no buyer should overlook!

There are 45 advertisers who are taking advantage of the low-cost selling advantages of the Blue. They’ll tell you it’s 1940’s best advertising buy. Its low national cost, the result
of the famous Blue Network Discount Plan, enables the size of your network to expand with your business. Its coverage is concentrated in the markets where 72% of the country's effective buying power is located.

Ask any Blue Network user if you want enthusiastic proof that sales begin where the Blue begins! 70% of them came back in '39 after a successful '38. 17 new ones joined the ranks last year. May we tell you how the Blue can tonic up your sales for less than $5,000* per nighttime half hour? National Broadcasting Company. A Radio Corporation of America Service.

*Time only, of course.

After an "Adam Hat Sports Parade" broadcast at Madison Square Garden several weeks ago, NBC salesman Ren Kraft (left) and Adam Hat ad manager, Leon S. Goldberg, went to a nearby eatery. Milk-toasted Mr. Goldberg: "To the Blue Network. The best and most inexpensive large-scale salesman I have ever known." And that's why 70% of the Blue's advertisers came back for more in '39 ... why 17 new ones signed up.

These cheery smiles belong to J. M. Mathes, head of Canada Dry's Ad Agency; Milton Cross, NBC Announcer; Major Lenox Lohr, NBC President, and Roy W. Moore, Canada Dry President. Mr. Moore, whose Canada Dry "Information Please" needs no introduction and whose increased sales need no publicity, considers the Blue Network "the sweetest buy we ever made."

Here's NBC's Ken Dyke being buoyed up by the comments of Andrew Jergens Company's v.p. Bob Beucus (left) who said, "The Blue's the buy for me. It's done a swell job for Jergens and gives us 'Money Market' coverage at a low cost nothing else can match." And that's agency v.p. handsome Bob Orr in center, of Lennen & Mitchell, who handle Jergens' Walter Winchell program.

**Spreading the word...**

**million**
WABC Gets Isle For Transmitter
Site in Long Island Sound For New $425,000 Plant

LITTLE Pea Island, a small jut of rocks located in Long Island Sound about a mile off the coast of the boroughs known as Glen Island and Hunters Island, will become the site of a new 50,000-watt WABC, New York, key station of CBS, to be erected. Permission was filed following disclosure that the network had taken an option on the site.

If approved, the site will be one of the most unusual in radio and the construction of the station, which presently has no plant at the present plant at Wayne, N. J., would require unique engineering innovations. The Pea Island is chiefly more than a small area of rocks at high tide, and land fills would be required to have the place necessary for buildings if not tower base.

The salt-water location, it is believed, would be ideal for radio purposes, and would be considerably closer to metropolitan New York than the present transmitter at Wayne.

Would Ferry Staff
The projected new WABC would be almost directly across from Port Washington, Long Island, and not far from New Rochelle, N. Y. The new WABC would be a FM network station, being constructed at Port Washington.

CBS kept its plan to relocate WABC secret for several months, and it was not divulged, as a known that a one-year option to purchase Pea Island had been secured from the Red knot yacht Club, which had never used it because of its limited area and rocky contour. The project will have housing facilities for the engineering staff to be built over the rocks, but the staff will have the use of the other WABC staffs if not tower base.

Western Electric equipment has already been ordered, and it is placed in the FM network station, being constructed at Port Washington.

Block Drug Test
BLOCK DRUG CO, Jersey City, on April 15 started a test campaign for new Cold Medal capsules using Mr. Haggerty, president of the company, as the afternoon speaker, hey to Schenectady, N. Y. The company also uses transcribed announcements of speeches where they are. Buffalo.

WABC Goes To Sea
More stations will be added if the test proves successful, according to the agreement in charge, Redfield-Johnston, New York.

AFA Plans Meeting
ADVERTISING OF AMERICA will hold its 36th annual convention and advertising exposition June 27-28 in the Hotel Sherman, Chicago, according to an announcement by Norman R. Moore, AFA president.

The Christian Science Monitor

AFL Group Starts Legislative Drive Against Radio, Reviving License Tax

REVIVAL of past efforts to saddlev the broadcasting industry with a Federal franchise license tax, as a means of spiking competition with printed advertising media, is a means of the Legislative Drive Against Radio, launching April 15 by the International Allied Printing Trades Association. The group, representing five AFL unions, in a circular letter dispatched to a substantial number of newspaper and magazine publishers, did not mention a plan, but it placed such emphasis on radio's earnings through a Government-aided franchise tax, as to leave no doubt regarding its legislative intent.

Michael J. Flynn, legislative representative of AFL, is understood to be the spearhead of the new drive. He has been in the forefront of past labor anti-radio crusades, particularly when they have reached the legislative stage.

The letter, signed by John B. Haggerty, president of the association, chairman of its board of government and president of the International Brotherhood of Bookbinders, is of an exploratory nature. After citing 1939 statistics showing something in advertising as a substitute by only notable increases for newspapers, magazines and farm papers, Mr. Haggerty emphasizes the importance of these developments to every person interested in the printing and publishing industry. He solicits from the publishing world information as to what plans, if any, have been considered or may be considered "to correct this situation which has already proven most harmful to the best interests of printing trades workers and their employers."

ASCAP's Position

It was generally felt in labor quarters that if reaction from magazine and newspaper publishers is not predictably favorable, the movement will not go forward. Several times in the past other affiliates have been represented at the International Typographical Union, representing compositors, typesetters, inkers and wreckers, but with no success. In some quarters it was thought that ASCAP, because of its copyright royalty

BROADCASTING • Broadcast Advertising
NOW THE GAP IS FILLED. Now you can have effective coverage, without duplication or waste, of the “juicy” portion of America’s Money Belt.

Here high, effective buying incomes are evenly distributed over a wide territory and WMT is the only medium that reaches all of this rich Cash Market at One Low Cost.

WMT has a daytime coverage 20% greater than any station in IOWA and its rates are surprisingly low considering its amazing primary area and consistent record of results for advertisers.

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

S. D. Quarton, Manager
McClatchy Stations Now Await Further Progress in Facsimile

Experiments Stopped for Time Being, Declares Hamilton, Who Describes $75,000 Operation

AFTER HAVING spent 11 months on the air with facsimile, during which time $75,000 was invested, the McClatchy stations have decided to stop their experiments and to go to printing wire to facsimile, as American mechanical genius will take it. Mr. Hamilton, president of the McClatchy newspapers and radio stations, told an audience of newspaper and radio publishers April 25 in New York.

Discussing facsimile at the Intertype Corp. Dinner for the third successive year, Mr. Hamilton gave the results of a comprehensive survey based on 11 months of facsimile transmissions over KPDK, Sacramento, and KDJ, with RCA facsimile sets. Sets were placed in 580 homes whose occupants represent every income group, type and degree of intelligence and education. Professional classes were most enthusiastic, while the least interested were office workers, clerks, and owners of small businesses.

Improvements Needed

Mr. Hamilton said he thought facsimile would go just as far as American mechanical genius will take it. "You and I must add to the set that we have," he said, "and everything on the public's interest and the public's wants will be accepted." He was a great deal more enthusiastic over facsimile and wanted to buy sets at once. A little over one-third of the facsimile sets were used in its permanent addition to their daily program, and none of the homes had any interest in its news service.

Hamilton was also enthusiastic over facsimile and wanted to buy sets at once. A little over one-third of the facsimile sets were used in its permanent addition to their daily program, and none of the homes had any interest in its news service.

Newspaper Wire

Of the homes having receivers, that we got all of our information.

By the way, we have made some progress in facsimile and we have made it easier to read, make it a means of flashing spot news in public service and the chances are the American public will accept it.”

Following is an extract of the address:

Tonight I want to write "30" for this particular story of mine, but in so far as I can gather from the facts that all of you will be interested in.

For the benefit of such of you here who have not been compelled during the last 11 months to follow the news, I would like you to forget about it, I wish to explain that facsimile is nothing more or less than the newest means by which the news is brought to the public and reproduced in the home by means of the latest development of facsimile and that such a newspaper can have all the features of a regular newspaper, such as news dispatches, pictures, cartoons, etc.

We first started our facsimile experiment Feb. 1, 1939, by placing 110 facsimile receivers in the field, 55 in Sacramento and 55 in San Francisco, both cities being large enough to make facsimile broadcasts every night, except one, for 11 months. We took facsimile off the air the first time after we had a facsimile broadcast from Europe in order to free our radio transmitter for the broadcasts of news bulletin forms in Europe.

Dec. 31, 1939, we stopped our facsimile and we had to do what we had learned. The final answers in most cases added up to about the same thing we had in mind. We were not justified in the summer, and after we had checked over our figures for the year, we knew just about everything there is to know about facsimile in its present stage of development, the continuation of the broadcasts would be of little value.

Facsimile’s next step had to be made by the manufacturers of facsimile equipment and until that step was taken there will be little more we can add to the present equipment and to say that within the last three weeks the manufacturers have announced new improved facsimile equipment which embodies many of the suggestions which we have made as a result of pioneering.

Now for a few of the facts that we gathered from our months of facsimile broadcasting. During that period of time we placed receivers in 550 homes and those points were almost every income group, every type and degree of intelligence and education. Only 11% were entirely indifferent to it. We began to draw up one of our earlier conclusions, that a number of improvements would have to be made mechanically in facsimile before we can get universal acceptance. On the other hand, there were 28% who were enthusiastic over facsimile and wanted to buy sets at once. Little over one-third of the facsimile sets were used in its permanent addition to their daily program, and none of the homes had any interest in its news service.

With reference to the material we were broadcasting, we have noticed that au some of the features which we were enthusiastic over facsimile broadcasting that we felt that news was our chief commodity. Yet surprisingly enough, pictures were the most popular of all material broadcast with general news in bulletin form in second place. World and war news ranked third. Only 5% of those reporting the news gave any indication of the type of material which would be most helpful in the understanding of facsimile.

And again we think we know the reason for those who say pictures are the most popular of all material broadcast with general news in bulletin form in second place. World and war news ranked third. Only 5% of those reporting the news gave any indication of the type of material which would be most helpful in the understanding of facsimile.

Facsimile broadcasting has been successful in developing some interesting and in a way completely new type of listener. People like to get their daily newspaper in a form and the chances are the American public will accept it.

And finally, let me say that to those of you who have come to facsimile experiment are definite. We got our money's worth out of it. We spent roughly $50,000 on equipment, and after a period of one-and-a-half and got many times that amount in return.

Our money came back to us first in good will from the people in the territory served by our newspapers and radio stations. It was good will of the kind that really cannot be measured in dollars and cents and yet is one of the most precious things an organization can have. We have received letters from all over the country, and we met many of the qualities of an etching.

Particularly pleasing to us, too, was the fact that almost all of the papers which received facsimile were very pleased with it. Many did enthusiastic and thing about how to improve the system. I think that that is the least we can expect from our facsimile experiment.

Food Is News

NBC listeners want information about food more than any other subject when they tune to our radio. The program is called the News program, according to an analysis of mail return. At the American Federation of Labor, under whose auspices the program is presented weekly on NBC. Next most popular questions are on the care of the skin, eyes, and mouth, little or no interest shown in such cases as typhoid and diphtheria.

Where Next?

I still think facsimile will go just as far as American mechanical genius will take it. Speed it up, give us pictures, make it easier to read, make it a means of flashing spot news in public service and the chances are the American public will accept it.

There is no question that the facsimile is not a substitute for the newspaper. It is a perfect complement of the newspaper.
STATION MANAGERS...ADVERTISERS...AGENCIES: THE HAMMOND NOVACHORD

belongs on Your programs

—because it's the newest of the NEW...in music for radio!

You can make the Hammond Novachord pay its way...minute for minute, program for program...in your music for radio!

Because the Novachord is the newest, most amazing of musical instruments, it will give you the power of an audience appeal never before possible!

Because the Novachord is easy to play...because of its unique system of Tone Selectors*...it will let your musical talent give you more music—more different kinds of music—than ever before.

And because the Novachord is the most versatile of musical instruments...in its many practical uses...in its vast musical appeal...it will prove itself as one of the most profitable investments you can make in music for radio!

See...hear...play the Hammond Novachord. Visit your Hammond dealer. Or write for Novachord Achievements in Radio. Address Hammond Instrument Co., 2980 N. Western Ave., Chicago; in Canada, Northern Electric Co., Ltd., Montreal.

Hammond Organ Studios
New York—50 West 57th St. - Los Angeles—3328 Wilshire Boulevard

*You play the Novachord's conventional keyboard as you would a piano—and produce beautiful piano-like tones. You turn the Tone Selectors to bring in musical effects of string quartette, woodwinds, muted brasses...and dozens of others.

See...Hear...Play
The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND
Novachord
at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York
Kiddies Prefer 7-8 p.m., Choose Mystery Series
A SURVEY conducted Feb. 1 in five Schenectady public schools disclosed that among 1,454 children from 7 to 15 who were questioned, 1,359 reported having radios in their homes. Asked their favorite radio programs, 778 replied I Love a Mystery; other leading choices were Gang Busters, The Shadow, Jack Benny, The Lone Ranger, and Little Orphant Annie. The survey revealed that radio is still a big thing among the youngsters.

Griffin Spots
GRiffin MFG Co., Brooklyn, in addition to the weekly Who Knows? program on WBS, is sponsoring quarter-hour news and musical clock programs six times weekly on about 35 stations in the East and Midwest as part of its spring campaign for All-White shoe cleaner. More stations will probably be added in May and June to bring the total to 45 stations. Agency is Ber-ningham, Castlemain & Pierce, New York.

Sterling Home Spots
STERLING PRODUCTS Co. and American Home Products Co., New York, both through Blackett-Samma-ple-Hummer, New York, have started a campaign as of April 20 for their dividend programs, including Dr. Lyons Tooth Powder, Phillips' Milk of Magnesia, Glisto and Milled Cocc a n t Oil. Radio schedule includes live one-minute spot announcements five times weekly. For Dr. Lyons Tooth Powder, Sterling Products has also started Elliott Roose-velt on 12 Texas State Network stations giving his America Looks Ahead program thrice weekly.

Nelson Eddy Wins Star-of-Stars Award; Benny Top Comedian; McNeil Honored
Nelson EDDY, baritone formerly featured on the Chase & Sanborn program, was voted Best Star, WSBX, in the seventh annual Annual Movie and Radio Guide poll, according to results announced April 22. Al-though he was not on the air regularly since last autumn, he received a plurality of the votes of the $6,000,000 listeners balloting on their program favorites in the 1942 poll. Runner-up to the singer was Bob Hope, also formerly heard as M.C. of the Chase & Sanborn program and now heading his own variety program in Friday nights. Hope also captured first place in the best actor division of the poll.

Bob Hope, three-time winner of Star of the Year award, appeared as Bob Hope as best comedian. Hope, who held third place in the 1939 median race, pushed ahead in Charlie McCarthy-Erskine Bergen, in third position in the current poll. Kate Smith again was named best female singer of popular songs, while Bing Crosby won parallel rating in the male division. Best actress over three years, was named Luddy, star of The First Nighter series.

McNeil Honored
Voters also named the Breakfast Club show as their favorite program, "Shirley McNeill, i.e. of Bob Hope as best comedian. Hope, who held third place in the 1939 median race, pushed ahead in Charlie McCarthy-Erskine Bergen, in third position in the current poll. Kate Smith again was named best female singer of popular songs, while Bing Crosby won parallel rating in the male division. Best actress over three years, was named Luddy, star of The First Nighter series.

Baseball announcers of Atlantic Refining Co., Philadelphia, got a first-hand view of Atlantic’s recent Pennsylvania auto race when auto drivers were driven 1,000 miles in 24 hours as part of a fact-finding trip. Atlantic is using 48 stations to broadcast 2,500 games. At the Hotel George Washington, West Palm Beach, former ball star and new Atlantic advertising manager, and Dr. Thomas G. Delbridge, Atlantic research and development head, attended the tour. Harry Orr, Vice-Presi-dent C. H. Cottingham, James Peters, Les Quiley and Richard Powell, of N. W. Ayer & Son, the agency.

Standing (1 to 1) are Tom Mahan, WNBQ, Bing-hamton; Newell Warner, WCBM, Baltimore; Windy Herrin, WTCO, Savannah; Jack Rhatbun, WJAX, Jacksonville; Lee Davis, WCBM, Baltimore; Jack Russell, WQBQ, New York; Jack Heffernan, WGBI, Springfield; Mr. Rollins; Tom Hussey, WAAB, Bos-ton; Dr. Delbridge; Mr. Orr; Jack Crocko, KDKA, Pittsburgh; Jack Barry, WAYS, Rochester; Dr. Javits, WINS, New York; Jack Greenblatt, WPTP, Philadelphia. In front row are Earl Harper, WNEW, New York; Gren Rand, WBX, Albany; Ralph McNeill, WGBI, Springfield; Mr. Rollins; Tom Hussey, WAAB, Boston; Dr. Delbridge; Mr. Orr; Jack Crocko, KDKA, Pittsburgh; Jack Barry, WAYS, Rochester; Dr. Javits, WINS, New York; Jack Greenblatt, WPTP, Philadelphia. In front row are Earl Harper, WNEW, New York; Gren Rand, WAB, Albany; Ralph McNeill, WGBI, Springfield; Mr. Rollins; Tom Hussey, WAAB, Boston; Dr. Delbridge; Mr. Orr; Jack Crocko, KDKA, Pittsburgh; Jack Barry, WAYS, Rochester; Dr. Javits, WINS, New York; Jack Greenblatt, WPTP, Philadelphia.

Rino's Tests New Format
WHILE no renewal of contract has been signed by WABX, Bros. (Bing Crosby) and Ralph G. Robinson, featured player, for return of the CBS Big Town series in fall, it is reported in Hollywood that the deal is made, the weekly broadcast will have a change of format. Robinson is clos-ing out his present season with six dramas based on New York stage successes. The group will serve as a trial run of this type of show. If a contract is signed, Robinson plans to appear in ver-sions of perennial roadshow shows, and will revert to the Steve Wil-son character as portrayed in Big Town only once each month. RON Ranger, New York radio director of Rathrauff & Ryan was in Hollywood several weeks ago to dis-cuss financial details with Steve Wil-son, but they came to no agreement, it was said [BROADCASTING, April 1]. Current contract terminates in June.

Camera Firm Testing
UNIVERSAL CAMERA Corp., New York, is testing radio with three-quarter-hour news programs weekly on KECA and KF, Los Angeles. The station began April 16 on KECA and April 29 on KF, and will be expanded to other stations if the test proves successful. Austin & Spector, New York, is agency.
EVERY DAY IS MAY DAY!

THERE'S A YEAR-ROUND celebration in the Omaha market. Every day is May Day when you have a big, six-state market with 876,000 radio homes and nearly two billion dollars of annual spendable income, all reached by a single radio station—WOW. So get in the swing. Get your radio schedules set where they'll do the most good.

WOW provides more impacts, in more counties, with more spendable income, than any other medium in the Omaha market. If you want the Omaha market, you want WOW. Let us prove it!

John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the NBC Red Network • Write for Comprehensive Surveys and Maps.

WOW
RADIO STATION
OMAHA, NEBRASKA

5000 Watts on 590 KC Covers the Omaha Market
Caldwell Scores FCC for Hurting Radio Set Sales

Tells of Adverse Effects of Outburst on Television

AN IMMEDIATE "shouting up" of radio, set sales following the FCC’s recent outburst on television, is reported by the manufacture-
Radio Commission, who takes sharp issue with the policies and its chairman in a leading edi-
torial in his April edition.

In the same issue it is estimated that past expenditures for televi-
sion sets have amounted to about $2,000,000; that current 1940 outlays will run $4,000,000, and that future possibilities of $15,000,000 annual sales volume, $5,000,000 television sets sold annually, $200,-
000,000 in new plant investment and $300,000,000 in new equipment.

"Every man in the radio business will be stunned at the full impli-
cations of the FCC’s regulations as it will no turn about by which the FCC chairman pre-
sumes to dictate how and when radio elements shall be sold—but even addresses the public with advice not to buy radio products which lack his approval," says the Caldwell editor.

"Of course, as everyone knows, there is today a patent struggle involving radio at Washington. At this time, the radio industry’s engineers cannot agree on uniform recom-
mendations for future sets. With the radio industry thus di-
vided, Government officials have seized the opportunity for an out-
rageous assumption of authority to meddle into merchandising—an at-
tempt that threatens the future of every manufacturer, every
retailer, every dealer and every serv-
icesman.

Use Air to Block Sales

"If such a policy is persisted in, we may see the day when another air-time from its helpless broadcast licensees, to publicly in-
tereference with the merchandising of radio,
receiving sets, combination-phonographs, and other associated products for the radio business is
forthcoming," is the fear among many.

"Servicemen may hear a Wash-
ington voice come over sets they just fixed, advising Miss Jones against purchasing those tubes they have just installed.

"Dealers making receiver demonstra-
tions now report that they will have to go to Buffalo in order to make sales of new products, because new bu-
reauxats counselling their customers
to buy no push-button sets or no FM sets, because of "the latest new things are ahead" in the bright future of radio. Or, the capricious, indirectly-minded Commission, today officially advised the FCC, 30 days later be cautioning the public against the new system because it will obsolete 45 million existing receivers.

"Already such FCC interference with the radio sales machinery is indicated. A new flood of merchandise has begun.

"On April 2, the new FCC chairman (with experience in radio lin-
itrials to a few months), hit the

Paramount-Dumont Financing May Get New FCC Scrutiny

Domination by Film Company Claimed; Reopening Of Television Hearing is Asked by Cath-Ray

Although early action is fore-
cast by the FCC in unveiling the confused television situation, with the new FCC operation apparently in the offing, there are indications that a reex-
amination of the interest of the film industry in the radio industry in radio’s advent may be precipitated.

While motion picture interests have looked askance upon television nearly a decade, and although the financial association of Paramount with Allen B. Du-
Mont Laboratories had been question-
don regarding the recent widely publicized proceedings which involved the White House, Congress and the FCC. [Broadcasting, April 15], new developments may focus
whole radio business a disservice when, amazingly, he demanded and got 126-station hookup to talk Government radio into an arrangement that will hurt radio-console sales the country over, for months to come.

"As we go to press, reports from all parts of the country show an immediate slowing down of receiver sales following the Fly tele-
vision outburst, which should be confined to the metropolitan television area. Jobbers, dealers and the public all over the nation have gotten premature notice for the fact that they are not ready to go forward,” as the chair-
man put it.

Bureaucrats Boring In

"Yet, conversely, in the television areas where such promotion would have been pertinent, the Commis-
sioner ordered television advertis-
ing and selling stopped. This was
done on pain of license modification, the ‘Papa-span’ threat that hangs over all broadcaster and trans-
mitter licensees.

"The FCC was created to serve as traffic cop of the wavelengths that do not, and would not, merit ‘intrin-
se’ attention! But when its au-
omatic arm reaches over into the homes and stores and service-
benches of America and attempts to order or advise what shall be the form and content of these stores, then we are ready to go forward,” as the chair-
man put it.

"Every dealer and every distribu-
tor should clearly understand that the issue now involved is no longer television alone, but the sale of radio sets and supplies—your busi-
ness! The trade must realize that governed and bought into it, is the time the whole radio industry and trade united to shut bureaucracy out.

"So the whole radio industry, whatever its temporary internal convulsions may be, are alert to the greater danger that besets each individual business—that the FCC is about to make time for all radio interests to unite in demanding that in the merchandising of radio the Government keep Hands Off!"

MR. CATH

Dillon, Danzig Share Duties of Johnstone, Now Democratic Radio Chief

DAVE DRISCOLL, for the last four years special events announcer of WOR, Newark, and Jerry Dan-
zig, WOR Commercial program manager, have been appointed by Alfred J. McCooker, president of WOR, as the new political director of the Johnstone, since 1954 WOR’s direct-
or of special features and press relations, who recently resigned to direct radio for the Democratic Na-

(Continued on page 82)
WHERE IN THE UNITED STATES IS THE LARGEST PERCENTAGE OF RADIO HOMES?

THAT'S EASY... THE PACIFIC COAST. 95% OF THE FAMILIES HAVE SETS — AND IF YOU WANT TO REACH ALL OF THEM, BUY DON LEE!

Yes, sir. He's right. He's absolutely correct. The Pacific Coast does have the largest percentage of radio homes in the United States. This is typical of these westerners. They have the largest percentage of automobiles; they stand second in per capita retail sales. It's a market you shouldn't miss . . . and you can't miss if you use Don Lee, the only network that can deliver your advertising message to every single nook and corner of this fabulous coast. No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know Don Lee brings action where it counts . . . at the cash register.

DON LEE

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual... Represented by Blair Broadcasting System

THE NATION'S GREATEST REGIONAL NETWORK

BROADCASTING • Broadcast Advertising

May 1, 1940 • Page 33
Wichita Transfer Effected by KFBI

Elaborate Ceremonies Mark Shift of Kansas Station

WITH new studios and transmitter, KFBI, formerly located in Abilene, Kan., opened April 21 at its new location in Wichita. It is owned and operated by the Farmers & Bankers Life Insurance Co. of Wichita, the station operating on 1000 kc. with 5,000 watts fulltime. It is the last of its MBS outlet and a key station of the recently formed Kansas State Network (KFSN). The new station is headed by Herb Hollister, vice-president and general manager, who continues as president of KANS, also located in Wichita.

The elaborate dedicatory program included an opening speech by H. K. Lindale, president of the insurance company and the station, and brief addresses by City Manager Alfred Macdonald and Manager Hollister, along with several network salutes and congratulatory messages from Mr. Eberhardt, Mr. Cappe and Clyde Reed, Rep. Jack Houston, NAS President Neville and others. Past-president of KANS, also located in Wichita.

RESTING in peace after the dedication of KFBI's new studios in Wichita April 21 are these four weary members of the production staff, suitably buried in flowers from the station's well-wishers. Lolling on the cata
talque are (1 to r) Frank Childix, program chief; Les Jarvie, chief announcer; Verne Nyddegger, announcer.

Texas Hearings Resume; Report to FCC Urges Deletion of Three Ulmer Stations

WITH PRELIMINARY recommendation for deletion of four of seven Texas stations already made, a group of FCC officials reopened hearings in that State April 23 to try three remaining stations which allegedly procured their licenses through "false partnership" with Rev. James G. Ulmer of Tyler, Tex., the main personality.

In a preliminary report to the Commission April 17, based on the hearings already concluded, revocation of the licenses of KTBC, Austin, KNET, Palestine, KBBA, Lufkin, and KGKB, Tyler, was recommended by Commissioner George H. Payne, who presided at the hearings during March in several Texas cities. Cases yet to be heard are those of KAND, Corsicana; KGFI, Brownsville, and KSAM, Huntsville—the latter to be completed after a preliminary hearing.

The report is not in the nature of proposed findings, following established FCC custom but simply a recommendation of the Commissioner. Proposed findings presumably will come later, after hearing of the parties held prior to the final FCC ruling.

Deception Claimed

Particularly criticized in the preliminary report was the technique employed by Mr. Ulmer in procuring licenses of KTBC, KNET and KBBA, it was reported. The report contended that "Ulmer's conduct is reprehensible in more ways than one. He has induced honest and self-respecting men to violate the law and participate in an intricate scheme of deception. Most of these men made themselves parties to Ulmer's machinations through honorable intentions—a desire to serve their communities. Some of them even tried to break through the net in which Ulmer had cast them. But Ulmer's own conduct was prompted wholly by greed. Ulmer has cast a shadow upon the business of broadcasting."

Describing the manner in which licenses were procured for the Austin, Palestine and Lufkin stations, the report said that Ulmer first prevailed upon three local business men of excellent reputation to organize a co-partnership. Then he directed all of the important details and finally had his own lawyer, James H. Hanley, former Radio Commissioner, file the papers. After the construction permit had been secured, the partners entered into a contract authorizing Ulmer or one of his co-workers to finance, construct and operate the station.

"Thus," said the report, "in the early history of the station, did the partners assign their license rights without the knowledge or consent of the real owners.

Received No Income

The report added that the partners made no capital investments and received no income. All or almost all of the profits "found their way into Ulmer's pockets or the pockets of one of his close associates. The partners had no control of the station's bank accounts, receipts or expenditures. They continued to sign papers because they were the licensees of record in order to deceive the Commission."

"It is clear that the partners were simply puppets manipulated by Ulmer, who used the partnership. It was Ulmer, or one of his associates, who financed, constructed and operated the station. It was he who controlled the programs and the station policy. It was he who hired or fired employees and enjoyed the profits."

"Perpetrated Fraud"

"The partners signed under oath by their application and associated papers that they would finance and control the station. They never intended to do this, perpetrating fraud upon the Commission. In several instances the participants submitted sworn statements showing that the partnerships involved possessed substantial assets, whereas, in fact, such partnerships possessed no assets whatever. Station assets belonged to Ulmer or one of his associates."

Regarding the Tyler station, the preliminary report said it differed somewhat from the partnership cases and involved a corporation. In this instance, Ulmer was said to have gained voting control of the company by means of stock pur-

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), has appropriated more than $100,000 to advertise Valencia oranges this summer and some $500,00 additional to promote California fruit during the last half of the citrus year, according to Russell Z. Eiler, advertising manager. Radio will continue to be used along with newspapers, consumer and trade magazines, 24-sheet posters and other mediums. The three-week quarter-hour program, Hooda Hop's Hollywood, sponsored by the Exchange, starts Monday, Wednesday, Friday, 6:15-6:30 p.m. (EDST), will continue throughout the summer. In addition, through Lord & Thomas, Los Angeles, an extensive spot advertise
campaign is planned to start in June. It will be concen-
trated in areas where the network program is not heard. List of sta-
tions is now being made up.

RADIO talent appearing on the Los Angeles theatre program, sponsored by Lenoir's, is Carl E. Commission. "Various artists will also be Sunkist's sponsored spots."

Mr. Arney

Mr. Arney was appointed assistant to the president April 1. Before arriving at NAB headquarters he conferred with broadcasters in various cities. In San Francisco April 3, he discussed with Howard Lefkowitz, of the McClatchy stations, an NAB district director, plans for the annual convention to be held in that city Aug. 4-7 at the St. Francis Hotel. Under Mr. Lefkowitz's chairmanship, an extensive entertainmcnt program is being prepared, including special tours and programs at: the Golden Gate International Exposition.

NEW POST AT NAB
ASSUMED BY ARNEY

C. E. ARNEY Jr., newly-appointed assistant to Paul J. Neu
er of the NAB, on April 17 formally took over his new position at Washington headquarters in charge of the trade association. His functions will be largely those previously performed by Dr. Jerold M. Spence, who has resigned to return to general broadcasting business. Mr. Spence is due to occupy the p
tion for a new local station in Washin
gton.

PUBLICITY DIVISION

Page 34 • May 1, 1940

BROADCASTING • Broadcast Advertising
I LIKE WKY BECAUSE:

I HAVE USED WKY FOR OVER TEN YEARS TO PROMOTE

SALE OF MALT-O-MEAL WITH SPLENDID RESULTS

AND CONSIDER WKY A LEADING STATION IN THE SOUTHWEST.

C. C. LINDLEY

CAMPBELL CEREAL CO.

- With announcements, with five-minute programs, with fifteen-minute programs, Malt-O-Meal has been kept before WKY listeners for more than ten years, spring, summer, fall and winter. And to quote Malt-O-Meal's representative, "We have always obtained splendid results." WKY has many such advertisers ... sponsors who give WKY a thirteen or twenty-six week trial and then come back for a run of five, eight or ten consecutive years. Most of these sponsors were attracted to WKY because of its nationwide reputation for superior showmanship. They extended schedules because of its record for a standout brand of selling.
"IT'S AS MODERN AS FM"

The modern interior of the 50 kw power amplifier room of radio station WIXO (Yankee Network) located at Paxton, Mass.—whose FM transmitter was built by REL.

With interest in frequency modulation growing greater daily, progressive broadcasters now are making plans for the future in which FM is destined to play a leading role.

Radio Engineering Labs., Inc., pioneers in the manufacture of successful FM transmitters, invite executives and engineers to profit now, and in the future, by REL's wide experience in the development of the FM transmitter field.

In collaboration with Major E. H. Armstrong, inventor of FM, REL built the first "static-less" FM stations (W2XAG—Yonkers, N. Y. and W2XMN — Alpine, N. J.). Today REL has built transmitters for the majority of FM stations now on the air, and pending applications reveal that broadcasters nationwide are applying for REL FM transmission units ranging from 1 kw to 50 kw.

We invite your inquiries

Radio Engineering Laboratories, Inc.
35-54 36th Street
Phone RAvenswood 8-2340
Cable "RADENGLABS"

Page 36 • May 1, 1940
ACTION "as soon as possible" on all legislation to authorize measures for frequency modulation, destined to become the companion of present-day standard broadcast systems. The FCC said that replacement market can proceed with assurance, was asked by FM Broadcasters Inc. in a brief filed April 22 with the FCC.

Summing up the case for FM, Phoebe W. Davis, an attorney for FM Broadcasters Inc., asked full commercial privileges for the medium. Permitted to develop on any reasonable criteria, she predicted, FM would have an evolutionary rather than a revolutionary effect upon broadcasting in the present band where service is now being rendered and will not exclude service now given in the present broadcast band but will be no immediate obstruction of receiving sets. The transition period may require ten years, she predicted.

The Case for FM

The brief, filed pursuant to permission given participants in the FM hearings held March 18-28, summarizes the case for FM as follows:

Eminent engineers and inventors who testified before the FCC reached agreement that frequency modulation broadcasting using frequencies above 25,000 kc. represents a stage of development that is now acceptable for rendering, because it is derived from experimental service to the public and that frequency modulation in various portions of the radio spectrum is superior to amplitude modulation as a broadcasting medium. The FCC and broadcasters and radio equipment manufacturers concurred in this view. The testimony demonstrated that reliable frequency modulation transmitters and receivers are now available to broadcasters and to the public from competing manufacturers. Five manufacturers are now producing and selling receiving sets, while five others are preparing to enter the market.

Superiority of wide band (200 kc.) over narrow-band frequency modulation broadcasting has been demonstrated in practical operation. Experts were in accord that the wide band is directly related to the service and advantages inherent in the frequency modulation process. No general agreement that any reduction in the present band of 200 kc. degrades service to the listener is reached, which eliminates allocation efficiencies. For example, reduction in bandwidth decouples the receiver, degrades the ability of the receiver to discriminate against all varieties of noise with the result that the quality of program reproduction is sacrificed.

Furthermore, as bandwidth is reduced, the ability of the receiver to discriminate against adjacent channel and adjacent channel interference is decreased with the result that greater separation between stations on the same and adjacent channels is required. Of most importance to the listener is that receiving set manufacturing becomes more difficult and costly as the width of the channel is reduced.

Ready to Serve

Wide-band frequency modulation will permit the development of the facility of the dual broadcast band and will permit multiplexed with rural broadcasting or independently of sound broadcasting. In this development, FM will be reserved for clear-cut services, the brief pointed out that the broadcasters are in substance agreed that a minimum of 200 kc. is not only to permit the accommodation of any audible speech and music. The case of the fact that narrow band transmission may be carried on within such channel led.

Frequency modulation stations are capable of rendering a regular broadcast service to a given area and the FM modulation given the same opportunity to develop as was the AM, the brief said. The experimental stage has been completed and the FCC would stimulate the development of special programs, encourage more competition among the various transmitters, and enable the FCC to take the next step in the development of the art. On the other hand, if frequency modulation is not permitted to go forward with commercial privileges, applications will be made to limit the use of each station to locations possessing sufficient funds to indulge in experimentation.

Proposed to develop on a regular commercial basis, frequency modulation will have an evolutionary rather than a revolutionary effect upon broadcasting in the present band. Frequency modulation service will supplement that now being rendered in the present band and the total sum of broadcast service to the public will be a combination of the two. Frequency modulation service being rendered in the present band will not be an immediate obstruction of receiving sets. During the transition period, which may require ten years, it is anticipated that frequency modulation will come later to use much the process of normal replacement.

The problem of providing a fair, efficient, equitable and economic radio service to States and communities in the United States, the brief argued in the FCC's recent application of viewers, is also a problem of the total mass of receivers that now exists in the United States.

Radiating Index

The development of frequency modulation broadcasting in the ultra-high frequencies, in addition to providing a superior public service, will permit of a gradual solution to the allocation problem. The engineering requirements limiting from the relatively narrow portion of the spectrum presently assigned to broadcast broadcasting have been one of the principal difficulties.

The point that each frequency has different sizes and shapes and are located at unequal distances from one another, is one of the principal difficulties. In its last annual report to the United States Congress, there was a need for improvement of physical service both from the standpoint of the broadcasters and from the standpoint of the public. The FCC asked by the FCC in this report, that there are 16,506 cities or towns in the United States of which number 15,026 have a population of 5,000. Of these, 250 have a population between 10,000 and 25,000 each, and 376 have a population in excess of 25,000 each. In the present total band of 200 kc. there are 507 towns each having a population in excess of 10,000 which do not have radio stations. However, while 331 of these towns are located within or adjacent such to one of 1,966 metropolitan areas and the others perhaps derive some degree of service from stations located in distant cities and by means of the process transmitted. 370 cities have but one station, and while Mr. W. W. Wartenberg, who represents the problem in considerable detail, the above figures are sufficient to show that the frequency problem, providing the present standard broadcast band is inadequate.

Tests of FM Transmission by Police

Lead to Proposals to Buy Equipment

FOLLOWING intensive tests with hand-made sample equipment, the Chicago police department is planning to install 200 FM receivers in its patrol cars by the end of the calendar year. A 1939 Armstrong receiver, modified to carry the Armstrong frequency modulation system, is in use in a Chicago police patrol car.

The tests, supervised by Fred H. Schnell, police radio engineer, and John Shepard, assistant chief of the Chicago police force, were made March 15 and 16 with Police Commissioner James P. Allard's approval after FM's adaptability to police use was demonstrated by General Electric in a Schenectady test last December. The experimental program resulted in the static elimination surprising all expectations, according to Mr. Schnell and Frank A. Gunther, chief engineer of Radio Engineering Laboratories, Long Island City, N.Y., the manufacturers of the test equipment.

The tests showed that the police department was in a position to use FM in police radio service. 

Results of Tests

Two squad cars tested were made on succeeding days. For the March 15 test, squad cars were equipped with a transistor broadcast from various parts of the city to the police station at 0280 field. Equipment was reported to be excellent, even at "dead spots" from which reception was impossible. Tests were made on a 12-watt mobile transmitter, manufactured by REL, which was driven through lower Manhattan and all areas of the city, but was provided for audibly intelligible to a receiver at Alpine, N. J., it was reported. When the car traveled under circumstances in which its signals were perfectly received, it was said.

Advantages of FM for police radio work were also demonstrated by the New York City transit police in a series of experiments in which Maj. Edwin H. Armstrong, the inventor of FM, participated. The 12-watt mobile transmitter, manufactured by REL, was driven through lower Manhattan and around the interior of the city, and was provided for audible transmission through to a receiver at Alpine, N. J., it was reported. Even then when the car traveled under circumstances in which its signals were perfectly received, it was said.

RCA Asks FCC

To Retain Present Television Bands

Urge Provisions for FM Elsewhere, in Filing Brief

A PLEA that FM and television be permitted to develop simultaneously, but that some space in the spectrum be reserved for a new ultraviolet medium without changing the frequencies at present allocated for television, has been made by a brief filed April 22 with the FCC, summing up RCA contentions during the last few months.

Describing FM as "an evolution and not a revolution," whereas television is a "revolution and offers the public in addition to sound," RCA Attorneys Manton Davis and Frank W. Wartenberg, appearing for the FCC not to disturb the television channel No. 1 in the 44-50 mc. band, FM Broadcasters Inc. has petitioned the FCC to set aside that band for 200 kc. wide-swing FM broadcasting (Armstrong system) whereas television in the currently located narrow-band transmission.

Ten-Year Transition

RCA argued in favor of allocation of the 42-44 mc. band, providing 2,000 kc. for FM. It pointed out that the 42-44 mc. band, consisting of 60 channels of 40 kc. width could be supplied, after holding that better service could be provided with the lower swings than with the 200 kc. band sought by FM proponents. Certainly, for the present, once two more television channels are provided all the channels which are needed for FM, for the reception of which the existing television equipment is designed, the brief stated. According to the president of FM Broadcasters Inc., Mr. John Shepard 3d, the transition from standard band broadcasting will take ten years. This is the statement of an enthusiastic proponent of FM. While all of us have high hopes for the future of FM, no one can now predict with any degree of certainty how fast this growth will occur.

In discussing FM channel widths, RCA noted that FM and AM or FM in the ultra-high frequencies results in nearly complete elimination of interference. Interference disappeared in the said-high-fidelity can be obtained by proper design with amplitude modulation or any other frequency with 40-kc. channel, under average conditions, it was said a 1,000-watt station would range of 84 miles, with as many as 26 stations possible on a 1-mc. channel. With a 6-kc. band, the total service would be 80 miles with 12 stations to the megacycle. With a 140-kc. channel, on the other hand, the range would be 76 miles with only seven stations to the channel, whereas with 200-kc. channel there would be 73 miles with only five stations per channel.

RCA argued that the only advantages of the wider-swing transmission would be a relatively small improvement in the quality of serv--of the total area, but obtained at the expense of a greater reduction in the number--of per megacycle and a still further reduction in the total service area.

Referring to the petition of its own, the brief said that 11 (Continued on page 70)
PAYMENT OF SALARY RESTITUTION ORDERED IN WAGE-HOUR RULING

KGO Enjoined in Decree by U. S. District Court; Interpretations Affecting Radio Stations

IN THE FIRST proceeding against a radio operator by the Wage-Hour Division of the U. S. Department of Labor, Mobyco Inc. operating KGO, Missoula, Mont., on April 22 was permanently enjoined from violation of any of the provisions of the Fair Labor Standards Act in a decree signed by Judge Baldwin in the U. S. District Court at Butte, Mont. The company was given ten days to enter the decree, which directs payment of restitution to 18 employees of the station, including announcers, engineers and salesmen.

The amount of the restitution payment is fixed by investigation conducted by Wage-Hour Division field representatives. According to Col. Philip B. Fleming, administrative assistant of the Division, KGO is the first radio station against which an action has been brought.

No Exemption

In a survey conducted by Broadcasting into the application of the Fair Labor Standards Act to radio broadcasting industry, at the end of the first 18 months of the Act's operation on April 24, it was indicated that KGO, along with other broadcasters, blanketed the operations end of the industry with stations definitely not classified as exempt industries. In general, there is no exemption available, either on executive or professional grounds, for announcers, engineers, program director or other personnel operating in selling, programming or transmitting.

Although the question has arisen in several cases, Division officials have interpreted that chief announcers or chief engineers are not to be classified as executive or professional individuals, and these employees do not operate in a bona fide executive capacity. For instance, a chief engineer to be exempt must satisfy the professional requirements which virtually preclude his general type of employment. He could not be classed professionally as could a doctor or lawyer. And in most cases he does not have complete or recommendatory authority in hiring and firing other employees, and during a good share of his time he does the same type of work, i.e., operating studio or transmitting equipment, as other employees working under him.

Under the law as it stands now, the fact that an employee is inexperienced in his work or not a far flung officer of the company is no bar to enforcement of the Act is concerned.

Even voluntary workers would come under the regulations, since the Act provides that "employment" includes "to suffer or permit work." The same condition applies to student assistants, and those who are allowed to work at these may apply for a "learner's certificate," which makes provision for a definitely limited learning period during which the worker is exempt. Although the Wage-Hour Division has had relatively little call for interpretations of the laws' application to both employment and individual situations have brought explanations from the Division. It has pointed out that so long as an employee pays himself for his regular work, and for occasional overtime work, his weekly earnings are not excessive. But his regular work must be paid for at the regular rate; and so for the assumption of a regular job, his standby time must be counted into his aggregate working time for each week. The act, as applied at this time, also makes no provision as to how the work week shall be split up, it was pointed out, and so judged, the number of hours are not exceeded, whether the work is on an 8-hour or a 42-hour day basis, no overtime payment is required. Reporters, presumably radio as well as newspaper, working on "continuous assignment," such as traveling with Presidential candidates, must be paid overtime for excess hours, according to another interpretation.

Since the Act specifically exempts employees employed through the War Emergency Act, the United States, States and political subdivisions of States, and American-operated, wholly owned and controlled by the municipality, would be exempt from compliance with the regulations, whether operated as a profit or nonprofit enterprise.

Extra Compensation

In the case where an announcer receives, in addition to his regular salary from a station, special compensation from a sponsor for announcing his programs, the station paying the salary is the "employer" required to keep the records and has the primary duty of compliance with the Act, according to another interpretation. Carrying this situation into the overtime aspect, the interpretation is that the proper compensation received indirectly from the sponsor was to be considered as compensation to be included in the regular compensation remitted to the announcer for purposes of determining the regular rate of pay.

Thus, with the station and sponsor both paying a salary, it is likely the broadcasting company would be jointly liable for overtime compensation for all hours worked, including those remitted to the sponsor and including in the regular rate of pay compensation received both from the station and the sponsor. Under provisions of the Act, the 44-hour maximum workweek and 25-cent minimum hourly wage that went into effect on Oct. 24, 1938, was superseded by the present 42-hour 30-cent standard on Oct. 24, 1939. On Oct. 24, 1940, the standard will be set at 40 hours and 30 cents.

NATIONAL RESTITUTION WEEK

TO OBSERVE National Restaurant Week, May 6-12, the New York State Restaurant Assn. will use spot announcements on various network programs and in the New York Times, Milk and other food manufacturers programs on NBC, CBS and Mutual, with the two networks in the celebration of the special week.

CALL-Letter Tale

Station Designations Used as Basis of Word-Play

BEDTIME story built around U. S. radio station call letters, concocted by one Barry Wood, on April 30 appeared in John O’Neil’s “Mainly About Manhattan” column in the New York Daily News. So, kiddies, here’s a tale:

“KATE WHO came from KIEV was a WISE KID, so she packed herKIT and went WEST to win AMERICAN hearts and WOLFEN KEEN on living WELL. The prairie WIND blew like a WHIP and the snow fell like a WIRE. But KATE went to WORK and after a quick WASH gave her AMERICAN wave to WOLF KOME. The little WREN looked like a WOW. KATE didn’t KNOW it, but WHOM do you suspect of intercepting for WOLF WOLF!”

“WOLF! WHAT? Will no one WARD off the peril? ‘Hello, New Castle, Pa. WOLF with a WAGA his tail. But KATE was WISE and went WHAM on the other end. But how the HAW hopped into a KOMA.”

YOUNG O’NEIL BUYS CONTROL OF WJW

WILLIAM M. O’NEIL, son of William O’Neil, president of the General Tire & Rubber Co., will be owner of the operator of WJW, Akron, if the FCC authorizes transfers of stock to him approved by the motorists. Young O’Neil proposes to buy 237½ shares of the 447 shares outstanding for $175 per share, or $41,625. This is a 250-watt outlet on 1210 kc. Two of its largest stockholders recently sold their interest in the station to S. T. Towne, president of WMAN, Mansfield, O., and John F. Weimer, now with WKST, New Castle, Pa.

Young O’Neil would purchase 142½ shares from Edward S. Sheek, Akron lawyer; 7½ from Mrs. Ruth Rubin, of Cleveland, and 22½ from William F. Jones, Akron motor dealer. The remaining shareholders are M. F. Rabinow and Mrs. Rubin, who owns 133½ shares and also is a minority stockholder. WJW, radio WJL, WHKC, Columbus; J. E. Henry, Kansas City construction man, 76 shares, and R. M. Wendelin, Akron attorney and president of WJW Inc., 1 share.

O’Neil’s uncle, T. F. O’Neil, of Miami, Fla., who is director of General Tire, heads the General Tire Co. of Miami, president of General Broadcasting Inc. which reorganized the old station into the new station in Miami to operate with 500 watts night and 1,000 day. Under 1930 kc. and with the Havana Treaty becomes operative [Broadcasting, March 1]. He would hold 50% of the stock. The seller, William O’Neil would hold 39%.

CBS First Quarter Net Increases to $1,552,031

NET PROFIT from CBS operations for the first 13 weeks of 1940 was $1,552,031, or 90 cents a share, as compared with $1,163,947, or 68 cents a share, for the first quarter of 1939. CBS announced April 17 at the annual stockholders’ meeting. Gross income for the quarter was $23,975,247, up against $19,076,108 last year [see April 16 Broadcasting for complete 1939 financial report of CBS].

Meeting, which was sparsely attended, approved a five-year extension of the contract for William Paley to continue as president and general manager of CBS until Dec. 31, 1946, and re-elected the network’s board of 14 directors. In response to a question about television plans it was stated that pending FCC action CBS was continuing to experiment with program techniques for this new medium.

Pipe Firm Testing

WILLIAM DEMUTH & Co., New York, on April 9 started a test campaign for Hessan Guard Milano pipes using a weekly sports program on two MBS stations, WOR, Newark, and WGN, Chicago. The program, featuring Red Barber and Al Helfer, well known sportscasters, is heard on WOR Fridays, 9-10:30-10:45 p.m., and on WGN 10:30-10:45 p.m. the same evening. More MBS stations will be added if the test proves successful, according to Grey Adv. Agency, New York.

Page 38 • May 1, 1940

BROADCASTING • Broadcast Advertising
Here's More Proof that...

the only radio station which "delivers" the Great Northeast is WGY, Schenectady

The Sun Oil Company has been sponsoring Col. Jim Healey's newscasts over WGY, Schenectady, for well more than five years now, three times weekly, from 7:30-7:45 P.M.

A coincidental telephone survey was made in Albany, Amsterdam, Glens Falls, Schenectady and Troy on Wednesday evening, March 27, from 7:30-7:45 under the supervision of an independent research agency, The Armstrong Company of Schenectady.

Calls were completed with 263 homes whose radio sets were in use. The results:

- 137 or 52.0% were listening to WGY
- 48 or 18.3% were listening to Station A
- 33 or 12.6% were listening to Station B
- 15 or 5.7% were listening to other stations
- 30 or 11.4% answered "don't know."

There you have one more proof that the only radio station which "delivers" the Great Northeast is 50,000-watt WGY—more proof that WGY offers you a unique opportunity to promote the sale of your product throughout this area.
KFBI
Pioneer Voice of Ke

5000 Watts • Dial 1050 • Affiliated with MUTUAL BROADCASTING SYSTEM
REPRESENTED BY HOWARD H. WILSON COMPANY

An Old Established Station with a
moves to WICHITA

BRINGING TO YOU THESE VERY DEFINITE SALES ADVANTAGES

1. KFBI, the Pioneer Voice of Kansas, is now located in the best metropolitan market in Kansas, WICHITA!
2. KFBI is now located in the heart of the rich, responsive KANSAS and OKLAHOMA farm market!
3. KFBI, with 5000 watts power on 1050 Kc brings to this area for the first time programs of the coast to coast MUTUAL BROADCASTING SYSTEM!
4. KFBI mechanical equipment is completely new. Just installed is the latest and best 5,000 watt RCA transmitter spotted by engineers after exhaustive tests in the most favorable location for maximum radiation efficiency.
5. KFBI has an experienced, enthusiastic, SALES-PRODUCING talent and announcing staff. They know how to produce programs Kansas and Oklahoma people like to hear.
6. KFBI is directed by an aggressive, experienced group of broadcasters who give this pioneer station a NEW SELLING VITALITY.

If YOU’RE looking for new worlds to conquer with your product, if YOU’D like to have definite, tangible returns for your advertising dollars . . . if YOU want to go places in sales in Kansas and Oklahoma . . .

IT’S YOUR MOVE NOW!

WICHITA, new home of the Pioneer Voice of Kansas, KFBI, is located in the south central portion of the state, the buying center of a huge, prosperous Kansas and Oklahoma area. Wichita is the first market in Kansas in retail sales and effective buying income.
Recording Victory Is Hailed by NIB

Show Cooperation Benefits, Declares Lloyd Thomas

ACTION of the major phonograph record companies in dropping plans to ban or license broadcast stations for performance of recordings was hailed as a victory for independent stations by Lloyd Thomas, secretary-treasurer of National Independent Broadcasters Inc., in a letter April 20 to independent stations.

Cancellation by RCA of its monthly license plan, which meant an average monthly payment of about $107 per station, along with announcements by Columbia and Decca, of Columbia Recording Corp. that their records could be performed without fear of suit for action [BROADCASTING April 15], grew out of a combination of circumstances, it was indicated. Totally aside from the opposition of the broadcast industry, prospects of prolonged litigation in the White- man case, plus the threat of recording artists to a ban on radio performances, contributed to the decision.

Moreover, after Decca and Columbia announced that stations could perform their records without fear of suit by March 19, they found it expedient to drop its licensing plans and to refund all money paid on restricted performances. The result was no restricted performances of its records but the Decca and RCA actions were reversals of policy.

Hailed as Victory

Mr. Thomas attributed the action to the "personal intervention" of President Harold A. LaFont of NIB and called it "a real victory for the independents," as the largest users of phonograph records. "This shows what can be done by effective cooperation through an organization," he said. "It's the real and necessary representative for the independent stations," he said.

Another observation of Mr. Thomas, who manages KGFW, Kearney, Neb., was that undoubtedly the work done by President LaFont and the NIB Board of Directors toward "had considerable to do with the recent offer of ASCAP to the industry in which the independent stations were offered a considerable concession as compared with past license charges." He added that there was no doubt that any deal made by the industry with ASCAP "will include sales and equitable rate to the independents'.

Discussing other activities of NIB, including FCC regulatory affairs, Mr. Thomas said that independent plans are being considered for an annual convention of independents to be held this summer, probably in Chicago. All independent stations will be invited to discuss industry problems. One matter requiring action will be the establishment of a personnel requirement for employment of union musicians. The present agreement of independent stations is due to expire in September.

Stations were asked to advance their ideas about the annual meeting, the date of which would prefer and their ability to help in the soliciting membership among some 400 independent stations.

PLANS for women's participation in the New York World's Fair 1940, opening May 11, were discussed with women radio commentators recently at a luncheon in the Empire State Club, in New York. The luncheon was given in honor of Harold E. Lord (second from left), chairman of the national advisory council on women's participation in the Fair, and Miss Mary Lewis, (second from right), the Fair's fashion director. Shown chatting at the luncheon are (1 to r) Adelaide Hawley, CBS; Miss Lewis; E. Frederica Millett, of the Fair's staff (left), Miss Lewis, and June Hynd, who served as NBC representatives.

Record Hearing Set

ARGUMENT on the appeal of National Assn. of Performing Artists (acting for Paul Thomas), RCA Mfg. Co. and the NAB (acting for WNEW) from the decision of the Federal District Court in the RCA-Whitman-WWVE case will be heard in June by the Circuit Court of Appeals in New York. Attorneys representing the three parties appeared before the Appellate Court justices April 19 and requested that their arguments be heard during the three-week session beginning June 3, to which the court agreed, placing the case on the calendar for the most appropriate time. Transcripts of counsel and appellants' briefs were filed by all attorneys on April 12; appellants' replies are due by May 11, and reply briefs by May 28.

The Broadcast Day

AMENDMENT of broadcast rules whereby the broadcast day will begin at local sunrise rather than 6 a.m. local standard time, was authorized April 13 by the FCC. The change in rules will permit stations to begin regular operations earlier during the summer months but will mean a later start in the winter, when the transition of day and night power, under the revision, can start at a later hour. Power will rise rather than 6 a.m., it was explained. However, in the winter, the stations will still begin regular operations earlier than 6 a.m. local time and will mean a later start with their higher day powers because of the sun's lower position in the sky. As was said, some interference had been experienced as a result of use of daytime powers before sunrise. The rules, changed to become effect- ive immediately, are Sections 3.6, 3.8, 3.10, 3.23(e). 3.79, and 3.84.

Amos 'n Andy Renewed

CAMPBELL SOUP Co., Camden, N. J., has renewed its contract with Amos 'n Andy on CBS for a 3½-year period as of Jan. 1, 1941, expiration date of the present contract. Program is heard on 59 CBS stations, Monday through Friday, 7-7:18 p.m., with a rebroadcast at 11 p.m. Ward Wheelock Co., Philadelphia, is agency. The comedy team has been heard over continuous network broadcasting and, according to a CBS estimate, reached approximately 50,000,000 listeners.

Amos 'n Andy were created on March 19, 1928, it was the first quarter-hour weekly network program to appear on a network Mondays through Fridays.

SARE SYMPHONY

Roosenbaum Mediates Dispute

In Washington

CREDITED with saving Washington's National Symphony Orchestra, Samuel E. Rosenbaum, president of WFIU, Philadelphia, and chairman of IRNA, in mid-April settled a musicians' union squabble with the Symphony Association which threatened the continuing existence of the orchestra. With nego- tiations between the association and the AFM local on next season's wage scale deadlocked for three months, Mr. Rosenbaum was called in by Dr. John Steelman, of the U. S. Labor Conciliation Service, after all other efforts by the AFM had failed. His compromise pro- posal was accepted within a week by the AFM.

Mr. Rosenbaum was chairman of the IRNA committee that negotiated the musicians' agreement in 1937 which averted a state-wide organization-wide strike. As a tribute to his ability as a negotiator, IRNA elected him chairman at the Chicago organization meeting last September. Joseph Miller, labor relations director of NAB, ar- ranged for Mr. Rosenbaum's inter- vention in the symphony dispute.

New Vitamin Series

SANTA ANA VITAMIN Co., Santa Ana, Calif. (powdered vita- min), new to radio, in a 62-week campaign started April 15 is using twice-weekly participation in Nor- ma Young's Happy Homes and Mary in Byron on KHI, Los Angeles. Firm is also using weekly participa- tion in Eddie Albright's program on that station, six weekly in Rice & Shane on KOY, Phoenix. Other stations will be added as markets are established. Glasser Adv. Agency, Los Angeles, has the account.

Eno Discs on 10

J. C. ENO U. S. Ltd., New York, on April 22 started a series of one-minute announcements made by NBC Radio-Recording Division in the interests of Eno Fruit Salts in the stations of WABC, WJZ, WJIP, WJZ, WRC, WGE, WCAE, WJJD, WXYZ, WGBH.

THE April 1 BROADCASTING, through an inadvertance, reported that Mayor Ralph L. Lewis, of Goldsboro, N. C., had applied to the FCC for a new local station on 1570 kc. The city should have read Greensboro. BROADCAST regrets the error.

License Expenses

Ruled Deductible

 Held Necessary to Business

In Revenue Bureau Opinion

EXPENSES incurred by broadcasters in connection with applications to the FCC are deductible ex- penses for Federal income tax pur- poses for the year in which paid or accrued, according to a ruling announced in mid-April by the Bu- reau of Internal Revenue. The rul- ing followed a request made late in March by Russell P. Place, as assistant commissioner for the Bureau's Revenue Bureau, stating:

"The facts, as stated by you, are as follows: 'Such expenses include legal fees, engineering fees, travel and clerical expenses, etc. Such applications may be for a construction permit for a new station, for an increase in power of an existing station or for an in- crease in hours of operation of an existing station—in any case, hav- ing to do with only the terms of a license from the Commission look- ing to broadcasting operations on an assigned frequency for a limited period of time. Licenses are not present issued for one year, may be issued for a maximum of three years, are revocable for cause, and grant no property rights in the license.'"

"Section 23 (a) of the Internal Revenue Code (55 Stat., Part 1) provides for the deduction from gross income in computing net in- come for Federal income tax pur- pose of all ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business. In order to secure a license to engage in the business of radio broadcasting an individual is required by law (Title 47, Chapter 5, section 308, U. S. Code) to make application to the Federal Communications Commis- sion for a permit. Inasmuch as you state that the licenses are only issued for one year, it is the opinion of this office that ordinary and necessary expenses incurred in connection with securing the licenses constitute deductible expenditures under section 23 (a), Internal Revenue Code (55 Stat., Part 1) for the year in which paid or accrued.'

THE April 1 BROADCASTING, through an inadvertance, reported that Mayor Ralph L. Lewis, of Goldsboro, N. C., had applied to the FCC for a new local station on 1570 kc. The city should have read Greensboro. BROADCAST regrets the error.

Page 42 • May 1, 1940

BROADCASTING • Broadcast Advertising
Typical WCOP Long-Term Accounts

Community Opticians ........................................... 3 Years (Five 15-minute periods weekly)
Nature Food Centres ........................................... 3 Years (Six 15-minute periods weekly)
Kane Furniture Company (Exclusive with WCOP) ............. 5 Years (Twenty-four 15-minute periods weekly)
Dubbleware Work Clothes ..................................... 3 Years (Six 15-minute periods weekly)
P. Pastene Company ............................................. 4 Years (Six 15-minute periods weekly)
Statler Products .................................................... 5 Years (Seven spot announcements weekly)

A Long List of Others on Request

Memo: Attention Mr. Time Buyer

By all means buy Boston's best. Wire, write or phone for special package rates.

WCOP

Boston, Mass. 1120 KC 500 Watts

Nationally Represented by Headley-Reed Co., New York Chicago Detroit Atlanta

Broadcasting - Broadcast Advertising

May 1, 1940 • Page 43
Local Monopoly, Financing, Absentee Ownership Issues Are Raised by Fly

LOCAL monopoly of radio-newspaper ownership, sources of finances and non-resident ownership were raised as policy issues again in a decision of the FCC, April 15 in which Chairman Fly dissented from the majority vote adopting a final order granting William C. Barnes and Jonas Weiland, partners, authority to erect a new local station, 160 watts night and 250 day on 1340 kc. in Martinsville, Va. Call letters are WMVA. Original proposed findings favoring the Barnes-Weiland application over that of Patrick Henry Broadcasting Co., seeking the same facilities, had been issued last Jan. 11 [Broadcasting, Jan. 15].

Chairman Fly's dissent, in which he reported that Commissioner Case concurred with some of the reasoning of which Commissioner Walker also concurred though he voted with the majority, was significant for the arguments propounded in which Mr. Fly favored the competing Patrick Henry application largely on grounds of local monopoly, financial responsibility and the absentee interest represented by Mr. Weiland, who is owner of WPTC, Kinston, N. C., and part owner of WGBR, Goldsboro, N. C. Mr. Weiland's partner, Mr. Barnes, is publisher of the Martinsville Bulletin.

Inconsistent, Says Fly

The majority's decision, Mr. Fly stated, is inconsistent with the case of two competing Port Huron, Mich., applicants, one a newspaper publisher, in which the Commission had held that the granting of the non-newspaper station (now WHLS) would add competition in the dissemination of news and information.

Mr. Fly pointed out that the views expressed in the Port Huron case "were not intended to be applied generally toward all newspaper applicants but only when the case would create a local monopoly in the channels of public expression of news and information and when at the same time a competing application was presented." In his opinion, he said, "this policy is sound, I find no justification for a failure to apply it here."

Comparing the two applicants, Chairman Fly, while the Weiland-Barnes combination apparently has adequate net worth, the amount of cash available to them at the time of hearing was "far too small for this purpose and, except in a general way, no indication was given of the source of the required capital." On the other hand, the Patrick Henry group was held to have shown greater resources and to have demonstrated specifically where and how much the necessary finances would readily be made available.

An Absentee Partner

Mr. Weiland, it is further pointed out, lives in Kinston, 186 miles away, and Mr. Barnes has lived in Martinsville only three years. On the other hand, S. S. Walker and J. R. Walker, two of the three partners in the Patrick Henry group, were said to be closely associated with local government and local organizations and have lived in Martinsville for more than 30 years. Moreover, Chairman Fly's dissent pointed out, Weiland is only 37 years old, and his radio experience, which apparently weighed with the majority, is offset by the fact that the Walkers in "their considerable business ventures have been successful" and proposed "to engage a staff of qualified persons to operate the station."

S. S. Walker is director and stockholder in various Martinsville corporations and member of many civic organizations, according to the original findings. J. R. Walker is vice-mayor of the community, president of the city council and secretary-treasurer of the local ice and storage board. A third partner, C. F. Walker, is in the laundry business in Rocky Mount, N. C., 154 miles away, but visits Martinsville eight or ten times yearly. The Walkers are brothers and partners in the proposed radio venture.

In a statement concurring with the majority but also upholding the "general policy" expounded by Mr. Fly, Chairman Walker said:

"I am of the opinion that it may well be said that the granting of the license herein to the later applicant would create a monopoly of the news in the hands of the Patrick Henry Broadcasting Co., through such control of advertising as may mean the elimination of the newspaper, through such loss of advertising revenues as to make impossible continued operation of the newspaper by the present owner."

"With the general policy regarding monopoly of news through unity of ownership of all means of communications, as stated in the dissenting opinion herein, I fully agree, but I do not find the instant case to be the proper one for beginning the application of this policy."

"I therefore concur in the grant to Wm. C. Barnes and Jonas Weiland, co-partners, trading as Martinsville Broadcasting Co."
WPAY CASE RAISES MONOPOLY PROBLEM

A NEW test of the issue of purported local monopoly in public opinion was foreseen in the recent action of the FCC denying the application of the Brush-Moore Newspapers Inc., chair of Ohio dailies, for acquisition of control of WPAY, Portsmouth, O., in which it holds a 50% interest. WPAY is the only station in Portsmouth and the Portsmouth Times is the only newspaper in the city. Chester A. Thompson, newspaper representative of Cleveland, who owns 50% of the station, sought to transfer his interest to the Brush-Moore Newspapers for approximately $20,000.

In denying the application without a hearing, the FCC did not make public its detailed reason. It was reported, however, that by a 4 to 1 vote the Commission decided it desired to see a test of the issue of local monopoly, and as a consequence rejected the application. It is presumed that WPAY will file a petition for rehearing and perhaps be granted oral argument. Should the Commission again deny the application, an appeal to the U.S. Court of Appeals for the District of Columbia would be the next step.

Voting to deny were Chairman Fly and Commissioners Walker, Thompson and Payne. Commissioner Craven dissented. The same issue was raised last year in connection with the transfer of WSAN, Allentown, Pa., to the Allentown Call, only newspaper published in the city, which owned WJMS time-sharing station. The FCC finally granted the transfer, however.

The Brush-Moore Newspapers also own WIBC, Canton, O., in conjunction with the Canton Repository.

New WATW on Air

WITH N. C. Ruddell as general manager, the new WATW, Ashland, Wis., 100 watts on 1370 kc., is scheduled to begin operating May 1. It is licensed to WJMS Inc., licensee also of WJMS, Ironwood, Mich., of which Mr. Ruddell is also manager. John K. Hubbard Jr., formerly of WJMS and WMAM, Marinette, Wis., has been named manager. Ruth Wright, formerly with the Wisconsin Research Alumni Foundation, program director; Claude S. Pray, formerly of KPIZ, Fond du Lac, Wis., and WIBU, Poyette, Wis., sales-announcer; Warren Hites, formerly with WIBU, announcer. Chief engineer of both stations is R. L. Johnson, with John Pedri as assistant and Neil Lockhart as operator. Gates equipment has been installed, with a 175-foot-Lehigh tower. General Radio frequency and modulation monitors and Presto turntables.

‘Go to Church’ Campaign

NATIONAL Committee for Religious Recovery, New York, is planning a series of one-minute announcements to be spotted at one-hour intervals Saturday evenings on local stations throughout the country urging people to go to church the following Sunday and to send their children to Sunday school. Purpose of the talks, to be repeated each week for six months, is to revive religion, which the Committee feels “is surely as important to civilization as business recovery.”

Note these operating conveniences:

- The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shift lever changes instantly from 78 to 331/3 R.P.M.
- A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.
- A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 331/3 R.P.M.
- Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 331/3 R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.
- The complete equipment mounts in a wood case (Length, 67 1/4”-Depth, 21”-Height, 49”) attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32”.

For descriptive folder and price quotations, write:

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N.Y.
Opinion Amended in Supreme Court
Showing of Financial Injury Required in New Wording

IN A SELDOM-used procedure, the Supreme Court of the United States April 22 amended its opinion in the so-called Dubuque case by narrowing the scope of appeal to existing stations which can show "financial injury" as the result of expected competition of new stations. The action came as the court denied a petition of WKBB, Dubuque, for rehearing, citing purported error in the highest tribunal's findings.

In amending the language of its original opinion (published in full text in Broadcasting April 1), the court changed the portion relating to appealable interest by requiring a showing of "financial injury" rather than simply "injury." It also ordered deleted a sentence which appeared to broaden considerably the right of appeal of competing stations.

FCC's Viewpoint
At the FCC, the amendments were construed as strengthening the FCC's original contention regarding appealable interest. The action was interpreted as not permitting existing stations to appeal on any grounds but requiring a showing by the competitor that it would be financially injured, through loss of business, as a result of the licensing of the new station.

The court made this announcement in denying the WKBB petition:

"The opinion in this case is amended by inserting the word 'financial' between the words 'injured' and 'injury' in the first line on page 6, and by striking from the opinion the first full sentence beginning 'in' and ending 'remedy' on page 6. The petition for rehearing is denied."

The specific language deleted from the opinion reads:

"In this view, while the injury to such person would not be the subject of redress, that person might be the instrument, upon an appeal, of redressing an injury to the public service which would otherwise remain without remedy."

WKBB sought to have the Supreme Court order a rehearing in connection with its conclusion that it found no reason for abrogating the Commission's order for lack of adequate findings. It held that the highest tribunal, apparently relying on language loosely used in the opinion of the Court of Appeals, had misconstrued the WKBB contention and had overlooked the fact that from the outset its attack upon the Commission's findings with respect to the very issue which the court held the Commission may not disregard—namely, the question of the effect of competition upon the public interest.

It asked the court to limit its opinion to the statement that the Commission's findings were adequate insofar as the question decided by the lower court is concerned, and that the case should be remanded for further proceedings in conformity with the ruling on the public interest aspect. As an alternative, WKBB suggested that the judgment of the Supreme Court revising the lower court's opinion be modified by directing that the case be remanded for further proceedings so that the question of the adequacy of the Commission's findings can be heard.

The court denied the petition without opinion. The amendments to its decision were not sought by WKBB.

An 8-H Circus

F. W. FITCH Co., Des Moines, entertained 1200 underprivileged children at its "Fitch Bandwagon" broadcast on NBC-Red, April 21, which that night featured Merle Evans' circus band. Clowns and other circus acts entertained the sponsor's young guests, who comprised the entire studio audience, before and after the broadcast and peanuts, apple and pink lemonade were provided to give Studio 8-H in Radio City the authentic circus atmosphere.

NBC San Francisco Plans

PLANS for NBC's new building of its own to house West Coast headquarters in San Francisco moved nearer to completion in latter April, with O. B. Hanson, vice-president and chief engineer, and William A. Clarke, manager of technical services, on hand to present bids on survey and proposals as developed by Al Nelson, San Francisco division manager. All facts and data have been assembled for final approval by New York headquarters, and construction is expected to start soon.

Options Old NBC Studios

H. M. HORKHEIMER, sometime Hollywood independent film producer, has taken option for a 20-year lease on the old NBC studios on Melrose Ave. in that city. His negotiations are with Consolidated Laboratories, which erected the structure more than five years ago for the network. The latter's lease expires on Dec. 31. Deal also involves acquiring broadcasting equipment in the plant from NBC.

BROADCASTING • Broadcast Advertising
RADIO to continue Joint NAB Drive

RADIO Manufacturers Assn. will continue to cooperate with the NAB in the joint promotional campaign for the American system of broadcasting launched by the two organizations a year ago, according to an announcement April 18 by Bond Geddes, RMA executive vice-president and general manager, following a meeting of the RMA board of directors in New York. The board voted to match dollar for dollar the contribution of NAB in this year's campaign, which for the next few months will be centered on the "Listen Before You Vote" theme.

Mr. Geddes made a factual report to the board on the television situation, describing the FCC orders of Feb. 29 and March 23 and the hearing of April 8-12, including his own testimony and the FCC's action in suspending many of the RMA board meeting of Feb. 8 and all correspondence between RMA members on television between the closing of the FCC's January hearing and the opening of its April hearing [BROADCASTING, April 15]. The report was received without discussion or action, Mr. Geddes reported.

Board voted to include data on frequency modulation receivers in the weekly report on set manufacture and sales made by the RMA to its members. Remainer of the brief session, which concluded after dinner, was taken up with technical manufacturing problems, with action on most matters being postponed until the RMA convention, to be held June 11-12 in Chicago.

Squirt to Go National

SQUIRT Co, Beverly Hills, Cal. (beverages), using bottle tie-in through Logan & Rouse, Los Angeles, is placing a series of minute transcribed and live announcements on stations nationally in a summer campaign.

Arrow in Canada

CLUETT PEABODY & Co. of Canada, Toronto (Arrow shirts) on May 14 starts musical one-minute spot announcements four times weekly on 15 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

THE RCA Music You Want program, heard on KYW, Philadelphia, Sundays through Fridays at 11:15 p.m., on April 12 received the first certificate of award given by the cultural magazine "Arts" in Philadelphia for a radio program "doing much to further the interest of the public in fine music".

WLS, Chicago, estimated recently that 63,000 hamburgers and sandwiches and 2,520 gallons of coffee have been consumed by the entertainers on the WLS National Bar & Dance since they started to broadcast from the Eighth Street Theatre in Chicago. A free lunch is served by the management between the two stage performances each Saturday evening.

FCC Orders Hearings

On WTCN, KSOO Pleas To Use WOR Channel

APPLICATIONS of WTCN, Minneapolis, and KSOO, Sioux Falls, S. D., for assignment to 710 kc, on which WOR, Newark, is the dominant station, were designated for hearing April 17 by the FCC. Other applications for assignment on this channel filed in recent months have been withdrawn.

Regarded as a test of duplication on erastwhile clear channels, the hearing is expected to provoke considerable interest. No date has yet been set, though the docket schedule indicates the proceeding will occur in June. WTCN, now on 1250 kc, with 5,000 watts day and 1,000 watts night, seeks assignment on 710 kc with 10,000 watts using a directional antenna at night. KSOO operates on 1110 kc, limited time with 5,000 watts. It seeks unlimited time on 710 kc with 5,000 watts and a directional antenna for night use.

The FCC granted construction permits to KIRO, Seattle, and KMPC, Beverly Hills, Cal., for increase power on 710 kc. KIRO was authorized to boost its power from 1,000 to 10,000 watts and install a directional antenna, receiving what amounts to a Class I-B assignment. KMPC was authorized to increase its power from 1,000 to 5,000 watts as a Class II station and install a directional antenna. Both stations are CBS outlets, though the Los Angeles transmitter is supplementary to KNX, CBS-owned 50,000-watt station.
FM STATIONS TURN TO WORLD

AS THE ONE RECORDING SOURCE FOR THE EXTRA "WIDE RANGE" THAT FM DEMANDS... WORLD HAS PIONEERED WIDE RANGE FOR YEARS.

You advertising men have essential facts about FM (Free)
You have heard it described as of sending radio programs into told that in an FM broadcast—
An orchestra sounds as thou with you. A high violin note si scale of chromatics. It has an
The deep bass gains tone in your ear. An actor’s whisper startling realism.
During pauses you are tressence... no sign of static... plete as though you had flicked
Magic? Yes. The magic of ‘ over a “Wide Range,” from v to very high. The frequencies put harmonics into each note ing out color and individuality.
World is important to FM! World has long held the m
probably learned the
Modulation).n advance in the art
homes. You've been

in it were in the room
gs to you with a full
manny "presence."
ctions that delight
omes through with
d to deep, dense si-
adio void, as com-
off the switch.
quences" playing
ly low
which
bring-
cause
at ad-
vanced position in high fidelity recording. "Wide
Range" has come to be synonymous with World
because these transcriptions have covered nearly
double the frequency range of conventional record-
ings. Hence, the tone richness, the life-like quality
that you enjoy today in a World broadcast.

That extra "Wide Range"—that reserve of quality
which has for years earned the preferment of radio
stations and advertisers—is a "must" for FM broad-
casting.

While ordinary recordings cannot meet the exact-
ing requirements of FM, World's quality is in de-
mand as fast as FM stations are licensed. It is a sci-
entific fact, of course, that the most nearly perfect
thing in recorded sound is a World vertical cut,
Wide Range transcription.

Use this quality for your programs.
531 stations throughout the world
have long been equipped with the spe-
cial sensitive apparatus required for
broadcasting World transcriptions.
Our Platform

Keep American radio free as the press.
Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.
Build programs to provide the greatest good for the greatest number.
Avoid political partisanship on the air.
Install radios in every home, classroom, office, automobile, passenger train and airplane.
Keep pace with technical developments and foster their commercial applications.

Indiana's Index

In the face of consumer movements against advertising, to some indeterminate extent nurtured by governments, comes the result of the most extensive single house-to-house radio survey ever conducted. It should provide real comfort to those interested in radio advertising, and at the same time defeat the arguments of those who feel that sales promotion is somehow anti-social.

For radio advertisers, present and prospective, and their agencies, the new survey more than compensates for every argument made by broadcasters about their medium. After ringing 84,099 doorbells in typically American Indiana, the Hoosier Radio Workshop found that 64.4% of the persons interviewed reported they make an effort to listen to radio commercials.  And 52.9% said they regularly buy radio-advertised products.

The results of this survey are more than a tribute to radio advertising. They denote a public confidence in radio, and a public desire to patronize those companies which foot the bill for the programs that provide them with entertainment, news and education.

Because Indiana is an average state in all respects, the survey results doubtless can be multiplied by 48 with corresponding results. It was conducted by a major university in cooperation with the U.S. Office of Education, and under expert guidance. It is a gratifying example of cooperation with industry. Indiana, often called the cradle of journalism, by virtue of this pioneering large-scale undertaking now acquires a new stature as a radio testing laboratory.

Totally aside from the willingness of the Hoosier listener to buy radio-advertised goods are several other disclosures which merit notice. Practically every home (94.1%) had a radio. Their dwellers listen an average of 4.2 hours a day. And about one-fourth of the school children are influenced in their program tastes by their school teachers.

We hope that more workshop surveys of this nature are undertaken in other States, under the same kind of unbiased and unprejudiced auspices.

Closer Affinity

The signs of growing friendship and cooperation between radio and the press continue to multiply, and they are all to the good. Radio is now accepted for one of its primary functions, namely, another medium of journalism—"audible journalism," we like to call it. If there are any lingering misgivings among non-radio publishers, the public acceptance of radio as a news and advertising medium supplies the answer.

It was gratifying to observe that, far from carping and criticizing as they formerly did, the American Newspaper Publishers Assn. convention and the annual meeting of the American Society of Newspaper editors this year simply took radio for granted. More newspapers are in radio (about 275 of the 829 stations licensed or authorized to date having newspaper ownership in whole or part) and by far the majority of the most prominent publishers and editors are now altogether friendly toward the broadcast medium.

Now comes the Associated Press, cooperatively owned by its member newspapers, as a prospective purveyor of news to radio stations on much the same basis as UP, INS and Transradio. Although belated, its recognition of radio's journalistic function can only be welcomed. Our hope is that this new competition stimulates a better news service to radio from all sources. Certainly the revenues derived from radio will enable the press associations to bulk up its world news coverage, especially in those momentous times when the public's eyes and ears are concentrated on their newspapers and radios for every scrap of news available.

Not a single objection has reached us since we recently advanced the suggestion [Broadcasting, April 1] that feasts of radio journalism be recognized in the annual Pulitzer Prize Awards, and we have high hopes that this will eventually come about. Half or more of the news-gathering, news-writing and news-purveying manpower of radio comes out of newspaper offices; it is easy for newspapermen to adapt themselves to the new medium, and radio has opened up a great new field of employment for them as mergers and deniers of newspapers otherwise narrowed their opportunities.

Gadflies

Just about every legislative headache the broadcaster has suffered during the last decade could be traced to a small group of lobbyists working for this faction or that. Bills to allocate fixed percentages of broadcasting facilities for educational or non-commercial purposes; to ban advertising of alcoholic beverages on the air; to combat alleged "monopoly" in radio; to tax transmitters according to power; and for sundry other purposes—all had the same sort of cloakroom origin. All flopped.

The latest excursion is that of the printing trades, seeking to curb "diversion" of advertising from magazines and newspapers to radio. Here is an effort to sweep back the tide with a whiskbroom.

The International Allied Printing Trades Association, concerned over radio's growing stature as an advertising medium, wants to carry the torch on behalf of magazines and newspapers. It cannot hope to convince advertisers by argument that they should eschew radio. The publishers themselves dropped that years ago, and set out to build the proverbial better mousetrap. The fact that both magazines and newspapers increased their line in 1939, after a rather sick 1938, indicates they have been reasonably successful. The fact that radio sprouted ahead rather spectacularly during the same period simply denotes its continuing appeal to advertisers.

It is apparent that the printing trades propose to undertake a legislative fight to curb commercial radio. The threat is slight in this Congress, which is much too preoccupied and which is likely to adjourn in a few weeks. Moreover, for such a campaign there must be a few die-hard publishers, venturesome of the Ventura (Cal.) Free-Press era, but they aren't risking money on a futile cause. Alert publishers aren't sitting back and sulking; most of them are now synchronizing with the tempo of the times.

It is clear to us, from the tenor of the letter sent by the printing trades group to publishers, that the eventual approach will be for discriminatory tax legislation—another effort to saddle radio with a privilege tax burden designed to be practically confiscatory.

Otherwise, why should so much emphasis be placed upon station earnings stemming from a "Government license"?

Printers, compositors, engravers, stereotypers and pressmen quite naturally want to protect the "job opportunities" of their crafts. That means protection of the publications dependent upon advertising. When the publications thrive, printing craftsmen are in a better position to bargain for wages, hours and other work benefits. It is a natural wish. But the follow-through inferred—of attempting to stop progress by compelling commercial radio—is as silly as the last stand of the horse-car driver against the electric street car.
GUY CLARENCE HAMILTON

"They all though I was crazy," he recalls. "Today radio is recognized as a primary journalistic medium. It was never more evident than at the ANPA convention just closed in New York. When those same ANPA conventioneers of just a few years back were ignoring radio, Guy Hamilton was preaching the gospel of the new medium, and backing it up with facts-facts that discredited the idea that radio was nothing more than a noise on which he ascribed largely to radio plugging for new readers.

How Guy Hamilton got into broadcasting is a story worth recounting. He began studying radio as an adjutant of publishing in 1929. Two years later-on Feb. 2, 1922-KVQ was launched as a saviour in Sacramento under the aegis of the Bee. It was the first station on the Pacific Coast to be operated by a newspaper. Six months later the power was increased, and protests of interference from DX fans subsequently caused abandonment of the station.

While the experiment was short-lived, it had been conducted long enough to convince Guy Hamilton, the managing editor of the Bee, of the possibilities of radio as a newspaper goodwill builder. In 1926 the McClatchy organization joined forces with another Sacramento firm and acquired KFBK, its present outlet. In 1929 McClatchy assumed complete control of the station. This marked the beginning of radio as a commercial enterprise with the firm. The station was expanded to 6,000 and then to 10,000 watts. After regional network operation the station became a Don Lee-CBS outlet. In 1936, KFBK joined NBC, along with several of its sister stations, and the California Radio System simultaneously was organized as a statewide network.

Meanwhile, under the enthusiastic guidance of Guy Hamilton, the network was extended to other fields, as KMJ, KERN, KGCO and KOH were acquired. All of them became affiliated with NBC.

NILES TRAMMELL, NBC executive vice-president, acted as chairman of the Radio Division of the Committee of Forty, formed the Greater New York Fund in April. A permanent organization, titled the Committee of Forty, and made up of younger executives, has been named, into whose members of which include William S. Paley, president of CBS; Lunsford P. Yandell, charge of engineering and general interest of the broadcasting service, and Jerome Danzig of the sales department of WOR, Newark.

NORTON COTTERILL, vice-president in charge of sales of World Broadcasting System, recently addressed the radio class of City College of New York on "Stretching the Radio Dollar." The class visited WBS studios to hear the lecture, made at the invitation of Dr. Seymour Siegel, program director of WNYC, New York.

PHILIP KERRY, NBC director of institutional promotion and author of the Best Television Stations in America, spoke 24 spoke on "Television Today" at a special television showing at the Beckman Theatre, New York.

STEPHEN SLESINGER, NEA representative, New York, has moved his offices from 250 to 274 Park Ave.

HELEN SIJOUSSAT, CBS New York director of radio talent in the West Coast on a combined business and pleasure tour. She is headed for Hollywood.

PETE DOWLING, formerly of the Oklahoman & Times advertising staff, has been transferred to WOC, Oklahoma City, according to Gayle V. Grubb, general manager.

It was in 1932 that Mr. Hamilton, much against the advice of his fellow publishers, began broadcasting headlines and condensed versions of "A good night, our friends," he now recalls, "told us we were silly and digging our own graves. We were not so sure ourselves, but we kept on doing it anyway as we had a theory that headline broad-castings were worth the price of admission and other returns for the details in the paper.

"Of course during all those years we never lost a chance to plug for our newspapers over the air, to tell the people they could get all the details of this or that news event by buying the paper. Radio will supplement the printed word. But I am certain it has its own field and that it is widely used in important adjunct in the promotion of newspapers."

Several years ago Guy Hamilton entered the untried field of facsimile, intrigued by the possibilities of sending a complete newspaper in the space of a few seconds to the FCC permission to use the regular channels of KFBK and KMJ for facsimile broadcasts during hours when regular programs are on the air, setting up what developed as the first experimental facsimile service. The two stations' results of that experimentation are recounted elsewhere in this issue.

Guy Clarence Hamilton was slated for a career as a schoolmaster when he "escaped" into the newspaper business. He was editor of the Oxnard, Calf., in Richland Center, Wis., and attended Rice Lake High School and Wisconsin State College while serving a year as a high school principal, he decided to go West. It was while waiting for the bus at a stop on the Chehalis, Wash., high school, which had retained him as a teacher of mathematics, that he was struck by the possibilities of broadcast work on the Tacoma Ledger. Yielding to the spell of printer's ink, when it came time to go back to the classroom, he elected to stay with the paper. Though without previous newspaper experience, he became assistant business manager within three years.

In 1907, the 28-year-old newspaperman received an offer from the Sacramento Bee. He accepted, and has been there ever since. In 1925, when secretary-treasurer and auditor of the McClatchy company, he was named business manager. When McClatchy died in 1933, he became business director of all of the McClatchy properties, and assumed the position of editor, when C. K. McClatchy, editor of the Bee, died in 1936, Guy Hamilton became general manager.

Mr. Hamilton is the former Elizabeth Gould, whom he married in 1908. They have four children—William, Margaret, Helen, and Mrs. Margaret Kerins. Stamp collecting and amateur movies are his hobbies. He belongs to the Elk's and the Sutter Club.

W. J. McEDWARD, assistant sales promotion manager of the NBO Center, Chicago, general sales staff on April 16, succeeding Charles L. Nielson, who resigned recently to become general sales manager of Sheman K. Eells & Co., Chicago. George A. Bolas has been promoted to succeed McEdward, and is assigned the department by Robert C. Vene.

ED CURTIN, formerly director of public relations for the Greater New York Broadcasting Corporation, will be in charge of the press room in the Telex Building, New York, this summer for the New York World's Fair.

LARRY NIXON, formerly publicity director for WJZ, New York, and author of several books on travel, will be in charge of the press room in the Telephone Building in Chicago. He joined the radio staff of NBC, has joined the radio department of the New York World's Fair.

STERLING FISHER, CBS director of education, on May 3 will address the sophomore class at the U. S. Military Academy at West Point on "Literature Is a Living Medium."

MRS. MARY B. O'Fallon, mother of Eugene O'Fallon, 1929, in Rich- denver, is recovering in Missouri Hospital, New York, from a fractured pelvis which was caused by the revolving door of a New York restaurant.

SIDNEY N. STROZT, vice-president and general manager of the California Radio System in Chatsworth, had a hunch on April 16 for Niles Trammell, NBC executive vice-presi dent of radio stations in New York, and Chicago department heads and members.

HUGH M. FEITLIS, commercial manager of KOMO-KKI, Seattle, has been named manager of the advertising department of the Pacific Advertisers Club, : convention, to be held July 7-9, at C. O. P. 

JOSEPH CONNOLLY, for the last five years publicity and promotion di rector of KFI, Los Angeles, recently joined the sales and station promotion department of WAFB, New Orleans. He also was a radio manager at WCCO, Minneapolis. His duties at WAFB have been assumed by Fred Dodge.
Meet the Ladies

LEONA BENDER

FOR almost eight years WOAI, San Antonio, has been the daily languid, a name best known for her Woman’s Page of the Air and educational activities. She made her mike debut in 1933 and became later singing with a De Wolf Hop- per unit, doing a stage routine with Ginger Rogers, and singing with the Clovis orchestra. Yes, her career includes several years of newspaper work.

Talent Vacation

GEORGE A. HORTEL & Co., Austin, Minn. (Spam), sponsoring the five-weekly quarter-hour program, I Happened in Hollywood, on 31 CBS stations, Monday through Friday, 3:15-3:30 p.m. (EDST), will give every member of the staff, including Eddie Dunstedter’s 10-man orchestra, one week’s vacation with full pay. Cast will qualify for the vacation as a result of a major network packing concern. This is believed to be the first time that musicians in a radio orchestra will be paid for a vacation period. The show will continue through the summer with members of the cast taking their vacation just as any member of the firm. Don Creed, CBS Hollywood sound effects technician, is included in the vacation plan by Hor- tel’s chief employed by the network.

GEORGE ZELLERS, formerly of Screenland magazine, has joined KDKA, Pittsburgh, as assistant to W. B. McCull, KDRA promotion manager.

CHET BLOOMSNESS has resigned as account executive of KTA, San Fran- cisco, to join the local sales staff of KGW-KEX, Portland, Ore. A. H. NICOLO, since last November assistant to the president of Graybar Electric Co., in mid-April was elected vice-president of the company. Mr. Nicoll started with the company in 1911 as a sales record clerk.

AL AMUNDSEN, copy chief of KJU, Wals Wals, Wa., has been appointed publicity director of the station.

Sam H. Bennett Named KMBC Sales Director

SAM H. BENNETT, veteran Southwestern station manager who is now managing director of the Lone Star and Texas regional network, on May 15 will become director of sales of KMBC, Kan- sas City, according to an announce- ment by Arthur R. Church, president, and Karl Kerper, vice-president. At KMBC he will directly supervise all sales, while Carter Ringleg, former regional sales manager, will be regional sales manager, concentrating all his effort on the KMBC regional territory.

A graduate of North Texas Agricultural College and Rice Institute, Mr. Bennett entered radio in 1910 with KPJZ, Fort Worth. Ten years later he became manager of KTAT in that city, and in 1935 he was transferred to Oklahoma City, managing the old Southwest Broadcasting System. When that regional net- work was sold to KMBC last year, he took over with KTAT as manager, that station not being included in the deal. In 1938 he became vice- president of KMBC and was, last year, while managing KTAT. Last year Elliott Roosevelt purchased that station, and Mr. Bennett moved over to the formerly-owned Lone Star Chain, formed to compete with TBN and comprising KFGO, Fort Worth; KGAC, Amarillo; KRKO, Weslaco; KTSF, San Antonio; KXYZ, Houston, KRIS, Corpus Christi.

Behind the Mike

MRS. LAWRENCE H. PIKE, for the last four years chairman of the house- hold Chata program of WGY, Schenec- onza, N. Y., has been announced by the staff of Sherman K. Elisa, as a writer of free copy. Patricia Sheldon Smith will originate the program until her retirement from radio. She returns to WGY to resume the radio program, effective May 1.

BRUCE WENDELD, announcer of WII, Ely, has joined the broadcasting staff of Earl Harper in broadcasting the New- Boris International Lingerie Ball games, has joined the announcing staff of WII, New York. George Hogen replaces him at WNEW.

CHARLES URQUHART, for several years production chief of KDKA, Pittsburgh, has been transferred to Chicago as a producer-director of dramatic shows, according to an an- nouncement made by George Heid, senior manager. GEORGE Heid succeed-
He's thinking of flying hoots. He's thinking of that five-dollar pari-mutuel stub in his hand. He's thinking of Bimelech moving up on the outside. He's thinking Kentucky Derby.

And what's he thinking when he reads

**BROADCASTING**? He's thinking Radio.

BROADCASTING means radio advertising. It's 100% sure, economical way to sell your story. It's a winner. Logic says BROADCASTING.

* If scratched, reader please substitute handicappers' first choice.
DAVID W. SHEVERS, announcer of WGBH, Goldsboro, N. C., is the author of the play, "Doors That Slam," which was produced and presented in mid-April on MBS by the Carolina Playmakers. Shevers wrote the play while a student at North Carolina U., where he majored in dramatics before graduating in February. WGBH carried the play by special permission.

JACK KELLY, of the sports department of WQW, New Orleans, has married Katherine Chester, of Atlanta.

VERNE WILSON, formerly of KSFO, San Francisco, has been added to the announcing staff of KTA, San Francisco.

J. DAMON WATSON, formerly of KTUL, Tulsa, Okla., and for the last six months demonstrating and teaching radio equipment and services in the St. Louis region, has returned to KTUL as an operator. In addition to his radio work, he has opened a studio and is offering courses in the instruction of his 'Wiseguy' method. Bob McWilliams, graduate of the Oklahoma U. school of Journalism, has joined the KTUL news staff.

JIM O'NEIL, head of the news department at KJBS, San Francisco, is now also head of the news department at KGW, San Jose.

DON HAMLY, program director of KRE, Berkeley, Cal., is the father of a boy born recently.

JOE GOODELL of the guest relations staff of KPO-KGO, San Francisco, has married recently.

DANE LUSSIER, Hollywood writer of the CBS program, It Happened in Hollywood, which was produced by George A. Horrel & Co., had his first play, "Come to My House," presented April 25 at the local Footlight Theatre, as a tryout for New York.

MANNY MANHEIMER, Hollywood secretary-treasurer, has joined the news staff of the NBC Chase & Sanborn Show, sponsored by Standard Brands, assisting Jack Magars.

REID KILPATRICK, formerly announcer of the old KEHE, Los Angeles, has joined KJH, that city.

WILLIAM FAGAN, formerly of the Macy group of Westchester newspapers, has joined the news staff of WNEW. Fagan, a Paul Schreiber studio assistant on the WNEW Make Believe Balloon program, has been appointed manager of the station's softball team.

JAMES WAHL, producer of KGU, Honolulu, who came to California to study television, entered Cottage hospital, Santa Barbara, Cal., in mid-April for a blood operation.

RICHARD HOGUE, formerly of KDKA, Pittsburgh, has joined the announcing staff of WHN, New York.

DON WILSON, Hollywood announcer, has been signed by Paramount for a role in the film "Comin' Round the Mountain."

JACK COPELAND, news editor of the Arizona Network, Phoenix, has been contracted by a New York publisher to write a series of articles dealing with the attitude of Mexican citizens toward the United States.

EDWARD HORNBERGER, graduate of Harvard College and graduate of College of Music, has joined the production department of WWL, New Orleans.

ARCH O'BOLER, NBC Hollywood playwright, has been assigned to do the MGM screen version of "Escape," story of Nazi Germany.

KNOX MANNING, CBS Hollywood newscaster, provided the narration for a new series of Columbia Film spot announcements.

PAT FREDERICKS has joined KWOS, Jefferson City, Mo., as chief of the news and sports departments.

Elliott Roosevelt Heard Over TSN for Dr. Lyons

ABSENT from the air as a regular commentator since the expiration of his MBS contract with Gerson Radio & Phonograph Corp. last winter, Elliott Roosevelt, son of the President and head of the Texas State Network, returned April 24 on 12 TSN stations with a series of sponsored programs. Titled America Looks Ahead, the programs are heard Mondays, Wednesdays and Fridays, 7:15 p.m., under the direction of R. L. Watkins, Co., subsidiary of Sterling Products, for Dr. Lyons Tooth Powder.

Blacksmith-Humphreys accounted the TSN outlays carrying the series and answered the question of the first program—"What is a Bilingual meeting place covers 1940 Rico RPSU—of 18 graduating which was produced and presented in WGBR, now added to the TSN's Popular Station, WTVY New York's Municipal Station, and the WSNB, Big Apple, has joined the news staff of William Seel, director of the music department, has turned to his news work, as he has joined the news department at the CBS, has joined the news department at the NBC Chase & Sanborn Show, sponsored by Standard Brands, assisting Jack Magars.

HELEN SCHINDLER, on the announcing staff of WDAS, Philadelphia, has been signed by the station for a role in the film "Comin' Round the Mountain."

JOE HASEL, WNEW's announcer, has been signed by Paramount for a role in the film "Comin' Round the Mountain."

WILLIAM FAGAN, formerly of the Macy group of Westchester newspapers, has joined the news staff of WNEW. Fagan, a Paul Schreiber studio assistant on the WNEW Make Believe Balloon program, has been appointed manager of the station's softball team.

JAMES WAHL, producer of KGU, Honolulu, who came to California to study television, entered Cottage hospital, Santa Barbara, Cal., in mid-April for a blood operation.

RICHARD HOGUE, formerly of KDKA, Pittsburgh, has joined the announcing staff of WHN, New York.

DON WILSON, Hollywood announcer, has been signed by Paramount for a role in the film "Comin' Round the Mountain."

JACK COPELAND, news editor of the Arizona Network, Phoenix, has been contracted by a New York publisher to write a series of articles dealing with the attitude of Mexican citizens toward the United States.

EDWARD HORNBERGER, graduate of Harvard College and graduate of College of Music, has joined the production department of WWL, New Orleans.

ARCH O'BOLER, NBC Hollywood playwright, has been assigned to do the MGM screen version of "Escape," story of Nazi Germany.

KNOX MANNING, CBS Hollywood newscaster, provided the narration for a new series of Columbia Film spot announcements.

PAT FREDERICKS has joined KWOS, Jefferson City, Mo., as chief of the news and sports departments.

GARDEN GOODS prizes got a big play on the opening Question Market woman's quiz program early in April, when they started in WRC, Washington. Shown with the two winners of the first program—they finished in a dead heat and split the $25—was the feature's guest host, Mary Mason (center), WRC director of women's programs. With six women contestants matching wits, each question asked by "Cousin Mary" was graded by some item to be found in the assortment of garden rules handed each contestant as the competition opened. At the finish, the woman missing the fewest questions wins all the forfeited groceries—except that they are split in event of a tie, as here.

GEORGE TOLIN, formerly of KSAN San Francisco, has joined the sports announcing staff of KWO, Oakland. Don Logan, formerly radio columnist of the Oakland Post-Enquirer, has joined the KWO editorial staff.

EMERSON WALDMAN, formerly in the NBC publicity department in New York, is the author of Beckoning Ridge, a novel, which has been published in November by Henry Holt & Co., New York.

JIM MOORE, announcer of KRE, Berkeley, Cal., is convalescing from a serious illness.

BILL PARSONS and Mike Ashman, announcers of KWG, Frisco, Texas, recently joined KTOH, Lake, Hawaii.

MARGERIE L'ETEHI, continuity writer of WAPF, Fort Worth, re- signed and entered her black college spanning the Black Knight's Mamba, in the Fort Worth radio, winning second place in the novices class.

DON LOGAN, formerly radio editor of the Oakland Post-Enquirer, has joined KROW, Oakland, Cal., as continuity writer.

JOE HASEL, formerly announcer of the Dallas newspaper, and assistant to Ted Husing in covering the National Football League, has joined the WNEW, New York, to assist Earl Harper on baseball broadcasts.

GRACE LEGG, secretary to Walter B. Hasse, program manager of WDBR, Hartford, Conn., has announced her engagement to Walter Holman.

JIMMIE ALLEN says: "I believe I can give you bigger sales increases per dollar spent than you can 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 free. C. O. D. Money back when returned.

RUSSELL C. COMER CO. 101 W. 11th St., Kansas City, Mo.
Delivery Error
FOR WEEKS Ed Wallis, production chief of WIP, Philadelphia, had worked on a series of dramatic scripts to be submitted to a client for possible sponsorship. At the same time Wallis worked on an exhaustive series of instructions on the care and feeding of an anticipated offspring. Both were completed about the same time and both were well handled—except that the client got the wrong order and phoned President Benedict Gimbel Jr. to ask what was the idea of sending him a piece about baby rearing.

PUTTING his moniker on the dotted line, Rube Bressler (right) recently signed a contract to handle a five-weekly evening program on WCKY, Cincinnati, for Western & Southern Life Insurance Co. Bressler was in the National League for 18 years, 10 of them with the Cincinnati Reds. Watching him sign are E. C. (Jim) Krautlers, WCKY sales manager (left), and George H. Moore, WCKY sales promotion director.

Atlantic City Considers Man-Made Static Law
MAN-MADE static would be penalized by a fine of $200 or 90 days imprisonment under a proposed ordinance before the Atlantic City, N. J., city commissioners. A two-fold campaign to eliminate interference with radio reception here was started April 18 with the introduction of the plan by Director Cuthbert and the creation of a board to study the subject.

The measure would forbid operating any apparatus in the city limits which causes interference that is "reasonably preventable," excepting therapy apparatus "when properly equipped to avoid interference." It does not apply to broadcast stations or transmitters. A resolution was introduced by Director Cuthbert creating the "Atlantic City Radio Advisory Board," a non-salaried group of nine, to investigate radio interference and receive complaints, suggest means of eliminating man-made static, and conduct a campaign to clear the air waves.

Sniping
FROM A DISTANCE WILL GIVE YOU SOME OF Indiana's BRIGHT SPOT
WHY NOT GIVE IT BOTH BARRELS RIGHT FROM THE CENTER?

WESTINGHOUSE RADIO STATIONS, INC.
NBC BASIC BLUE NETWORK
0,000 WATTS 1150 KC
FREE AIR PETERS, INC.
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION

BROADCASTING • Broadcast Advertising
May 1, 1940 • Page 55
Fly Disclaims FCC Program Control; Listening Groups Urged by Mrs. Lewis

Interrupting his first vacation since becoming FCC chairman last fall, James Lawrence Fly April 18 told an audience of broadcasters and clubwomen at Dallas that the responsibility of deciding what is proper radio service rests with the public rather than the Government.

The chairman addressed a luncheon meeting of Texas clubwomen who participated in a survey of radio as part of the national project of the National Radio Council on Children's Programs. Mrs. Dorothy Lewis, vice-chairman of the council, in collaboration with the NAB, has addressed a number of meetings throughout the country.

Advising that it did not matter what he as chairman of the FCC thought, Mr. Fly told the clubwomen that it was their job to study, appraise and be articulate on radio programs. He said he knew Texas broadcasters would cooperate with the clubwomen in their efforts to improve quality of programs because “the best public interest is the best private interest.”

The greatest public service the broadcaster can render is high quality entertainment, he said.

In addition to a representative group of Texas broadcasters, the Dallas meeting was attended by Mrs. Joseph E. Goodbar of New York, director of the Radio Survey Committee and president of the National Federation of Press Women; Dean Henry H. Mayer, of the School of Religion and Social Work of Boston U, and Edward M. Kirby, public relations director of NAB.

Mrs. Goodbar said that women must serve as “minute men of the waves” in describing the national program survey.

Following the luncheon session, attended by about 125 representatives of women’s organizations and stations, Mr. Fly had an oft-the-record conference with a dozen of the broadcasters present. It is understood he discussed programs and FCC policy in a general way and mentioned particularly improvements in FCC procedure designed to facilitate actions.

A typical reaction to the Texas session was that of James R. Curtis, president of KFRO, Longview, who immediately announced changes in his station’s programs to provide greater diversity. Program changes, he said, were made partly to overcome the great number of strip serials during the day.

Would Stop ‘Yowling’

In Philadelphia April 16, Mrs. Lewis conferred with women’s clubs on children’s programs and said she “hoped to get the women to stop yowling about nothing and to obtain constructive ideas about programs for children.”

She said women have told the council they would like less high pressure salesman-ship in advertising; more diversity in daytime programs, and fewer serial stories; fewer religious programs wrapped in the “gaudy words of the hawker” and, most important, better programs for children.

Mrs. Lewis, in her coast-to-coast tour, for which NAB has appropriated the traveling expenses, has addressed sessions in which broadcasters participated, along with local clubwomen. As the field representative of the council she is making contacts throughout 44 States for the national survey of children’s programs.

Reactions among broadcasters were favorable. Several of them expressed the view that for the first time they have heard a representative of organized women publicly urge the active support of sponsors who are making an approved type of children’s programs.

During her tour, Mrs. Lewis has urged formation of local radio committees, made up of representatives of various women’s organizations, are designed to work closely with station management and to initiate local children’s programs.

She explained that the sole purpose is to support and approve desirable programs. “If we do this, the undesirable programs will fall by the wayside from sheer neglect,” she said.

In her addresses, Mrs. Lewis has emphasized that wherever she goes she is urging women to buy the products which make possible good children’s shows. “The mothers will have to pay, to cast their votes against bad programs,” that they will have to get along without many fine advertised products,” she said, and paid tribute to the American system of broadcasting under which practically all children’s programs are, and will continue to be, sponsored by national advertisers.

“For some time it was difficult for the Radio Council to fix the responsibility for the program content of children’s programs. Our committee has come to the conclusion that the advertiser himself, through his agency, is the party with whom we must deal,” Mrs. Lewis said.

She explained that the council has set up a “pre-audition” group, and that advertisers considering placing children’s programs on networks, or by transcription, are welcome to submit this pre-audition committee to listen to the program before it is put on the air.

“Those pre-audition committee,” she said, “will have been qualified by many advertisers. Usually programs are good, when they come to our pre-audition committee, if the advertiser and his producers have followed the ten principles set up by the council at the qualifications for good children’s programs.”
Television Future Scanned by Joyce
Sees Million Five-Year Sales; Traces Place in Movies

TELEVISION is on the threshold of becoming not only the biggest industry in the United States, but also the biggest and most important medium for education and entertainment, according to Thomas P. Joyce, RCA Mfg. Co., vice-president in charge of television sales. Mr. Joyce's prediction was made at the annual spring luncheon of the Philadelphia Motion Picture Preview Study Group, held April 17 in Philadelphia and attended by Philadelphia independent movie exhibitors and managers of local film exchanges.

In the scheme of things when television becomes fully of age, radio will be relegated to the same position as silent motion pictures today, Mr. Joyce declared. "Television will make radio a dead as a dodo, just as the talkies have done to the silent screen," he said, adding that although aural radio will not be forced entirely out of the picture, its function likely will be limited to the music sphere where "appreciation is not dependent on a visual perception". By that time there will be only a few aural stations, with the trend definitely toward frequency modulation, he commented.

Market for Video Sets

Pointing to television's baptism by fire during the last year, he pointed out that regular television service in the New York area completed its first year April 30. "We have a year of experience and know definitely that it can go ahead," he stated. "Next year the New York market alone will absorb from 25,000 to 50,000 television receiving sets".

Discussing the relation between television and motion pictures, he said: "While television undoubtedly will draw heavily on pictures for its production service, it won't be in competition with the picture industry, but will supplement it. Television will be the greatest medium of promotion for pictures." He intimated that motion pictures might be one of television's best advertisers.

However, television would be much more than merely an effective promotion medium for movies, he observed. "It will be an aid to the local theatres in that exhibitors will be able to offer the public more than just a motion picture. With large screen television available, the public will be able to go to the theatre and sit in on World Series baseball games, Kentucky Derby races and championship prize fights."

In that connection Mr. Joyce explained that theatre operators would buy television shows much as they buy motion pictures today. Since certain types of television shows would be an impossible financial strain on a single sponsor, the costs would be carried by theatre owners buying rights to present the shows, he commented. A private wire service would be set up for theatres, with programs taken off the regular radio relay and fed by wire to all subscribers, he added.

However, he continued, such programs would not be available to home set owners, who would have to pay an admission to the theatre to see the particular show. He added that he did not believe this discrimination would deter sales of home television receivers, since an uninterrupted program service for the home will always be available regardless of shows furnished exclusively to private subscribers.

Speaks Before Movie Men

Speaking April 22 at the spring convention of the Society of Motion Picture Engineers in Atlantic City, Mr. Joyce predicted that within a year after the FCC permits commercial television programs more than 25,000 television receivers would be sold in the New York area alone. Pointing out that 30 stations in 18 cities had applied to the FCC for television licenses, he said:

"Six of these have already been granted, and if the others are granted, up to 10,000,000 families will be within range of home television service. If these stations begin sending out television programs, I do not think the prediction of at least 1,000,000 television receivers being purchased by the American public in five years is too optimistic. That means that our potentially great television industry is fairly under way."

Mr. Joyce invited the motion picture industry to play a more important role in the early development of television as an entertainment service. He pointed to the mistake made by the phonograph industry in the early days of radio's development when it chose to ignore the new medium, adding that if it had taken an active part in radio's development, the phonograph industry might still be holding the public's favor with both radio and progressively better phonographs and records. However, he continued, it is now the other way around, with radio companies taking over the phonograph companies, applying modern technical advances in radio to the phonograph art, and revitalizing the record business to the point where it is once again a thriving and growing industry.


Heat From Tubes

D'ORR COUSINS, chief engineer of KLO, Ogden, Utah, reports that after a one-year trial his system of heating the transmitter house is a success. Warmth for the entire building is supplied from heat generated by the tubes of the 6 kw. transmitter, with special blowers installed to distribute the warm air.

SUNBURN and CHIGGERS

mean SALES for You!*

More than six hundred thousand vacationing listeners, with money to spend, offer you a bonus audience on W TAR. All of Virginia's famed seaside summer resorts are within twenty-five miles of W TAR's powerful transmitter. Early Spring campaigns are pulling record-breaking business. Tap this richest Tidewater Virginia market and get an additional audience of six hundred thousand vacationers free—includ W TAR on your summer schedules.

*Peoples Service Drug Stores have used W TAR on a DAILY SCHEDULE of one hour, 6 DAYS PER WEEK for 6 YEARS!

National Representatives: Edward Petry & Co.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WHO, Des Moines

Fresca, Lodi, 26 as, thru Westinghouse,

Bistro, Sioux City, Ia. (Blue Beryl soap), 3 sp weekly, thru Des Moines,

Block Drug Co., Jersey City (Gold Medal hardware), 10 as, thru Ref- feld-Johnstone, N. Y.

KFI, Los Angeles
North American Corp., New York (Cuban and mails), 8 as, thru J. Walter Thompson Co., N. Y.


Sunlight Packing Co., San Francisco (Emile Sauvage), 5 as, thru Lord & Thomas, San Francisco.


WFAA-WBAP, Fort Worth
Stanco Inc., New York (Pitt, Njdu), 21 sp thru McCann-Erickson, N. Y.

Walker Remedy Co., Waterloo, la. (series), 5 as, thru Waterloo.

Schwimmer Brewing Co., Milwaukee (beer), 1 as series, thru Yeyer, Cornell & Newell, N. Y.

Hill Co., Blye (Blue Beryl soap), 3 sp weekly, thru Blue Beryl.

KFWC, San Francisco

Lax Mag. Co., Brooklyn (proprietary), 6 as weekly, thru Joseph Katz Co., N. Y.


KFBB, Great Falls, Mont.
Northwest Airlines, Minneapolis, 2 sp, direct.


White King Soap Co., Los Angeles, 18 sp, thru Raymond R. Morgan Co., Los Angeles.

WTMJ, Milwaukee
Washburn Division, Sosoye-Vacuum Oil Co., New York, 2 sp, thru Scott-Tolander, Milwaukee.


WBT, Charlotte, N. C.
Perfection Stove Co., Cleveland, 22 as weekly, thru McCann-Erickson, Cleveland.

WKGAR, Cleveland
Walgren Co., Chicago, (drugs), 2 as weekly, thru Schwimmer & Scott, Chicago.

Norcross Cleveland Co., Cleveland (paint), 3 as weekly, thru Campbell-Sanford Adv. Co., Cleveland.

Kirshon & Son, Brooklyn (soap), 10 as weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.

BC Remedy Co., Durham, N. C. (proprietary), 12 as weekly, 1 year, thru Mungo-Mausanne Co. Atta.

Kruger Grocery & Baking Co., Cincinnati, 5 as weekly, thru Ralph H. Jones Co., Cincinnati.

General Motors Corp., New York (Frigidaire), 6 sp weekly, thru Lord & Thomas, N. Y.

Detroit-Warren-Gillette, Detroit (R. G. Dun cigar), 5 sp weekly, thru Breene, Detroit.

WMCA, New York
Virginia Dare Extract Co., Brooklyn, 19 as weekly, thru B. DeQuinte, N. Y.

Jacob Ruppert Brewery, New York, 12 as weekly, 37 weeks, thru Rutter & Ryan, N. Y.


Modern Industrial Bank, New York, weekly 10, 52 weeks, thru B. L. Drucker, N. Y.

Fisher Brothers, New York (garnets), 3 as weekly, 7 weeks, thru Sternfeld-Goldie, N. Y.

KKN, Hollywood


WABC, New York

Rainpaper Paper Co., Minneapolis (wax papers), weekly sp, thru W. I. Tracy Inc., N. Y.

WOR, Newark
New York Good Humor Co., Brooklyn (ice cream), weekly sp, 5 sp weekly, direct.

WLG, Cleveland
Ohio Seed Improvement Assn., Columbus, as series, thru Blye & Bowman, Columbus.

Auto Crafts Training Co., Chicago, as series, thru First United Broadcasting Chicago.


Fitzpatrck Bros., Chicago (Kitchen Klenzer), 6 sp series, thru Neisser Brothers, Chicago.

Standard Brands, New York (Chase & Sanborn), 1 sp, thru J. Walter Thompson Co., N. Y.

Pep-Jel Corp., Kansas City (Pan-O-Jel), 13 as thru David Mindlin Adv., Kansas City.

KHH, Los Angeles
Dryden & Palmer, Long Island City, N. Y. (Gravy Master), 2 sp weekly, thru Samuel C. Coom Inc., N. Y.


General Motors Corp., Detroit (cars), 72 as thru Arthur Kuder Co., N. Y.


KSFO, San Francisco
Southern Pacific Co., San Francisco, 12 as thru Lord & Thomas, San Francisco.

Oso U. S. A., Boston (bourbon cubes), 5 as thru Miss Bates Inc., N. Y.

Acme Biscuit Co., New York, thru Lord & Thomas, San Francisco.

CEF8, Boston
Boston & Maine Railroad, Boston, thru Harold Cabot & Co., Boston.

Fruit Dispatch Co., New York (Borden's性格), thru Lord & Thomas, San Francisco.

BBDO, N. Y.
Griffin Mfg. Co., Brooklyn, 21 sp thru Berning, Castillian & Pierce, N. Y.

KOA, Denver
General Foods, New York (Jello), 9 sp thru Young & Rubicam, N. Y.

Campbell Cereals Co., Northfield, Minn. (Malto Meal), 20 as thru H. W. Kastor & Sons, Chicago.

Skinny Mfg. Co., Omaha (Raisin Bran), 6 as thru Ferry-Hanley Co., Kansas City.

WNN, New York

Tayton Co., Kansas City (cosmetics), 6 sp weekly, 52 weeks, thru St. Louis.


Gang & Gang, Passaic, N. J. (furniture), 5 sp weekly, 52 weeks, thru I. J. Fox, New York (furriers), 50 sp weekly, thru Lew Kasha, N. Y.

Marble & Stone Institute, New York, thru Lord & Thomas, thru Lord & Thomas, thru Lord & Thomas.

WHN, New York

Francis Friar, Garrison, N. Y. (religious), thru Lord & Thomas, thru Lord & Thomas.

Jestes Inc., Brooklyn (antacid tablets), thru Lord & Thomas, thru Lord & Thomas.

KROW, Oakland, Cal.
Blue Ribbon Books, New York, thru Lord & Thomas, thru Lord & Thomas, thru Lord & Thomas.

WICC, Bridgeport
Wander Co., Chicago (Ovaltine), 31 as thru Blackstock-Schumaker, Chicago.


June Dairy Products Co., Newark, thru Budin & Benjamin, thru Budin & Benjamin.


CFCF, Montreal

Pepsi-Cola Co. of Canada, Montreal, thru Mac, thru Mac, thru Mac.

Chaplins Oil Products, Montreal, thru Mac, thru Mac, thru Mac.

Canadian Industries, Montreal, thru Mac, thru Mac, thru Mac.

Dionisio Stores, Montreal (national chain), thru Mac, thru Mac, thru Mac.

KIN, Juneau, Alaska

Chicago, Milwaukee, St. Paul & Pacific RR, thru Roche, Williams & Cuninny, Chicago.

Alaska Steamer Co., Seattle, thru Lord & Thomas, thru Lord & Thomas.

International Paper Co., New York, thru Lord & Thomas, thru Lord & Thomas.

Postel Telegraph-Cable Co., New York, thru Lord & Thomas, thru Lord & Thomas.

Borden Co., New York, thru Lord & Thomas, thru Lord & Thomas.

West Coast, Tacoma, thru Lord & Thomas.

Carmody Bros., Tacoma (bottlers), thru Lord & Thomas, thru Lord & Thomas.

WNEW, New York


Gang & Gang, Passaic, N. J. (furniture), 5 sp weekly, 52 weeks, thru I. J. Fox, New York (furriers), 50 sp weekly, thru Lew Kasha, N. Y.

Marble & Stone Institute, New York, thru Lord & Thomas, thru Lord & Thomas.

WHN, New York

Francis Friar, Garrison, N. Y. (religious), thru Lord & Thomas, thru Lord & Thomas.

Jestes Inc., Brooklyn (antacid tablets), thru Lord & Thomas, thru Lord & Thomas.

KROW, Oakland, Cal.
Blue Ribbon Books, New York, thru Lord & Thomas, thru Lord & Thomas.
Broadcasting • Broadcast Advertising

NESBIT FRESH FRUIT PRODUCTS, Los Angeles (bottled orange juice), in a local bitter tie-in campaign, through Chas. H. Marvin Co. that city, on April 15 started for six weeks sponsoring a twice-weekly quarter-hour transcribed children’s program, Nesbit’s Radio Rabbit, on KBO, Des Moines, and KVOA, Springfield, Ill. This campaign has contest angle with prizes awarded children for 10 or more billboards each.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (powdered orange drink), started a twice-weekly five-minute transcribed announcements on KROK, Denver and KPTO, San Francisco, adding KHQ, Spokane, to the list April 22. The firm plans to add other stations in the West as the season progresses. Chas. H. Marvin Co., Los Angeles, has the account.

MAPLE LEAF MILLING Co., Toronto, Ont. (flour), on April 15 started British United Press newsmatic six times weekly on CKY, Winnipeg, and Transradio newsmatic on CKC, Chatham, Ont. Agency is Cockfield Brown & Co., Toronto.

A. L. SIEGEL Co., New York, on May 5 will begin using new copy in association with the Daily Mirror’s weekly sweepstakes, in the interests of Klean-Vu Plas-Phlip. On June 18, the company will shift to two 10-minute quarter-hour programs on the program, heard 9-9:30 a.m. Other co- operating newspapers using this copy are the Des Moines Register, Scott Paper Co., Grocery Stores Producers Co., Nesbitt–LeMaire Co., West Dis- infecting Co., Minneapolis, and L. C. Brown, Leon, New York, is the Siegel agency.

MILES LABORATORIES (Canada), Toronto, Ont., (April 13) started a show, Did I Say That?, five times weekly on CFRB, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

HAL & RUCKEL, New York, on May 6 will start promotion for its X-ray duplicating using three quarter-hourly weekly of the 920 Club program on WOR, New York. Six stations may be added later. Redfield-Rowntree, New York, is agency.

SINCLAIR REFINING Co., New York, which recently announced sponsoring April 3 the thrice-weekly CBS European news-rounded program The World Today, is using a second rate to in- duce its new Double-Range HC gasoline. Program starts Monday, Wednesday and Friday, 6:45 p.m. Agency is Federal Adv., Federal Adv., New York.

CLINTON WATCH Co., Chicago, has started a series of daily spot an- nouncements on WNL, that city. New to radio, the firm may expand its radio advertising following this spot test, according to H. R. Hill, man- ager, account executive of Malcolm-Howard, Chicago agency handling the account.

Catspaw Rubber Co., Balti- more, on May 1 will start a four-week campaign of daily spot announcements for its rubber heel and toe to KDLA, Denver, Agency in charge is S. A. Levine Co., New York.

DOMINION STORES, Mon- treal (national chain for grocers) started April 1 a weekly quiz show The Pantry Skeptic, on CFOM, Montreal, Thursday, 8-8:30 p. m. J. Walter Thompson Co., Montreal, placed the account.

LOOK Magazine, Des Moines, has started a five-weekly-five-minute Unit- ed Press newsmatic program for 22 weeks on WMAO, Chicago, with Norman Barry as newscaster. Agency is Son De Regger & Broun, Des Moines.

CONTRACTING for its 14th con-secutive year of sponsoring WPTF, Raleigh, N. C., is O. C. Blackwood (center), president of Blackwood’s Inc., South Caramor, largest independent tire and battery dealer. Looking on are Richard H. Mason (left), WPTF owner, and John H. Field Jr., WPTF sales manager. Using radio since 1926, when Blackwood’s was just another auto accessory store in Raleigh, the firm has acquired four branches in Eastern North Carolina and has became the second largest Seber- ting tire dealer in the country. The new contract calls for six quarter- hour musical shows for each week. During the last five years a Blackwood’s program has been on the WPTF schedule every day except Sundays.

WIEDEMANN Brewing Co., Newport, Ky., is now sponsoring station-break announcements for the distri- bution of Wymas, Weymouth, Mass., using daily transcribed announcements on WCKY, Cincinnati; WING, Dayton; WBNR, Cleveland; WCHU, Columbus; WVA, Wheeling; WSKY, Pittsburgh; WAVE, Louisville; Strach- naugus & Moritz Adv., Cincinnati, has the account.

ELECTRICAL Development League of Southern California, Los Angeles, has started a series of five-weekly weekly of the 920 Club program on WOR, New York. Six stations may be added later. Redfield-Rowntree, New York, is agency.

W. M. HENRY Co., Los Angeles, and Bob Kane’s causes pork and beans, in a 13-week, or more, campaign which started in early April is using daily participa- tion programs and spot announcements for its pork and beans, in association with RKO, Los Angeles, Agency in charge is E. A. Levine Co., New York.

GRIESEBECK BROS. Brewing Co., St. Louis, has started a five- weeky-five-minute spot titled Heart of the News for 22 weeks on WTOP, Tuscumbia, Ill. The program is a dra- matic version of the news, in concert with art music, and is being broadcast on the Pacific Time Zone. The series is sponsored by B.I. B. G. Agency is Martin & Co., Chicago.

HEEDON’S SONS, Downers Grove, Mich., on April 15 started a time signal announcements on WBBM, Chicago. Agency is Rogers & Smith, Chicago.

H. FENDRICH, Inc. Evanston, Ind. (La Fendich Cigars), is sponsoring through the baseball season the Base- ball Corner, on WIND, Gary, Ind. Ruthrauff & Ryan, Chicago, is agency.

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., through Stoe- del Adv., Los Angeles, in mid- April started an eighteen-week quarter-hour transcribed children’s program, Paper Boys, on KBO, Des Moines, and KVOA, Springfield, Ill. This campaign has contest angle with prizes awarded children for 10 or more billboards each.

CHAPPLE BROS., Chicago (Ken- nedy dog food), is sponsoring Dasp- pell Interests, St. Louis, with radio copy of descriptions of Chicago Cubs and White Sox home games on WJDF, Chicago. The program features Charlie Grimm and Lew Fonseca, former Chicago Cubs manager and radio sports man, and Vern Schmetz, Chicago, handles the ac- count.

Coca-Cola Bottling Co., Cin- cinnati, is sponsoring 10th Inning on WKRC, Cincinnati, for 52 weeks, with mud until finished the series from Cin- cinnati and nearby towns each noon, conducted by George Sutherland and Al Jihani. Tremont Oil Co., Cincinnati, is re-creating Reds baseball film each week, with George Bland, Cincinnati, at the mike. A contest is included. Account is placed by Wil- liams & Mathew, Detroit.

STROH Brewing Co., Detroit, on May 2 starts a weekly half-hour musical program, Yessir, on WXYZ, Detroit, and stations of Michi- gan Radio Network. Agency is Zimm- ber, Detroit.

LEWIS HOWE MEDICINE Co., St. Louis (Tuna), on April 20 starts sponsoring a Club program on WJZ, New York, and KTTV, Los Angeles, with plans to continue the series through the summer. Program is carried Mondays through Thursdays, 7:30 to 8:30 a.m., and Saturdays, 9:30 to 10 a.m. (EST), placed by Stackl-Geckle, Adv. Agency, New York.

SPONSORED by the Lone Star Gas Co., Morning Meditations made its final bow in April 29. The six-weekly quarter-hour 7:45 a.m. show originated in Dallas and is heard in 14 states on 52 stations and is broadcast. A contest is included. The series is scheduled for 52 weeks and is handled direct.

No Film-Radio Budget

TWENTIETH CENTURY FOX (Diorama), has arranged for a pay time of a week-to-week basis, particularly for premières, of films. The firm states: “The entire advertising budget for our films will increase with the box office and we will use Radio to make sure of the audience. The advertising cannot be determined. This statement was made to Broadcast by Charles E. McCarthy, advertising and publicity director of the movie division, in denying statements made earlier in the week that advertising appropriation had been set aside for radio promotion.

Boys’ Home Buys Times

THE St. Charles Home for Boys started a new series of radio spots on WTMJ, Milwaukee, to acquaint listeners with the function of the home through the medium of radio. The program, heard as the morning news, feature talks by Brother Venard, direct- or of the home. R. J. McKee, presi- dent of the home foundation, appeared regularly in the show. The series was arranged by the H. C. Mülberger Agency, Milwaukee, with Neile Bathke signing for Foy’s Hall.

JOHN H. PLATT, director of ad- vertising of Kraft Cheese Co., Chi- cago, has arranged for the company at the annual stockholders’ meeting held in Chicago early in April.

OUR VICE President in charge of Compiling Long Lists To Be Exonerated was Ignatius at the other day. Armed with slide rule, grap- pling irons, and Mason’s Bat Exterminator, he dug into the files. And what do you suppose he discovered? Why that old issue of La Vie Parisienne we thought was lost all this time! Oh yes, and the fact that there are now more subscribers to the Standard Library Service than at any time in our history!

YESSION, AS we print to spray, there are 238 stations subscrib- ing to the Tailored Transcrip- tion Services! From the rock- bound coast of Maine to the Hays-bound coast of Hollywood, there are 238 subscribers, in- cluding welcome new customers: WNAV, Yankton, S. D.; KANS, Wichita, Kans.; WLOG, Logan, W. Va.; WSAM, Saginaw, Mich.; WATW, Ashland, Wis.; WHDL, Niagara Falls, N. Y.; WOLF, Syracuse, N. Y.; KMBZ, Kansas City, Kans.; KCM, New- 13, Texas; KGKL, San Angelo, Texas; KCMC, Texarkana, Texas; and KBST, Big Spring, Texas. (Who said no Texas without representation.)

CONTENDED customers, too. Look at the swell May Day Demo- quet we found on our doorstep, right between No Milk Today and How’s The Weather...MR. Hun A. Lethbridge, CKLN, Nelson, B. C., says: “I have noticed that when you give us the service you give us, and for the quality of recordings...” You’ll find reasonable people, CKLN. Praise and a contract is all we ask of any station.

BOY! 238 subscribers! Where the people! At last we can say with truth that the Sun Never Sets on the Standard Empire! With our typically noisy spring weather, the sun hasn’t even shone in it for four months.

Are Your Transcriptions Up to Standard?

Tailored transcription service provides your program with the ultimate in efficiency and quality. Please contact us for a free consultation at your earliest convenience.

Standard Radio

May 1, 1940 • Page 59
**Ave.**

**BUC**

**For Agency Man**

**Richard experience.**

**ARD**

**-April.**

**station representative.**

**BBDO**

**101 Executive.**

**Radio Centre.**

**BROADCASTING • Broadcast Advertising**
To Manage New WPID

LEE CHADWICK, who left the staff of WTAR, Norfolk, last February to join the New York staff of Young & Rubicam to become staff writer on the We the People program, has resigned to assume management of the new WPID, Petersburg, Va., now under construction. The station, 250 watts on 1210 kc., will be operated by the same interests that own WTAR, and is tentatively scheduled to begin operating in June or July. Mr. Chadwick entered radio in 1928, serving with various Philadelphia stations. He resigned as program director of WTEL in 1934 to join WTAR.

End of Cotton

WESLEY WALLACE, WPFF, Raleigh, staff announcer, caught a network break at 4:59-40, April 19, with a UP bulletin covering the Cotten murder trial being held in the county courthouse next door to WPFF studios. Read Wallace: "The jury has just handed down the verdict in the Cotten murder trial. Woodrow Cotten is guilty of first degree murder, and his wife has been found innocent." After a pause came an introduction to his regular daily 5 o'clock feature: "Here are today's closing cotton futures."

Grange Opposes Shifts

THE Lancaster County Pomona Grange, at its quarterly meeting in Ephrata, Pa., in mid-April went on record as opposed to any change in radio wavelength that would affect reception in rural districts.

Healthfoods Spreads

HEALTHAIDS Inc., Jersey City, which has been testing Norman Brekenridge's quarter-hour talks three-weekly on WHAM, Rochester, for Serutan, on April 29 started the program on six Don Lee stations, Monday and Friday, 9:15-9:30 p.m. Agency is Austin & Spector, New York.

Awarded Rakes

MEL ALLEN, baseball announcer for WABC, New York, Mark Hawley, Transradio Press newscaster on WOR, Newark, and Ears Stone, star of General Foods' Family broadcasts on NBC, were included in the dozen successful young men under 31 years of age elected to the board of the radio division of the Young Men's Advertising Club of New York this year. Awards of gold rolls symbolize of success gained by scrathing for it instead of waiting for opportunities to come, were made April 18 at a luncheon. Allen is 25, Hawley 20 and Stone 23.

WBBM News Bulletins Are Posted In Theatre

WBBM, Chicago, cooperating with Telene News, Chicago's newest theatre, has established a late news bulletin service, brought up-to-date periodically throughout the day. Using a large display frame outside the theatre, flashes are rushed from the WBBM newsroom thir daily to give the latest news to passersby. Arrangements for the service were made by J. Oren Weaver, WBBM news chief.

Bulletins and flashes are changed on a regular schedule, at 9 a.m., 3 p.m. and 7 p.m. Delivered to the theatre by special messenger, the accounts are transcribed in half-inch letters with a giant typewriter and posted on the outside bulletin board. Inside the theatre is a smaller spotlighted frame carrying special flash and bulletin material from the newsroom on an hourly schedule. Facing outgoing patrons, the lobby display is captioned: "The following important news happened since you entered this theatre—It was rushed here from WBBM."
NBC Sounds Effects Men Get New Guild Contract

CONTRACT giving Hollywood sound effects technicians a five day week of 40 hours and 100% Guild shop was signed April 16 by NBC executives and those of Radio Production Guild of America. Pact is for 18 months and provides for two-week vacations, exclusive of holidays, as well as two-week notice or two-weeks pay upon discharge. Minimum wage scale for apprentices is fixed at $120 per month. Juniors are to receive a minimum of $140 a month for the first six months with an increase to $165 for the balance of the year. For the third six months, salary will be $190 and $210 thereafter. Those already receiving the minimum scale are reported to have been given a flat 15% increase.

Bundmen will receive straight time for overtime between 40 and 48 hours and time-and-a-half for overtime in excess of 42 hours. A rest period of 12 hours is mandatory between calls, and no soundman can work more than 12 continuous hours. Sound technicians, according to the pact, must also be given $1 for dinner when on duty 10 hours in any one day. Contract was negotiated for the Guild by George E. Bodle, attorney.

**FOR SALE AVAILABLE NOW**

Biggest mail pulling program on WMMN—Grandpa Jones and his grandsons—drew more mail than any other station used, for a nationally known hot cereal manufacturer during the past winter season. Among the other stations were several of the nation's greatest 50000 Watt mail pullers. (Names furnished on request.)

**The WMMN audience—RESPONDS**

Write—tie—or phone

WMMN-Fairmont—West Virginia or nearest John Blair & Co. office

**TRANSCRIPTIONS**

**WQXR-IBEW Pact**

CLOSED shop agreement covering the technical employees of WQXR, New York, has been signed by the station management and the International Brotherhood of Electrical Workers. Agreement, calling for increases in salary for WQXR's six engineers every six months until the union minimum is reached, a 40-hour five-day week and annual vacations of two weeks with pay, also contains a no strike, no lockout clause. Contract runs to Dec. 31. Engineers' technical staff was formerly represented by the American Communications Assn., a CIO union, but the IBEW, which is affiliated with the AFL, asked for a National Labor Relations Board election last year. When the election was held in January the IBEW polled a majority of the votes and was certified as the bargaining agent for the men.

**Town Hall! Name Protected**

TOWN HALL, New York, has been granted a sweeping injunction by Justice Charles B. McLaughlin in New York Supreme Court against Benjamin Franklin, who has been organizing lecture groups in various parts of the United States under the name "Associated Town Halls," with offices in New York City. In view of the fact that Town Hall has built up more than $1,000 listening-discussion groups throughout the United States and that the audience listening to its NBC America's Town Meeting of the Air has developed to a number estimated in excess of 2,400,000, Justice McLaughlin held that Town Hall was entitled to protection throughout the country. Franklin was forbidden the use of the name "extending to the confines of this country."

**WITH a grant of $41,520 from the Carnegie Corp., the Library of Congress in Washington plans for a 10% increase in its music division a complete sound laboratory, according to librarian Archibald MacLeish. The equipment will be used for duplicating phonograph records; also for making master recordings, originating broadcasts and making broadcast transcriptions. In addition, plans have been made to purchase a sound truck and six portable recorders for copying of material which cannot be recorded in the Library studio. It is expected that the apparatus will be in operation by fall.

THREE staff appointments have been announced by Columbia Recording Corp. Robert J. Clarkson, formerly of the transcription sales department of WOR, Newark, has been named to handle sales and client contacts for the transcription and commercial recording work of WOR. Wayne Vernon, former WOR of the Town Network sales staff, has been placed in charge of the popular band promotion division. Virginia Clegg, formerly advertising manager of New Orleans' Chateau de Ville, has been placed in charge of distributor and local advertising. Town Halls are located at the Bridgestone office.

**STANDARD RADIO announces the following new or renewed contract coverages:**

- **EDUCATIONAL RECORDING INC.** new production and transcription contract, specializing in programs designed exclusively for school curricula, has been signed with the University of Chicago, 171 S. Los Robles Ave., Pasadena, Cal. Equipment is custom-built and firm is headed by W. E. Hockey as president, with Frances Perry, vice-president. Gannett is secretary-treasurer and Russell Skeeter, chief engineer. Firm is an outgrowth of the old Frankfort Art Recording Studios, Los Angeles.

**AEROGRAM Corp., Hollywood,** has started a new 20-quarter-hour adventure serial, Captain Dobson, starring Bennett Downie, writer-producer. He has also evolved merchandising a campaign.

**RADIO ATTRACTIONS, New York,** has issued a ten mailing folder titled "So You're From Missouri," which gives the high spots of the state, and the merchandising campaign available to sponsors for both of the company's productions - Skateland, Mancha and Adventures of Pinocchio.

**EARL B. SALMON, formerly head of his own sales organization, has been appointed sales representative for the transcription department of WOR, Newark, succeeding Robert Clarkson, who recently joined Columbia Recording Corp., Bridgeport, Conn.**

**AFRA Coast Contracts VIC CONNORS, San Francisco representative of the American Federation of Radio Artists, recently announced that contracts have been signed between AFRA and KFRC, San Francisco, and the radio division of the Golden Gate Exposition, and that negotiations between AFRA and KPO-KGO, NBC San Francisco stations, are practically completed. The KFRC contract for announcements, provides a 5-day 40-hour week, with the wage set at $190.11 monthly and $245 for announcements. This year's agreement with the Exposition is identical with last year's contract, according to the code of fair practice and includes the three major networks. An agreement will be signed for a 40-hour week. Connors stated that the KPO-KGO agreement includes provision for an overtime step-up, explaining that the only point delaying complete accord is the question of commercial fees on local programs. AFRA already has contracts covering KPO-KGO actors and entertainers. Connors also has opened negotiations with KROW, Oakland, on a contract covering announcers, actors and entertainers.

**RECENT** subscribers to the display service of Tel-Pic Syndicate, New York, are KELA, Centralia, Wash.; KKBO, Aberdeen, Wash.; KYOK, Bellingham, Wash.; KGY, Olympia; KRER, South Gate; KGW, Salem; KHQ, Pullman, Wash.; KJY, Spokane; KTMX, Santa Barbara.

**RADIO ADVERTISERS**

Can Not Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and Nova Scotia in Particular.

This area is served by—

**CHNS HALIFAX, N. S.**

The Key Station of the Maritimes

Representatives

WEED & COMPANY

350 Madison Ave., N. Y.
Craven Challenges Non-Profit Ruling
Seeks Opinion on Change in InternationalPickups

RIGHT of the FCC to restrict re-broadcastings of international programs to non-profit purposes has been raised by Commissioner T. A. M. Craven, following a draft adoption April 13 by the FCC's majority of new rules authorizing standard and non-commercial educational broadcast-station pick-ups and re-broadcast programs of international broadcast stations.

Commissioner Craven reserved his vote pending a study of the question by the Department, particularly in the light of the recent Supreme Court opinion in the Sanders-Dubuque case, which held that free competition should prevail in broadcasting with the same time ruled that the law does not permit the FCC to regulate the programs, business management or policy of stations.

Change in Language

The FCC adopted in principle the recommendation of Commissioner George E. Payne but did not adopt the language he proposed. He had recommended that the rule (4.10 D) be so modified that rebroadcasts would be "intended solely for non-profit purposes and will not be commercially sponsored." Commissioner Craven, however, had proposed that the rule be amended so that the rebroadcasting will not be within the primary function of the international station and that the technical quality will be reasonably good. He did not mention the commercial aspect.

The FCC announced that the change in rule makes any broadcast station or non-commercial educational station in the United States may, upon authority of the station originating the international program, retransmit it. The rule would apply to any international broadcast station, whether located within or outside the United States.

Following are the changes in Parts 3 and 4 of the Rules and Regulations:

Section 3.94 (c) is hereby made Section 3.94 (d), and Section 3.94 (d) is made Section 3.94 (e), and the following is inserted as Section 3.94 (c):

"Section 3.94 (c). The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast on a non-commercial basis a non-commercial program of an international broadcast station, provided the Commission is notified of the call letters of such station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.

Section 4.10 (d) is deleted; Section 4.10 (c) is made Section 4.10 (d), and the following is inserted as Section 4.10 (c):

"Section 4.10 (c). The licensee of a non-commercial educational broadcast station may, without further authority of the Commission, rebroadcast the non-commercial programs of a standard broadcast station or an international broadcast station, provided the Commission is notified of the call letters of such station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program."

The words "for non-commercial educational purposes" are stricken from Section 4.10 (b).

Television Notes

Plugs for Ivory

TWO one-minute televised commercials for Ivory Soap were included in NBC's telecast of home game of the Brooklyn Dodgers for the 1940 season on April 19. In one spot, Ken Roberts, announcer, showed how the soap forms by making suds in a glass; in the other, by wearing one red mitt and one white mitt and illustrated how Ivory keeps hands white. Commercials were prepared by Comp-ton Adv., New York, Ivory agency for Procter & Gamble Co., Cincinnati, co-sponsor of the Dodgers games broadcast on WOR, Newark.

In addition to the normal audience of television set-owners in the metropolitan area, the game was witnessed by more than 50 patients at the Metropolitan Sanitarium at Mount McGregor, New York. Signals from W2XBS, NBC's New York television transmitter, were picked up by the General Electric television relay station in the Heilderberg mountains 12 miles from Schenectady and rebroadcast, making possible the reception at the sanatorium.

Hams' Own System

With commercial television temporarily stalled by the standards controversy, amateur experimenters are busy developing a two-way visual system following an announcement in QST, official organ of the American Radio Relay League, of an electronic television system using a newly-developed small-image tube. Widespread amateur interest is reflected in the new system, which represents a sizeable cost reduction, according to James J. Lamb, ARRL relay station engineer in charge of television development. The new system requires only a 400 kw transmitter, as against the 6,000 kw. channel for commercial work under present standards. The picture size is about 3X4 inches square, with 120 line resolution extending to the inch, 30 frames per second. An inexpensive cathode-ray receiving tube is used to monitor transmitters. Ordinary day-light is said to provide sufficient illumination for the system, Mr. Lamb stated.

Western Auto Series

WESTERN AUTO SUPPLY Co., Los Angeles (chain), seasonal use of radio, on April 25 started for 26 weeks, a weekly quarter-hour program, Outdoor Reporter, on KECA, that city. Series features Elmer Lutz and Earl Wilcox, employees of the firm, who give fishing and other summer sports information. Dan B. Miner Co., Los Angeles, has the account.

NEWSREEL technique has been adapted to television by Don Lee Broadcasting System with this Pontiac station wagon fitted to accommodate a video camera on its roof. The mobile pickup unit is used for outdoor coverage by WEAX, Don Lee television station in Los Angeles. Standing on the far side of the car, pointing, is Harry Lubeck, Don Lee director of television.

Esso Shifts

ESSO MARKETERS, which started the first sponsored news series designed especially for television March 20 on W2XBS, New York, on April 19 shifted the program, titled The Esso Television Reporter, from Wednesday to Friday nights at 8:30 p.m. The telecasts, featuring up news, are arranged through the cooperation of NBC's television department and Marschak & Pratt, New York agency handling the Esso account.

Shakespearean Video

WHAT was claimed to be the first televised Shakespearean broadcast was presented April 17 by the Harry Howard Players of Philadelphia on W6XE, Philco's experimental visual broadcast station in that city. Thomas Froman directed the players in scenes from "Romeo and Juliet", "Macbeth" and "The Taming of the Shrew".

NFFD FILLED

TROY - Forgotten City of 119,000 now Has WTRY Operating From 6 A.M. to Local Sunset

COMPLETE COVERAGE OF THE TRI-CITY AREA

WEED AND COMPANY
NEW YORK CHICAGO SAN FRANCISCO

MAR Barrett

WTRY TROY, N. Y.
1000 WATTS 550 KC.

MARTKET
Not only Troy, but the entire Tricity area including Albany and Schenectady, will be served by WTRY. Three-quarters of a million people in Vermont, Massachusetts and New York live inside this new station's area.

SERVICE
U.P. NEWS
World Library
Fine Local Talent
Experienced Staff
Same Management as WSYR, Syracuse

BROADCASTING • Broadcast Advertising
May 1, 1940 • Page 63
AN ADVANCE report on Western Electric's development of a 1 kw. FM transmitter has been sent to all broadcast stations by Graybar Electric Co., and is available to all interested parties. The report includes a description and typical performance data for the model 260-A, which covers the 40-45 mc. range; a photograph of the unit; a block schematic, and an abstract of the application filed with the FCC, showing exactly how to enter the required data relative to description of the transmitting apparatus proposed to be installed.

SALE OF four new transmitters was announced in April by RCA Mfg. Co. KARK, Little Rock, and WJBO, Boston, have purchased 5-DX transmitters contingent upon FCC approval of pending applications. WKT, newly authorized local at Poughkeepsie, N. Y., has purchased a 250-watt transmitter, and WRAW, Reading, Pa., has contracted for a 100-watt modulator unit for its transmitter, contingent upon FCC authority to increase its power to 250 watts. A contingent contract for purchase of a 250-watt transmitter has been entered by Birney Imes, of Columbus, Miss., subject to favorable action by the FCC on a pending application for a new station.

GRAYBAR Electric Co. reports sales of the following Western Electric equipment: WITP, Philadelphia, 5 kw. air-cooled transmitter; WFAA, Weather-Plains, N. Y., 250-watt transmitter; WTNJ, Trenton, N. J., 1 kw. FM transmitter; WBLN, Logan, W. Va., 250-watt transmitter and complete station equipment. Orders for 250-watt transmitters and complete station equipment have also been placed by North Shore Broadcasting Co., Marblehead, Mass., and V. O. Stamps, Dallas.

WHOM, Jersey City, which on April 15 was authorized by the FCC to increase its power from 250 watts to 1,000 watts day and 500 watts night, will combine its 24-hour daily schedule with the 1,000 watts on 1,450 kc. It will install a Western Electric transmitter, and alterations will be made to the 400-foot vertical radiator antenna. The present transmitter will be rebuilt with an amplifier added, and reinstalled as an auxiliary unit. R. V. Willmott is the consulting engineer. Mr. Zitek states that WHOM will be operating on the increased power by early summer, at the latest in 60 days.

KARK, Little Rock, recently authorized to increase to 5,000 watts full time and 1,000 watts on 1,450 kc. reports delivery of its new RCA transmitter and associated equipment. April 8, and E. Zimmerman, manager, announces the new power will be turned on by May 15.

GATES AMERICAN Corp., Quincy, Ill., has announced the addition to its line of two new commercial broadcast transmitters recently approved by the FCC, Model 5101 for 100-watt operation and 9251 for either 250-watt or 500-watt service.

PACIFIC SOUND Equipment Co., Hollywood, has moved to larger quarters at 7373 Melrose Ave. Firm has sold to J. J. Sperry, independent Hollywood transcription producer, 10 of its No. 2 orthochromatic machines which have been placed in stations nationally. Two No. 220M professional playback units have also been sold to CBS Hollywood and its artists service affiliate, Columbia Management of California.

FIRST institution of higher education to apply for an FM station is University of Michigan Broadcasting Service, through Jerome Wiesner and Waldo Abbott, who have applied to the FCC for a 50-watt station on 42.5 mc.

Power Increases In New York Area

WBNX Granted 5 kw. Night; WWRL, WHOM Increases

TWO REGIONAL stations in New York's metropolitan area soon will operate with increased power by virtue of FCC actions April 17. WBNX was granted a construction permit authorizing installation of a directional antenna and a power increase from 1,000 to 5,000 watts full time and 5,000 watts local sunset to 5,000 watts full time on 1370 kc. WHOM, Jersey City, was granted a construction permit to increase its power from 250 watts unlimited time to 500 watts night and 1,000 watts day with a directional antenna on 1450 kc.

WWRL, Woodside, L. I., and WPTL, Fort Lauderdale, Fla., April 13 were authorized to increase night power from 100 to 250 watts, pursuant to recent changes in rules allowing horizontal power increases where engineeringly feasible.

Asheville Denial

Application of Publix Bamford Theatres Inc., Asheville, N. C., for a new station to operate on 1430 kc. with 1,000 watt fulltime, was denied April 15 by the FCC on engineering grounds. The Commission found the site specified was not satisfactory, since it would not enable such a station to render a useful signal of 25 millivolts to the business district of Asheville.

The proposed findings of fact and conclusions stated that operation of the station as proposed would constitute a departure from the Commission's plan of allocation in that the stations of the regional classification are designed to render service primarily to metropolitan districts and to contiguous rural areas, whereas Asheville is not classified as a metropolitan district. Moreover, held that because of the drastic limitation expected to be caused by the proposed night time service area (to the 10 millivolt contour) the station could not render interference-free service all night even to the entire city of Asheville.

"The Commission will not, in granting applications for broadcasting facilities, depart from its plan of allocation unless convincing reasons are shown in a given case to show that such a departure will be in the public interest," the proposed findings continued. "No such considerations are shown in this record."

WOV Tower Ready

WOV, New York, will begin broadcasting about May 1 from its new 350-foot tower with a 40-foot "toploading" antenna system, according to Miss Hyla Kicens, manager. The Lehigh unistruct taper tower rests on 110-foot piles at the transmitter site in Kearny, N. J. All equipment is Westbert Electric. The tower was constructed by Hartenstein Zane Co., and the mechanical work was under the supervision of Robert E. Study, chief engineer of WOV.

THE FCC has refused permission to WLA, Lexington, Ky., to rebroadcast facsimile transmissions of WLW, Cincinnati, using its regular wavelength of 1430 kc. with 250 watts.
Once an Engineer... NOT EVEN a boot with pneumonia could keep Walter Widlar, WGAR engineer, from thinking about his chosen profession. While convalescing in a Cleveland hospital, Widlar contrived an amplification device to be used in surgery to amplify the patient's heartbeats on a small speaker, thus keeping the surgeon informed of the patient's condition throughout the operation. Hospital surgeons are testing it.

Transradio Moving TRANS RADIO PRESS SERVICE, New York, on or about May 1 will move from 342 Madison Ave. to new offices on the 39th floor of 521 Fifth Ave. The space leased includes the penthouse, in which a mezzanine floor will be constructed for the accounting and business offices. The executive and other offices will be on the main floor.

TRIAL and tribulation are accepted with stoicism by J. D. Bloom, chief engineer of WWL, New Orleans, as he tries to figure out how 25 feet of master control apparatus will fit in 15 feet of space. With a set of blueprints in his hands, Bloom dopeys out all sorts of combinations to solve the riddle.

New FCC Amateur Test To Be Effective July 1 STARTING July 1, 1940, the FCC will replace the amateur operator license examinations in use for the last several years with new examinations consisting primarily of the multiple choice type questions which have been used successfully during the last year in the commercial radio operators' license examination. In announcing the coming change April 24, the FCC indicated the class A examination will contain a maximum of 40 advanced technical questions dealing mostly with radiotelephony. The class B and C examinations will contain a maximum of 50 questions, of which about 30 will be technical and 20 on regulatory and legal aspects. The code requirements remain unchanged.

It is believed by the FCC that the new examination format, in addition to reducing examination time, will also reduce the elapsed time for grading and issuing licenses. A study guide, with paraphrased quotations, is to be released soon.

Here's A BAKER'S DOZEN-

A baker's dozen in the old days was thirteen. Bakers, like everyone else, seem to have changed, but the same old baker's dozen will be found in Gates made broadcast transmitters as far as extra features and quality are concerned.

Of course you never paid extra for a baker's dozen, and the same holds true with Gates. Why not write the Gates American Corporation of Quincy, Illinois, today and investigate "The Gateway to better broadcasting."

Gates 250-A Transmitter A brand new catalog of 52 pages is yours by only writing on your station letterhead.
PROMOTING a big spring sales campaign, DeSoto dealers of Philadelphia have started DEsoto Quiz Caravans on WFIL, with Mort Lawrence as master of ceremonies. During the half-hour program, quiz questions are typed on a sheet of paper and handed out to the audience, along with a musical handbill for the convertible coupe, enumerating about 25 members of the audience, blowing a musical air horn for errors and giving away silver dollars and part payment checks on new DeSotos as prizes. Everyone present coming to the mike gets a car lubrication gift certificate good at any local DeSoto dealer on May 27.

Plans call for extension of the series into the summer, with the Quizzes being held at showrooms of each of the 15 participating dealers. Merchandising supplementary includes parades of bannered new and used cars, window displays, large scale ticket distribution to past clients and prospects through salesmen, and other advertising media. Arrangements for the series are handled by Jack Bradley, DeSoto district manager, J. Stirling Getchell advertising agency, and Jack Surrick, WFIL sales director.

**Pittsburgh Swap**

AFTER an experimental period of two weeks, KDKA, the Post-Gazette have extended their regular time-space trade deal. The station uses approximately one inch a day of space on the Post-Gazette radio page for the column, KDRA Today, under the by-line of James R. Luntzel, director of publicity. The newspaper in return uses a daily five-minute morning show offering shopping tips and anxious highlights of interest to women.

---

**Merchandising & Promotion**

**DeSoto Dollars—Rally for Wahl—No Mirrors Used**

in Soil in Envelopes—Seeds from Boston

**Wahl's Pep Rally**

TO STIMULATE employees' interest in the weekly half-hour quiz program, Wahl Co., Chicago, Ill., which started April 21 under sponsorship of Wahl Co., Chicago, (Ex-press-sorship of Wahl Co., Chicago, (Ex urge.)

**Wahl's Pep Rally**

TO STIMULATE employees' interest in the weekly half-hour quiz program, Wahl Co., Chicago, Ill., which started April 21 under sponsorship of Wahl Co., Chicago, (Ex-press-sorship of Wahl Co., Chicago, (Ex urge.)

**they help each other separated by the breadth of the continent, WAGAR, Cleveland, and KMPF, Beverly Hills, Calif., and participating in a promotion to earn mutual goodwill from listen- ers.**

**they help each other separated by the breadth of the continent, WAGAR, Cleveland, and KMPF, Beverly Hills, Calif., and participating in a promotion to earn mutual goodwill from listen- ers.**

**Dakota Tributes**

**using its Happy Baken farmer trademark, WDAY, Fargo, N. D., is distributing a folder presenting reprints of testimonial letters par- ticularly complimenting the station on its merchandising activities on behalf of sponsors. the publicity and advertising campaign was carried out by the WDAY staff under Bill Dean, publicity director, including bus, billboards, displays, dealer displays, and promotional efforts through the station, pre-announcements, program plugs, Fargo Forum radio column, stories, in the weekly Radio Paper shopper, along with pictures of individual promotions.**

**Not With Mirrors**

**CLOVER OVER WAVE the in the court and that's do cover**

**CLOVER OVER WAVE the in the court and that's do cover**

**not with mirrors featuring their cartoons in color by Peter Arno, NBC has issued a new promotion booklet for its shows, It's Not Done With Mirrors.**

**not with mirrors featuring their cartoons in color by Peter Arno, NBC has issued a new promotion booklet for its shows, It's Not Done With Mirrors.**

**Sports on Billboards**

**promote its coverage of the Scandinavian war news, KSTP, St. Paul, is feeding a special 15-min- ute radio series, "CLOVER OVER WAVE, the in the court and that's do cover by Jack Surrick, WFIL sales director.**

**Sports on Billboards**

**Promote its coverage of the Scandinavian war news, KSTP, St. Paul, is feeding a special 15-min- ute radio series, "CLOVER OVER WAVE, the in the court and that's do cover by Jack Surrick, WFIL sales director.**

---

**WAVE puts you in “Clover”—not Clover (KY.!)**

If you're looking for sales to be keen-deep in Clover (Ky.), don't depend on WAVE! We probably don't cover it. But we do cover and influence the MILLION-plus buyers in the Louisville Trading Area—has which 67% more wired homes than the remaining Kentucky counties! That's where the "clover" is—and that's where WAVE puts you!

---

**“On-the-Spot” Coverage of Upstate New York’s 4-BILLION DOLLAR MARKET**

**WFBL**

Syracuse

5000 Watts Day-time
1000 Watts Night-time
Favored by Listeners
Proved by Advertisers

---

**Onondaga Radio Broadcasting Corp.**

Syracuse, New York

Member Basic Network Columbia Broadcasting System
National Representatives, Free & Peters, Inc.
After Hours
SPONSORS and advertising executives are receiving invitations from NBC in the form of a glossy folder called "After Hours" to meet Juan de Jara Almonte, official host of night operations at the network. The folder, illustrated with a picture of Almonte, and accompanied by a letter from Roy C. Witmer, NBC vice-president, gives his background and says, "Perhaps if it were possible for a large organization such as NBC to capture and crystallize its personality in a single human being, John Almonte might reasonably assume that role."

Winners in Serial
WINNERS of the contest to name The Program Without a Name, sponsored by NBC-Pacific by Albers Bros. Milling Co., Seattle, were announced recently with their actual participation in a special dramatic episode. Top prize was a $500 fur coat, with $200 fur coats going to the 10 runners-up and $100 cash prizes for the winners. The program is now known by its prize-winning title, Mine to Cherish. Erwin Wasey & Co., Seattle, handles the Albers cereal account. 

Said With Seeds
ANNOUNCING its new daily Farmers' Almanac program, which started April 22, WEEI, Boston, attached to publicity releases distributed to the trade a packet of vegetable seeds. The new program started following announcement of the appointment of Jesse Buffam as New England farm reporter for CBS, and it is supervised by him. The feature includes weather forecasts, salute to outstanding New England farms or farmers, a dairy department, editorial page and a question-answer department, with entertainment by WEEI's yodeling cowboys, Jimmie and Dick.
For the First Quarter of 1940 in Indianapolis

**BANK CLEARINGS**
Up 11%

**OUTBOUND CARLOADINGS**
Up 25.5%

**NEW CAR SALES**
Up 18%

**INDUSTRIAL ELECTRIC POWER**
Up 16.5%

**MANUFACTURING PAYROLLS**
Up 18.8%

**PRODUCTION AND CONSUMPTION**
Are moving ahead in the Hoosier Market!

**THE HOOSIER STATION**
Sets the Pace in Indianapolis!

Solid figures prove the HOOSIER STATION'S influence in the market. At the end of 1939 the average listening audience divided this way:

- WFBM 28.3%
- WIRE 24.5%
- WLW 21.3%

**FLASH!** Indianapolis' largest brewery chooses WFBM for its first radio campaign — 26-week local sports package.

**THE "HOOSIER" STATION**
WFBM INDIANAPOLIS

Reprated Nationally by VIRGIL REITER & CO.

New York Chicago

**Purley PROGRAMS**

** Purely PROGRAMS**

**VIGNETTES** of St. Louis history are furnished weekly on KSD, St. Louis, through a series of interviews with Nelson Cunliff, well-known local civil engineer. With the Federal Government planning to clear about 50 square blocks of waterfront property in the city for the new Jefferson National Expansion Memorial, Mr. Cunliff is in charge of the investigations to appraise the value of the property concerned. As it happens, the area includes many famous local landmarks dating back to the middle of the 19th century, and Mr. Cunliffs' chatty ex-temperaneous observations develop interesting historical angles.

**Proving Ground**

KMPC, Beverly Hills, Cal., has started a morning woman's show which incorporates the former Consumer's Home Research series and features Mildred Van, home economist. Titled Open House, the five-weekly half-hour show is built around variety angles and includes Clete Roberts, news editor, in interviews and news of women. Open house is held each Friday, and as merchandising for the series, Miss Van has started a Consumer's Home Research Club. Registered members are sampled by participating sponsors and used as a proving ground for new products. Current sponsors include M. A. Newmark & Co. (canned food products) and Coffee Products Co. of America (coffee, tea, spices).

**Mock Trial**

WHEN the Ben Bernie program for Half 'n Half tobacco on CBS was shifted in April from Fridays to Wednesdays by 8:30 p.m., American Tobacco Co. introduced a "Musical Mock Trial" audience participation game on the program with Ben Bernie as presiding judge and Lew Lehr, comedian, as prosecutor. Two contestants are tried on each program, with the evidence presented musically. Jurors from the audience attempt to guess the songs played and receive $1 for each correct guess. Young & Rubicam, New York, handles the account.

**Musical Train**

NEW WEEKLY quarter-hour program on KVO, Phoenix, Melody Express, has Marlene Ayres and Roberta Bragdon, singer and pianist, steering into an imaginary station on a realistic sound effects train and disembarking to deliver packages of songs requested by listeners. The pickup of a train pulling out of the station is the sign-off.

**Opportunities for Girls**

KRE, Berkeley, Cal., recently started a weekly program in which vocational opportunities for young women trained in home economics is the subject. Each week one or more experts in the field are interviewed by a high school or college student. Such subjects as "Home Economics in Business" and "Hospital Dietetics" have been covered.

**Soap With Kilts**

A SCOTCH bagpiper in kilts, playing the downtown business section of Phoenix, was used as a promotional stunt for the daily news hour sponsored on KGY, that city, by Los Angeles Soap Co., Los Angeles (Scotch soap). Between musical numbers on the bagpipe, he announced time of the broadcast and also gave Scotch soap a plug.

**Clocks and Socks**

FEATURING an "alarm clock" award, KVOS, Bellingham, Wash., is carrying a new audience quiz program from the stage of a local theatre under sponsorship of a Bellingham department store. Simple questions, answered correctly within a brief time limit, bring the answerer awards ranging from 10 cents to a dollar, plus accumulated sums from previously answered questions. To make the quiz stretch his time, an alarm clock is set to go off some time during the program, and the quizee at work when the alarm sounds gets an extra 50 if he successfully answers his question. Free hosiery and theatre passes also are offered as prizes.

**Marquee Quiz**

AWARDING theatre passes for correct answers and listeners' questions, KSTP, St. Paul, has started a new weekly movie quiz show, Name the Star, conducted under the marquee of the St. Paul RKO Orpheum Theatre. The show is broadcast Fridays to coincide with the theatre's opening day in new films. In return for the resulting publicity, the station gets a complete movie trailer in theatre's possession, although such trailers ordinarily are banned in all local Class A houses.

**For Both Ma and Pa**

INCLUDING information for both field and kitchen, Farmside Chat has been added to the new daily non-commercial agricultural program, Farmside Folks, on WSAZ, Huntington, W. Va. The local county agent cooperates in production.

**Quiz for Teens**

FOX FRENCH Baking Co., Los Angeles (Germako bread), new to radio, through B. J. Summerhayes, Beverly Hills, Cal., agency, recently started a weekly half-hour amateur show, Starlet March to Fame, on KECA for 13 weeks. Program concentrates on local talent between 12 and 17. Person polling the largest number of votes via telephone, wire and letter, at end of the scheduled 13 weeks will be signed to a motion picture contract.

**Weekend Jaunt**

COOPERATING with the Texas Highway Department, KGKO, Fort Worth, has listened to the various issues of the 40th spring edition of the official highway department magazine and is published in connection with KGKO's Suburban Editor program, part of each program is used to outline on the map of Texas the route of the newspaper and chambers of commerce of towns along the route are notified in advance to let them work up advance publicity.

**USUALLY dignified and well-dressed Ward Adams, announcer of WRVA, Richmond, Va., literally lost his pants recently when he bet Smoky, all but invisible blackface connection behind the mike, that attendance at the Old Dominion Barn Dance show, originated by WRVA for MBS, would not hit 8,000. When more than 3,000 cash customers jammed into the Mosque Theatre for the evening's first performance, Adams had to m.c. a second show minus pants—before 3,100 patrons.**
THE FLORAL TOUCH
WBZ Flowers Promote New
Ham Transmitter

A FRESH carnation or gardenia, accompanied by an explanatory card, was delivered to the desks of 253 advertising agency executives in five key cities the morning of April 17 as the opening gun of a promotion campaign by WBZ, WBZA, Boston-Springfield.

The personal card attached to each flower, delivered by a local florist, said: "Good Morning... A flower for you... Things are happening in Boston... We want you to know about them... Won't you please look at this page in the current (April 16) issue of Broadcasting Magazine?... Frank R. Bowes, Sales Manager, WBZ & WBZA."

The reference was to a full-page advertisement in Broadcasting announcing WBZ's new 50 kw. transmitter at Hull, Mass. The bloom heralded a campaign to advise the radio industry, agencies and clients of WBZ's increased signal properties under high power operation. Carnations went to men, gardenias to women: 96 in Boston, 9 in Springfield, 86 in New York, 60 in Chicago and 3 in Washington.

Days of Yore
TAKING listeners back 25 years, "The Teen Age" is heard twice weekly on WSB, Atlanta. The quarter-hour show features a narrator called Mr. Memory and stresses names that are familiar today which were in the news a quarter-century ago, tying in the happenings of those days with current events.

Quiz That's Clever
A NEW audience participation show which challenges the knowledge and wit of contestants, titled "Krazy Quiz," has started on WGN, Chicago. Sponsored by a local clothing house, cash prizes of $50 plus merchandise certificates are given contestants. In addition, dollar bills are awarded to those in the audience who suggest clever questions. Harold Isbell, of the WGN staff, acts as m.c. John Weigel is special announcer.

About Citizenship
BECAUSE immigration rules and citizenship laws have been materially modified during the past year, KFWB, Hollywood, as a public service institution, started a weekly program pertaining to those subjects. Titled "The Immigration Counselor," the quarter-hour program features Joseph Gough, authority on immigration and citizenship laws, discussing and explaining questions sent in by listeners.

WBDM Nature Quiz
YOUNGSTERS from 50 children's nature lore clubs in Chicago parks have entered the "Radio Nature Quiz" being sponsored by WBDM, Chicago. The contests, open only to children, deal with nature subjects and are scored on knowledge of gardening, bird and animal life, trees and growing things in general. Competition narrows down through local park and area quizzes to the final competition, which will be broadcast.

SOON!
ONE KILOWATT
Better to serve
Canada's western population.

HIRAM FEEDS HIS DOG
T-BONE STEAKS!

Even the "mutts" are used to living high in the Red River Valley! Although our hayseeds raise the bulk of their fresh foods on their own rich farmlands, they spend $58,704,000 annually for foodstuffs they do not produce!

If you are selling foods of any sort, let us tell you of some jobs we've done in this line. We believe we can really surprise you!
The Case for FM
(Continued from page 37)

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.

WTOY, the Milwaukee Journal FM station, began operation April 22 on a regular daily schedule from 10-15 p.m. The station will broadcast an independent schedule of programs, thus giving Milwaukee listeners the advantage of an additional program service. The management policy is that the independent policy is being followed despite the present thin scattering of FM receivers in the Milwaukee area and the ready availability of WTMJ programs for rebroadcast.

Promoted by GE

More FM for Hams
MODIFICATION of amateur rules, whereby the ultra-high frequency amateur band between 58,500 and 60,000 kc, can be used for FM transmission, has been announced by the FCC. Previously, amateurs were permitted to use FM for radio telephone communication in all amateur bands above 112,000 kc. The change in the rule will make possible wider experimentation in FM, since equipment now is generally available for the lower band. The FCC also revised, in the interest of clarity, other rules specifying the use to be made of amateur bands, although no other changes were made.

FM for Remotes
RADIO ENGINEERING Laboratories, Long Island City, is developing a new line of portable FM transmitters for special feature broadcasting and remote pickups from places where wire lines are not available. It is claimed that FM produces a strong signal with less power than is possible by amplitude modulation, so that more compact portable units can be used, and that there is less possibility of electrical interference at the point of reception for rebroadcasting.

FM in Milwaukee

BYE-BYE RED INK!
Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose

WACO to Test FM
TELEVISION experimentation using frequency modulation rather than amplitude modulation is planned by WCAU, Philadelphia. The existing operation of W3XIR, WCAU experimental adjunct, will be switched to FM and apparatus has been made for 43 mc. in lieu of 42.14 mc. on which the station now operates. John U. Leitch, WCAU technical supervisor, and experiments will be conducted with FM to determine its suitability for television pending the granting of a television license which is sought by the station.
DEALERS PROMISED GOOD FM BUSINESS

HOLDING sales meetings for radio retailers in two areas currently getting frequency modulation service—Milwaukee and Nazareth, Pa.—Stromberg-Carlson fell into stride in marketing its FM receivers in mid-April. Speaking for his company at Milwaukee on April 17, Lee McCane told more than 150 dealers at a luncheon meeting that by giving the public improved reception, the desirable every radio listener will demand it. FM has opened up a new market to radio retailers that is equivalent almost the entire number of sets in use today.

"Not only does FM radio create a tremendous potential for radio sales, but it also solves another problem of the radio industry—that of raising the unit of sale to provide the dealer a worthwhile profit," Mr. McCane declared. After explaining why Stromberg-Carlson welcomed FM and what it means toward revitalizing the dealers' business, he demonstrated the benefits of FM receivers, using a Stromberg-Carlson 480-M Labyrinth model.

To Acquaint the Trade

The Milwaukee meeting was sponsored to acquaint the trade in the area with FM facts previous to the opening on April 22 of the Milwaukee Journal FM station, W9XAO. The new station operated daily from 1 to 10 p.m. Also participating in the meeting were L. W. Hornzer, manager of WTTG, the Journal companion station, and Ted Holzem, who reviewed Stromberg-Carlson's national advertising campaign for FM and announced that full-page ads containing dealer listings would be used in the Milwaukee Journal.

The meeting at Nazareth, sponsored by Joseph R. Hornberger Directing Co., distributors of Reading, Pa., and held at the local Mattas Radio Shop, featured demonstrations of reception of programs from WXMM, Maj. E. H. Armstrong's experimental station at Alpine, N. J., about 75 airline miles away.

FM News Bulletin

FM Broadcasters has started a mimeographed bulletin of news about frequency modulation which will be issued at frequent intervals to keep broadcasters informed of developments in this field. Dick Dorrance, publicity director for the group, is editor.

Retain Video Bands, RCA Urges

(Continued from page 37)

channels, regardless of band width, would be required to assign one station to each of the major metropolitan areas having a population of 100,000 or more. Nine additional channels would be required to make it possible to assign one station to each town or city having a population of 10,000 or more. Thus, 20 channels would be necessary to provide one station for each city and town having a population of 10,000 or more. To provide two competing stations in each such town and city would require 40 channels for three stations.

Engineering Aspects

Asking what advantage is gained by the use of wide-band and whether the advantage compensates for the reduction in the number of stations compared with the larger number which could be assigned if narrow band was employed, the attorneys said there was only one benefit. This was described as the improvement in signal-to-noise ratio in the small outer fringe of the service area of the station, where the standard of service is raised from "good" to "excellent". In the large area inside, with the use of either wide or narrow band, excellent service results.

RCA counsel contended that without using the wide band it is not necessary to employ as good engineering in the manufacture and operation of transmitters and receivers as with narrow bands. Once standards are adopted, it was contended, the public will not know and will not be concerned with the band-width used. The only operation which an owner of a set will have to perform to receive program service with either system will be to "push a button". It was argued that the fact that the use of wide bands and will permit manufacturers to "relax engineering standards is not an argument entitled to any weight".

Regarding the attribute of multiplexing possible under wide band, including services such as television broadcasting and facsimile in the same channel with FM, RCA counsel said that little engineering and operating information exists concerning it. Moreover, it held that due to the nature of multiplexing, the result and that additional equipment probably will be necessary to avoid interference in the receiver between multiplexed services. RCA recommended that facsimile service be assigned to the 25-27 megacycle band where it would have an opportunity to develop.

Pledging that television channel No. 1 be retained, Messrs. Davis and Wozencraft held that television as a new service has reached its greatest development on channels Nos. 1 and 2, and the testimony showed that allocation of television channel No. 1 to another service would set the stage for "many months". To change the NBC- RCA broadcast transmitter on the Empire State Bldg. from channel No. 1 to channel No. 2 would take a minimum of four months, during which time there would be no regularly scheduled television program service in New York. To change it to any other channel would require 18 months. Under such circumstances, television would cease to be a new service but would become again a hoped for service. The attorneys contended that the "if" would be pushed back around the corner," they stated.

There can be no question that of the two services television is the more important and that it should not be sacrificed—particularly when such a sacrifice would be wasteful and unnecessary, the Commission was advised. In conclusion the attorneys said that in reaching a decision as to the adoption of the wide band and allocation for FM broadcasting, the Commission should consider not only the quality of service and the quantity of service which will be made available. Citing that the public is entitled to reception from a sufficient number of stations to insure a variety of program services, the attorneys held that the data they had submitted showed how both of these objectives may be obtained without injury to the services.

Television Engineers Organize TO ENCOURAGE the use of television commercially and to establish with the National Broadcast Co. that television is ready for commercialization, a group of New York television engineers has formed an nongovernmental, nonprofit organization titled the Assn. for the Advancement of Television. The group has recently received a charter from the Secretary of State at Albany. Closely patterned after the Television Engineering Institute of America, a California group, the company will be "soinely and exclusively for the advancement of the theory and practice of television electronics and its associated arts and sciences." Charter members are J. H. Pragen, president; Elliot Gluek, David Katz, Joseph Barbuza, Walter M. Jouas, Joseph Schwartz, Rubin R. Stern, M. E. Burton, Henry B. Searles. Samuel I. Bazil is attorney for the group.

Howard Hughes Seeking FM and Video Stations

PROPOSING to enter the broadcasting field via frequency modulation and to erect television stations, Hughes Productions Division of Hughes Tool Co., Los Angeles, has applied to the FCC for two stations, each with 1,000 watts on 43.5 Mc., one to be located in Los Angeles and one in San Francisco. At the same time it asked for a construction permit for two new Class II television stations, also in Los Angeles and San Francisco, both to be operated with 10,000 watts aural and visual in the 68-72 mc. band. The company is controlled by Howard Hughes, the famous round-the-world flier who is also an important motion picture producer.

One Canada License Fee Covers All Sets in Home

CANADIANS need pay only one radio listening license during the fiscal year 1946-41, for any number of receivers in their homes. Mr. D. D. Howe, Minister of Transport, announced at Ottawa on April 16. Last year listeners had to pay a license of $2.50 on each receiver. This year, retroactive to April 1, a second license will be required only for auto receivers. Listeners buying more than one license for radios in a private home will have their money refunded. Mr. Howe announced that the Canadian Broadcasting Corp. board of governors had recommended charging a larger or additional fee for radio receivers in public places.

allen kander & Co., inc.
150 Broadway New York, N. Y.
Consultants

with Selected Clients on questions of broadcasting economics and large Station holdings—particularly with reference to further acquisition or sale of radio broadcasting properties.

Telephone Cortland 7-2816

May 1, 1940 • Page 71

Covers a continuous market of more than 300,000 population.
25th city of the U. S.
1000 watts 680 kilocycles

radio

BROADCASTING • Broadcast Advertising
EDWARD KLAUER, executive vice-president of CBS, is in New York, after a gall bladder operation April 17. His condition was reported excellent.

ALVIN AUSTIN, vice-president and treasurer of Austin & Specter Co., New York advertising agency, on May 15 will resign to open his own office as a consultant on advertising and promotion. The agency has not announced any plans following Mr. Austin's resignation.

ERIC SEVAREID, CBS correspondent in Paris, is the father of twin boys, named Peter and Michael, born April 20 in Paris. Sevareid called Paul White, CBS special events director, that the twins were born in the only night during the week in which there had been no air raids.

DICK DORRANCE of the publicity department of WOR, Newark, is planning to open his own office in New York to devote full time to FM Broadcasters Inc. at such time as the FCC renders a decision on FM. Dorrance will continue at WOR until that date.


W. B. LEWIS, CBS vice-president in charge of broadcasts, on April 24 left for the West Indies to spread the details for CBS summer programs.

CHARLES A. WALL, NBC budget officer, is directing a Recruiting month from a blank operation which began April 19 at the Wickersham Hospital, New York.

BUD CHERRINGTON, formerly of KFEO, St. Joseph, Mo., and WACO, Waco, Tex., has been named assistant to C. B. Arnold, president of Janesville, Wis., and to serve in the same capacity at WDEA, Chicago, KAVO and WOCX.

CHARLES HUNTER, formerly of WMRO, Aurora, Ill., has resigned to accept the position of station manager for WCTU, Racine, Wis., under the management of WCTU. Hunter is a former WMOO station manager and announcing staff. Russ Salters, WMRO station manager, is to marry Arlene Wildhagen in July.

WILLARD EGOLF, commercial manager of KVUU, Tulsa, has been elected president of the Tulsa Advertising Federation. He is a director of the AFA 10th District.

ELMER S. SULLIVAN, director of the radio committee of the American College Publicity Assn. and Kentucky U publicity director, spoke on radio and place in college publicities activities at the group’s annual convention held April 22-27 in Richmond.

ESTON FAGE, formerly of KANS, Wichita, KSUM, El Paso, and KGGM, Lubbock, Texas, has been named the announcing staff of KRTS, Corpus Christi, Texas.

TOM JONES, of the production staff of KYA, San Francisco, has resigned to free lance.

JAMES ELLIOTT, former Yankee Network announcer and Mrs. Elliott (Betty Ragland), Yankee Network continuity writer, have joined the new WPIL, Poughkeepsie, N.Y., and Mr. Elliott becomes program director.

HAROLD FAIR, program director of WJZ, has been designated chairman of the CBS Dominion Civic Music Association Concert Committee for 1940-1941.

E. H. PICKARD, formerly of the sales and staff of WTN, Norfolk, Va., has been named sales manager for the new WPID, Petersburg, Va., now under construction.

ORVILLE ANDERSON, formerly of WRUF, Gainesville, and WDBO, Orlando, Fla., has joined the announcing staff of WMT, Des Moines, Iowa.

WILLIAM SERIQUE, formerly of WHDH, Boston, has joined the announcing staff of WVIF, Norfolk, Va.

JAMES SHELTON, of the Watertown, Wis., studios of WIBU, Portage County, has joined the announcing staff of WROK, Rockford, Ill.

MAX ROBINSON, announcer of WHO, Des Moines, and Mrs. Robinson are the parents of a lb. son, Peter John, born April 21.

FRANK SOUTH, former student announcer and writer of WSYL, St. Louis City, has joined the writing staff of Mace Advertising Agency, Peoria, Ill.

HUGH HARPER is a new name to the announcing staff at KGNU, Dodge City, Kan. He was formerly a news commentator and announcer at WLOF, Iowa City.

W. O. SUMMERLIN, formerly of the Communications Department of the VISTA Foundation, Long Island, has joined WBT, Charlotte, as control engineer.

Helen Sioussat Honored

HELEN SIOUSSAT, CBS assistant director of talkies, in latter April was awarded two honors in less than a week—one honorary membership in Zeta Phi Eta, national professional speech students fraternity for women, on the campus of beauty at the Kansas City convention of the National Federation of Press Women. She is a former student of Wichita State University.

SOME 500 Rochester folk paid tribute recently to Clarence Wheeler, WHEC vice-president, and Wheeler at a birthday dinner upon completion of Mr. Wheeler’s 11th year as president of Oak Hill Country Club. He had served a decade as president, starting in 1915, and had been persuaded to return to the post last year.

PLAYS DUAL ROLE

Transmitter Also Serves as a Receiving Set

NEATEST listening trick of the month, using a radio transmitter and antenna as a receiving set, is described in a letter received early in April by KFBR, Sacramento, Calif., from R. B. Sutton, chief engineer of KBBR, Baker, Ore. In Engineer Sutton’s own words:

“In case anyone ever asks just how well KFBK ‘gets out,’ my explanation is simple. April 1 should supply the answer. I was engaged in listening to KBBR signed off at 9 p.m., and instead of shutting down the whole works, I merely cut the plate voltage of the transmitter. About 9:30 p.m. I became aware of music in the background. A search for the source began with the incoming program line and evidence seemed to point my head out the front door of the plant. Finally the search ended when I ran up the gain on the monitor speaker.

“We operate on 1500 kc, and the 1500 kc antenna and tower were directly coupled to the transmitter. A portion of the audio available at the ‘peak’ center terminals of the General Radio monopole is employed to drive the monitoring amplifier. The amplifier consists of a 27 and 48 (pentode) with interstage feedback. Although the volume was quite low, I had perfectly understandable reception from 9:35 to 10 p.m. except during fading periods.”

WWN

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

DOLLS by The MILLIONS

—will soon be rolling into Ashe- ville and Western Carolina. A Carolina 20th Century-Feather owner's "Travel America Year" proclamation of Great Smoky Mountains National Park, Blue Ridge Parkway, etc., assure a half-a-million tourist earner. Schedule your advertising campaign. WVNO—sole blanket radio coverage!
Fair Makes Plans For Use of Radio

ALTHOUGH radio plans for the New York World's Fair this summer are still somewhat in the formative stage, both radio and television, as last year, will play a large part in the attraction and as actual exhibits in the buildings of RCA, Crosley, Westinghouse and General Electric, according to John S. Young, Fair director of radio and television for the past three years, networks and New York are lining up schedules to cover opening day on May 11 and subsequent pickups throughout the busy season.

The Salute of the Americas series on CBS, MBS and NBC, beginning February 1 and April 15, is proving a worthy sequel to last year's Salute to Nations series. The program, which started April 7, is featuring good-will messages to America from the presidents of various Latin American countries.

The Fair's radio department is sending stations one-minute, five-minute and quarter-hour scripts, giving news and features about the Fair, recorded programs of talks by Harvey Gibson, chairman of the Fair, and personalities of the various clubs. Local stations in different States are carrying special events picked from the Fair. Women's Advisory Committee Meetings in those States will plan participation.

Sponsors of network programs, many of whom have exhibits at the Fair, are cooperating on their programs. The Public Service Commission is sponsoring the This Amazing America series on NBC-Blue, which will give over the May 10 program to the Fair. Andre Kostelanetz played the music from the Fair's "American Jubilee" for the first time on the April 22 Ethyl Gas Tune Up Time program on CBS. Robert Ripley, who has a "Believe It or Not" exhibit in the amusement area, devoted his May 3 program on CBS for Nehi Corp., to the Fair. WNYC, New York's municipal station, will have about six daily programs from or about the Fair; WQXR, New York's daily, will carry reports of Fair activities; WLW Cincinnati, again will have a studio in the Crosley exhibit, under the management of Joseph Ries; WMCA, New York, will welcome visitors to the Fair on a weekly series of programs from Times Square hotels.

Television on Networks Seven Days A Week Seen Within Year by Morton

MORE programs for the television and the beginning of regular transmission of the NBC television program on an established network on a probable seven-day-a-week basis was seen developed at the end of the next 12 months by Alfred H. Morton, NBC vice-president in charge of television, in an interview with the television department of the New York World's Fair, which will be under the direction of Max Marcin, scenario writer.

"In the year since last April 30 we have transmitted more than 1,500 individual program items, totaling more than 600 program hours," said Mr. Morton. Ten percent of these were presented in cooperation with 80 different advertisers and advertising agencies. Time on the air was almost entirely divided among studio presentations, film and outside broadcasts, with more than 960 hours of test pattern transmission for the convenience of manufacturers testing equipment and radio dealers installing home receivers, Mr. Morton stated.

On the basis of the audience poll mailed by NBC to more than 2,000 members of the radio audience, the most popular program of the year was the presentation of the current Broadway production "When We Are Married," which received a "good" from 2,560 out of a possible 3,000 NBC-listenings, standing at the top of the average ratings, ranging from 2.65 to 2.84. Dramas as a group are followed by special events, such as sports contests; the "Fair," with films grouped in third place.

Video 'Jeep' to Bermuda

RCA is sending a "Jeep" television demonstration set and six stock receivers to Bermuda on May 11. In addition to the studio "Jeep" programs, the facilities will be available for television in Bermuda City. The first floor of the Fair will be used in a test of the distance programs can be received over the water. During the stay in Bermuda, several sets will be placed on the pier, so Bermudians may watch programs piped from the "Jeep" transmitter in the ship's studio. Date of departure is that of the opening of the New York World's Fair, so that the telecasting of that event will be the first program received and watched by passengers aboard the liner.

W2XBF, New York's folding chairs are "the RED network station in PHILADELPHIA"
SALES must go on, so when W. E. Jackson, sales manager of KDKA, went to the West Penn Hospital in Pittsburgh for a minor operation, his department continued to function as usual. Reason: He assembled his staff for regular meetings right in the hospital room. Those in the picture (l to r), are: Richard C. Bachman, salesman; Sherman D. Gregory, general manager; Mr. Jackson, the patient; J. R. Luntzel, publicity chief; Waltern Horn, salesman; C. C. Zeller, sales service head.

WITH the shift to Daylight Saving Time on April 29, five NBC Pacific Coast stations plan to make individual recordings of the two NBC series "Guiding Light and Walt the Storm," which are sponsored by Procter & Gamble Co. from New York between 11:30 a.m. and 12:30 p.m., for rebroadcast on the coast between 2:30 and 3 p.m. The programs, after April 29, reach the coast in the early evening, interfering with the stations' regular programs but requiring the use of recordings for rebroadcast.

WITH what they believe is America's largest record breaking audience, they are to be in New York's WNEW, New York, Martin Block and Star of WNEW's "Make Believe Ballroom and Milkman's Matinee programs, respectively. 

WITH the start of the baseball season on April 16, Bert Lee of WHN, New York, has resumed his nightly re-enactments of the day's major league games on his "Today's Baseball" program. Sponsored by Gillette Safety Razor Co., as were Lee's hockey programs, the broadcasts are heard daily, 7:15-7:30 p.m.

IN cooperation with the U. S. Coast Guard, WNEW, New York, will start a week-long program from May 2 to May 8, following national search for small pleasure boats cruising local waters. Also to be included is a week-long project from Hook. Weather reports will be broadcast Friday nights and during intervals during the week.

FOUR staff members of WBBM, Chicago, have been recovering recently from various ailments. Vincent R. G. Straw, of the engineering department; Hayden post; John Henry, WGN, of the sales department; Robert Hanushek, of the sales research department; and John Reamey, of the office staff, bronchial pneumonia.

WGN, Chicago, will originate for NBC a series of the Cincinnati Red's baseball games to be heard May 2, 4, 16 and 30. John Henry, WGN, will be the announcer. The "Daytime Dialing" series will be presented each week.

MIGHTY MIKE SAYS

"TAKE A LOOK AT

DAYTIME DIALING"

C. E. Hooper reports show 66-27/3% of Philadelphia's daytime WFIL is "second or better". This is made clear in a new WFIL folder "Daytime Dialing" with facts gained in a four-month Hooper survey ending March 1940. Take a look at "Daytime Dialing" and the attractive daytime availability ready to do a sales job for you NOW!

FOR LOW COST CIRCULATION

BUY

WBIL

NBC BLUE NETWORK  •  MUTUAL NETWORK

REPRESENTED NATIONALLY BY EDW. PETRY, INC.

(page 74)
Rockefeller Foundation Grants Fund to Harvard For Radio Lectureship

The Rockefeller Foundation, in line with its interest in radio, has given Harvard $24,000 to "help establish a lecturership in broadcasting." To this lecturership Harvard has appointed Charles A. Siepmann, formerly of the British Broadcasting Corp. Also in the field of radio is the foundation's grant of $54,500 in 1937 and 1938 to the School of Public and International Affairs of Princeton for a study of the role radio plays in listeners' lives.

In the Foundation's "Review for 1938," it is stated that one of the reports, shortly to be published, contrasts radio's present service with that of the printed page. Findings indicate, the report states, that "radio seems, as yet, not to be extending the interests of those members of its audience who find more satisfaction in reading than in listening," and continues that "serious broadcasting will have to be extended in the wholeplex of social institutions before it can, to any large extent, contribute to the increase of serious responses in the American community."

The less educated rely more on radio than the more educated, who tend to rely on print, says the report. Accurate and impartial information, particularly in radio's news service, is "of extreme social importance because of the suggestibility of the lower cultural groups, as compared to the upper." That "suggestibility" is the subject of the recently published "Insulation from Mars," another study by the Princeton Radio Project [Broadcasting, March 1 and April 1].

Schools Enrolled in NAB Campaign

Pupils Submitting Essays in National Radio Festival

BEGINNING May 4, KQW, San Jose, Cal., is turning over its studio to pupils of the San Jose public schools for five consecutive Sundays. On the fifth Sunday, 10,000 local students will actually participate in operating the station, with regular staff members participating only in an advisory capacity.

The plan is coordinated with the NAB's National Radio Festival promotion to help students gain practical experience. The program of the national essay contest on "The American System of Broadcasting—Why it is best for Americans." Maj. Edney Ridge, president of WBIG, Greensboro, N. C., also has announced that WBIG has made detailed plans for its "Radio Festival Week" from May 6-12. The management of WBIG also has arranged for surrounding towns to issue official proclamations calling attention to the WBIG Festival, and copies of the Greensboro proclamation have been mailed to 500 city school teachers in the service area by radio after the model of the local school system. In addition, heads of county schools are sending letters to teachers, inviting their classes to visit WBIG studios. Ten colleges in the area also are being contacted, of which the University of North Carolina at Chapel Hill has invited the station to broadcast to its students.

Local stations will be making myriads of radio shows and other broadcasts, with the result that the WBIG Festival has become a marketing tool for the station.

In the Intermountain Market people prefer the Lively Showmanship of The POPULAR Station Salt Lake City

SPECIAL INTRODUCTORY OFFER!

Get SPECIAL INTRODUCTORY OFFER!

E. H. SCOTT

SCOTT RADIO LABORATORIES, INC.

4438 North Avenue, Chicago, Illinois

Read all facts, special offer.

Send coupon for full details.

Name

Address

STUDIOS:

Chicago, New York, Buffalo, Detroit, Los Angeles

SEND BLANK.

May 1, 1940 • Page 75
Logan-Walter Bill would be called up on the floor of the Senate early in March. Passed overwhelmingly in the House, with a surprising 297-79 vote after a four-day debate, the bill has been one of the major New Deal stumbling blocks during the present session of Congress, and promises to become a campaign issue whether accepted or rejected.

Designed to standardize the administrative procedure of some 130 Federal agencies, with few exceptions, and to provide uniform methods of appeal from regulations and administrative decisions of these agencies, the bill specifically provides for a rehearing or judicial appeal on any existing regulation issued under the act, providing it has not been in effect more than three years, and sets up a method of appealing from an administrative decision affecting any personal or property right.

Although the Logan bill (S-915) early in this Congress was passed on the Senate unanimous consent calendar, Administration supporters almost immediately afterward started calling it back for reconsideration. Since then, and following the death of Sen. Logan (D-Ky.), one of the sponsors of the bill in the Senate, proponents of the measure in the upper house have not actively pressed for its consideration.

Change of Attitude

The movement to revamp administrative procedure gained fresh impetus some months ago when Rep. Walter (D-Pa.) emerged with a revised proposal essentially similar to that proposed by the late Sen. Logan. The new measure gained quick-of-way in the House when the Rules Committee reported it favorably. Subsequently, and before it was actually considered in the House, it became known that Sen. King (D-Utah), who had handled the Logan bill in the Senate since the death of its author, would move to substitute the House bill for the original Logan proposal.

The likelihood of Senate consideration this session became apparent shortly after the bill's enthusiastic approval in the House when Senators who previously had taken more or less casual interest in the legislation urged its immediate consideration. Chief among these was Sen. Hatch (D-N.M.), author of the "clean politics" bill passed at the last session. The Senate recently passed a group of related sponsored amendments that bear the original act, which since have been effectively bottled up in the House Judiciary Committee. It is believed that Hatch Bill supporters in the Senate will work on behalf of the Logan-Walter proposal there, while proponents of the other proposal in the House will exert their influence to pry loose the Hatch Act amendments.

Speaker of the Senate opposition to the administrative procedure bill has been and remains Sen. Minton (D-Ind.), all-the-way New Deal supporter. Mirroring the feelings of Administration opposition in general, he termed it a "make-work bill for lawyers" which would hamstring and shackle the administrative side of government. Although President Roosevelt has not referred to the Logan-Walter bill by name, he has made it known that he would oppose legislation with this effect, and it is probable he would veto the measure if it was finally passed by the Senate. In view of this, it is considered unlikely that the bill actually will be enacted at this session, since if it were vetoed, Congress likely would adjourn before it could be taken up again to override the veto.

Meantime the legislation has drawn the legislative spotlight during much of April, Free commerce generally supporting the measure, has usually taken the tack that although the proposal may have flaws, it is a step in the right direction. Opponents hold that its main purpose is to wrench such pet New Deal agencies as the National Labor Relations Board and Securities & Exchange Commission. In neither House nor press discussions has the FCC drawn any substantial amount of individual criticism of the legislation.

See Many Flaws

Objections of one group of the legal fraternity were presented in a memorandum written by Louis G. Caldwell, Washington radio attorney, which appeared in the appendix of the Congressional Record of April 18. In putting forward his objections academically, Mr. Caldwell explained to Broadcasting, he was speaking solely in his capacity as a lawyer and former chairman of the administrative law committee of the American Bar Association, and not to represent the attitude of the

WAGE-HOUR CLAIM REFUTED BY MILLER

PUBLISHED reports that local radio advertisers using stations heard outside the State would be covered by the Federal Wages & Hours Act are refuted April 26 by Joseph L. Miller, director of labor relations of NAB. New York Herald-Tribune April 26 in editorially attacking the Wage-Hour Act as "absurd," said that if state business advertiser "over a radio station heard outside its State jurisdiction it has been ascertained to be in interstate commerce within the meaning of this grotesque statute."

Mr. Miller wired the newspaper suggesting a correction. He pointed out that last Nov. 27 Joseph Rauh, assistant general counsel of the Wage-Hour Board, had ruled that "the mere fact that the employer uses the facilities of radio broadcasting to advertise his products would not ordinarily make his entire business subject to the coverage of this Act."

"Dealing in the broadcasting industry has had its troubles under the Wages & Hours Act despite the fact that the average weekly wage of $45.20 is one of the highest in the country, he told the newspaper that the prospective radio advertiser who is at present exempt from the Act "need not fear that advertising by air will bring those employed under the Act."

Clear Channel group or any other broadcasting group with which he is identified professionally.

In his critical memorandum Mr. Caldwell contended that the legislation did not accomplish the purpose for which it was designed. He observed that although it has been greatly improved over the original proposal which was submitted to the ABA, it is still full of flaws, ambiguities and even incongruities. He pointed out that the proposed legislation, applied to broadcasting, would be at odds with the quasi-legislative powers of administrative agencies, in many cases would yield a procedure less satisfactory than present rules.

One of the major arguments used by governmental opponents of the bill is tied in with the studies of administrative procedure being made by the Attorney General's Committee on Administrative Law. They contend that the findings of this special committee, which already has issued preliminary reports in the form of monographs which is expected to make a final report after public hearings this summer, should be considered before such legislation is enacted ( Broadcasting, Feb. 16).

Mr. Caldwell's observations have drawn considerable interest, since he was chairman of the ABA administrative law committee in 1933 when the study was begun which eventually evolved the present Logan-Walter bill. However, he has pointed out, his present position as a critic of the bill results not from any change of mind on his part but from the fact that "the Logan-Walter bill represents a reversal of position by the association (and its special committee on administrative law) as against the position adopted at its annual meetings in 1934 and 1936."
FM APPLICATIONS REACH 121 TOTAL

TOTAL number of applicants for FM facilities reached 121 as of April 25, with the FCC still receiving them at the rate of two or three a day. Twenty-one have been added since publication of the WDAE supplementary list in the April 15 Broadcast-
ing. Another supplemental list was published last week, raising the total to 121. A list of applicants up to the time of the March hearings was carried in the March 15 Broadcasting.

Of the 18 FM stations already licensed, Jansky & Bailey's WAXO, Washington, D.C., is the last one to be issued. It has been operating for several years and is expected to be licensed in the near future.

New applications filed between April 15 and 25 include:
- WLIW, Detroit, for a frequency of 106.5 MHz near the center of the city.
- WJZ-FM, New York, for a frequency of 91.5 MHz in the vicinity of Central Park.
- WMAQ-FM, Chicago, for a frequency of 90.5 MHz in the southwestern part of the city.
- WMAZ-FM, Atlanta, for a frequency of 91.1 MHz on the outskirts of the city.

WEAF's New Plant

With foundations completed and brickwork rising rapidly, indications are that the new WEAF transmitter building at Fort Washington L. I., will begin operation in September, according to Raymond F. Guy, NBC facilities engineer. Construction on the base of the transmitter started in January, 1940, following the removal of equipment from the old site at Bellmore, L. I., by Skinner, Cook & Babcock. It is being erected at an approximate cost of $280,000.

Philco to Sell Stock

PHILCO Corp. at a special meeting in Philadelphia April 26, voted to change from a privately-held to a public corporation with common stock to be placed on the New York Stock Exchange at $3 per share. Present par of common stock is $100 but this would be exchanged 33 1/3 for 1, with present stockholders disposing of a proportion of their holdings. Additional stock would be sold to retire all outstanding preference stock. Corporate management would remain the same.

MODERN INDUSTRIAL BANK, New York, on April 29 started weekly reciprocating accounts with WMAQ, New York, as repeats of Gabriel Heeter's 9 p.m. program on WOR, New York for the same sponsor. Agency is Metropolitan Adv. Co., New York.

ASCAP Under Scrutiny

By Justice Department

WHETHER the Government will revive its anti-trust suit against ASCAP may be determined soon at the Department of Justice, it was indicated April 28. Victor Waters, special assistant to the Attorney General, who was assigned full time to study of the case several months ago, is in the field making an independent check, and was in New York during the April 22 week.

The suit against ASCAP, naming some 130 defendants, was instituted in 1935 and is still pending before the Federal District Court for the Southern District of New York. It seeks dissolution of ASCAP as a monopoly in restraint of trade. The case has been on the deferred calendar for the last several years, when the parties failed to agree on a stipulation of facts.

New WSLB on the Air

THE NEW WSLB, Ogdensburg, N. Y., 250 watts at 1370 kc, went on the air in full latter operation for full-time operation under the direction of Joseph B. Brandy Jr., sometime Notre Dame football star who is president and co-equal stockholder with Harold E. Blanchard, who has been named as president. Mr. Brandy is also president of the Ogdensburg Advance-News.

BECHEHNIT PACKING Co., Cana-

brioe, N. Y. (Beechies gum), on April 13 started a 3-week schedule of transmitted station bulletins twice daily on the air.

WPN Has News Periods Available for Sponsorship

WPN 1000 Watts Phila.

- A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat crop on a firm and rising market, together with widespread war orders, is putting millions of dollars of new money into circulation among Canadian farmers, cattlemen, fruit ranchers, miners and oilmen.

This means greater potential sales for your product in Western Canada. Make these sales at a low cost by placing your program on-

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)
First in Listener Preference Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CACJ Edmonton, Alta.
KATL Trail, B.C.
CKOV Kelowna, B.C.

Representatives:
U.S.A. - WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

BROADCASTING • Broadcast Advertising

May 1, 1940 • Page 77
Actual Radio Experience Included in New York U Summer Workshop Plan

PLANS for New York U's seventh annual summer radio workshop have been announced by Douglas Coulier, director, who stated that students would be given regularly scheduled opportunities to produce programs and to become familiar with the practical aspects of radio production during the six-week period starting July 1.

A. Murray Dyer, script writer for the CBS American School of the Air, and Roberta Smith, script writer and commentator for the CBS program This Living World, have been appointed as instructors in script writing. Radio production will be taught by Earle Metcalf, the program's producer, and the studio production groups will be directed by Philip Cohen, production director of the radio division of the U. S. Office of Education, who will also conduct a seminar on the educational aspects of radio.

Speakers in the series of special lectures on various aspects of broadcasting include: George O. Mine, NBC engineering division; Nila Mack, CBS producer of children's programs; Edward Lasker, vice-president of Lord & Thomas, New York; Lyman Bryson, chairman of the CBS Adult Education Board; Morris Novak, manager of WNYC, New York; and Bernard Herrmann, CBS staff conductor.

Florida ASCAP Briefs

FOLLOWING the hearing April 16 before the United States court in Gainesville, Fla., to test the constitutionality of the Florida anti-ASCAP law, both ASCAP and the State are preparing briefs supporting their positions, but to be submitted by May 18, according to Harrington S. Edelstein & Frolich, ASCAP counsel. No further action was reported in Nebraska, where a new trial after a three-judge federal court found the Nebraska anti-ASCAP law unconstitutional.

'Heltzopoppin' on WABC

SELECT THEATRES Corp., New York, is planning a national musical program of Old-Fashioned Favorites on WABC for 'Heltzopoppin' Broadway show. Agency is Blaine Thompson Co., New York.

All Richardson Radio Interests Sold To New Trans-Canada Communications

By JAMES MONTAGNES

AFTER 16 years of broadcasting activities, the radio division of James Richardson & Son, Winnipeg grain brokers, has sold its stations and all radio interests to a newly-formed Trans-Canada Communications Ltd., Winnipeg, subsidiary of the holding company Armadale Canada Co. In Toronto, of which Victor Sifton, Western Canada newspaper publisher, is president. Stations changing ownership when were CKY, Winnipeg, and CJRM, Regina. Included also were shortwave stations CJX and CJRB, Winnipeg, and portable VDR2 of Winnipeg.

Neither Clifford Sifton, officer of Armadale Corp., at Toronto, Charles Campbell, secretary-treasurer of James Richardson & Son, in Toronto, would disclose the amount paid for the stations. Unofficial estimates in the radio industry lead to a figure between $100,000 and $150,000.

Same Management

According to Clifford Sifton, no changes are to be made in the management of the station. Vic Neilen, formerly of CPRF, is expected to become manager of the newly-formed Trans-Canada Communications Ltd., at Toronto, of which Victor Sifton, Western Canada newspaper publisher, is president. The new owners have no plans at present for station expansion, but it is understood they have the license for CJRM changed from Regina to Saskatoon, since Armadale Corp., already owns CKY, Regina, through its ownership of the Regina Leader-Post. It is understood the change was not granted by the Canadian Broadcast- ing Corp. or the Department of Transportation.

The sale was made because the Richardson interests have decided that since broadcasting was not its main business, it would drop it altogether. This tallies with other moves made by the organization since the death of James Richardson last year. The deal gives the Sifton interests through various interlocking directors a broadcasting outlet in Winnipeg in conjunction with their fully-owned Winnipeg Free Press, and a possible outlet if at a later date a license can be procured for Saskatchewan to go with their Saskatoon Station.

The Richardson interests have been in broadcasting since 1924 when they owned a station in Moose Jaw, generally extending their radio ownership to Regina, Yorkton and Winnipeg. The Moose Jaw station was scrapped in 1934 and CJRM, Regina, took its place. Because for many years the Manitoba Government maintained a broadcasting monopoly, CJYX, Yorkton, was established just outside Manitoba with studios in Winnipeg. The station was later sold because the Canadian Federal Government no longer recognized Manitoba's broadcasting monopoly and allowed Richardson's interests to compete.

The Sifton interests own CKYX, Regina, Sapp Publications Ltd., Express, Regina Leader-Post and Saskatoon Star-Phoenix.

FCC Team Resigns

(Continued from page 18)

graduate of Harvard in 1933, and studied law under the famed Felix Frankfurter, now an associate justice of the Supreme Court. He was graduated from Washington U., St. Louis, having a four-year scholarship from his high school as the highest ranking student. He also attained a scholastic fellowship at Harvard.

Social Research

At Washington U. Mr. Koplovitz majored in applied sociology, receiving his A.B. degree in 1929 and his M.S. in 1930. While engaged in a research study for the Department of the Interior in New York in 1932, he co-authored a book titled "Emergency Work Relief"—the first study of its kind, which eventually was used as a foundation for New York relief work. The thesis of this study was to pay wages to unemployed instead of institutions, the WPA.

Mr. Koplovitz joined PWA in 1933 where he first met Mr. Dempsey. That started the Federal association that ran for seven years with a lapse of only the few weeks when "Big Bill" was Mr. McNinch's legal assistant and "Little Bill" held forth at the Power Commission. Mr. Koplovitz was born in St. Louis May 30, 1909. Single, he resides in Washington with a sister and a nephew.

Impact of Media Subject of Study

Missouri School Seeks Data On Readability, Listening

RADIO listening habits, along with newspaper and magazine reading preferences, were surveyed in "a three-dimensional study of primary advertising media" started early in April by the Missouri School of Journalism.

The "product improvement" study, covering the three media simultaneously for six consecutive five day periods, is expected to produce revealing data on effective covering degree of readership and listening.

The radio phase of the survey employed both the "aided" and "unaided" recall methods in 30 household questionings. With about 200 journalism students working as interviewers, preliminary training in the Gallup-type interviews, the study covered local listings. (Continued on page 19.)

Economic Divisions

For purposes of the three-way study, Missouri, a population of 22,000, was divided into four economic income levels. After awards of the highest income, a correct sample of the total market was obtained on each of the economic levels. Results of the study divisions of economic districts were checked against the 1940 R. L. Polk & Co. city directory for thoroughness.

"Unaided" recall questions included: Was your radio turned on for a certain period (this morning, yesterday, last night)? If so, between what hours? Did you read a newspaper or magazine during that time? What radio programs did you actually hear this morning? Which programs? On what stations? What programs did you watch? Did you company ask you to advertise? Do you regularly listen to specific programs? What is your name? Program and station? Aided" recall data included listening questions for each of the 11 stations at 15-minute intervals for each day. Interviewing was done for four three-phases, 8 a.m., 11 a.m., 2 p.m., 6 p.m. The interviewer made his calls during the period immediately following that covered by his questions. Thus morning programs were checked during the afternoon.

The other two phases of the survey covered the two local daily newspapers, the Columbia Missourian, and Columbia Daily Tribune, and nine monthly and five weekly magazines, and extended to a detailed examination in both editorial and advertising content.

Facts of the three-dimensional study, conducted by Prof. Donald H. Long of the journalism school, after tabulation and analysis will be of service to broadcasters and advertisers in determining the type of news and advertising material consumed in specific income levels, it was pointed out.

FOX FEATURE Syndicate, New York, reports that 30 stations have signed for "Big Beetle", twice weekly adventure comic strip, being produced for radio by Jean V. Griswold.
BROADCASTING

Seven Numbers Approved by Editorial Board

SEVEN new BMI tunes, including a waltz and a "hot" rhythm number as well as foxtrots and ballads, have been approved by the BMI editorial board and will soon be ready for release to BMI subscribers. The new tunes are:

"Plenty of Room," music by Malcom Held, lyrics by Robert Sour and Don McCray, arranged by Henry Kress.

"I'll Be Goin'" foxtrot, music by Lee Darrell and lyrics by Howard Snyder, arranged by Don Sharp.


"What's the Matter, My Darling?" bal- lied, words and music by Charles Beal, swing piano arranged by Henry Beau-

"Googie Woogie to You," rhythm "Jumpin' number, music by Ernest Gold and lyrics by Don McCray, author of "Here in the Velvet Night," is being arranged by Jimmy Mundy, formerly ar-

"Please Don't Tell Her I Told You," music by Irving Walman and lyrics by Max Wartell.

Performance by both NBC and CBS of several of the six popular tunes released by BMI early in April also has been reported. During the period April 17-21, NBC performed four of the tunes and CBS two.

Schulman, SPA counsel, continues: "Regardless of the BMI con-

struction, the fact is that transcriptions have been treated differently than

phonegraph records. The accept-

ance of BMI's construction would result in a substantial loss of reve-

nue for songwriters. Insofar as members of SPA are concerned, it is my view that they have the protection of the uniform agreement, since any attempt by a publisher to treat transcriptions in the man-

ner suggested by BMI would be a breach of the publisher's obliga-

tions to the songwriters."

Aid to Songwriters

Asked for a reply, a BMI official replied that the 2c fee is the only one authorized by the law, that it is of immediate benefit to the broadcasters, and that the song

writers would also profit by it in the long run, since it will encourage additional use of their material on transcriptions.

A breakdown of BMI subscrib-

ers, made at the organization's headquarters, shows that its 290 station subscribers represent approximately 65% of the industry numerically, and handle more than 80% of the industry's total billings in dollar volume.

'BMI's Acquires Cole Catalog

(Continued from page 14)

article writing and publicity. A

graduate of Princeton and Colum-

bia Law School, he has been a law-

yer, teacher and writer. He prac-

tices law in New York and his writ-

ings, published under the name Dickson, include fiction and maga-

zine articles. Most of his article work has been in the musical field.

Active promoting the aims and purposes of BMI to the public, the back page of all BMI sheet music carries the story of this new pub-

lishing company through which "broadcasters are working to as-

sure equal opportunity and fair compensation to all composers."

"BMI," the message concludes, "gives to American music a free-

dom for creative progress that it has never had before. BMI for the first time gives to you who listen and you who sing and play the oppor-

nate to take full part in that progress and to guide it in accordance

with your own desires."

Round the Cage

Promoting BMI also to the broadcast industry, the company has prepared a leaflet point-

ing to BMI as the broadcaster's means of escape from the squirrel cage ASCAP has had him in. "You

paid for an ASCAP license because ASCAP controlled the music that was popular..." As music was added to the ASCAP catalog that music became popular because you were broadcasting it... Round and round you raced in your cage.

Because you played the music it became popular and because you had made it popular or you needed the license to play it.

"Nowhere else in the record of modern business is there a case in which a monopoly has been as successful in making its victims themselves operate the mechanism that held them prisoners."

Going after other users of music than the broadcasters, BMI has written a letter to the opera-
tors of coin-operated phonographs which is being distributed by a number of coin-operators associations, urging them to cooperate with the broadcasters in their own self in-

terest. Pointing out that ASCAP has long attempted to tax coin-

operated machines, the letter quotes an ASCAP statement sup-

porting a law now pending in Congress that the minimum amount of ASCAP would expect to collect would be $60 a year a machine, a minimum total of $12,000,000 a year from this source.

Supporting BMI in its campaign against the ASCAP music monop-

oly, the National Council of State Liquor Dealers Associations, rep-

resenting more than 100,000 retail liquor establishments, passed a res-

olution at its annual convention to the effect that ASCAP is "il-

evitable, arbitrary and unreasonable fees from users of copyrighted music."

Urging Council members to give full support to BMI, John Fetter-

man, legal advisor to the Buckeye Liquor Dealers Assn. of Ohio, stat-

ed: "Our field of activity has suf-

fered great hardships and the bands of ASCAP. Under the strong lead-

ership of BMI we have affiliated interests on our side who will help us battle this unfair monopoly.

Song Writers Views

Charging BMI officials with be-

ing "willing to sacrifice the inter-

ests of the songwriter to benefit their backers, the chain broad-

casters and some of their affiliates and independents," the Songwriters Protective Assn. has issued a state-

ment protesting BMI's awned pol-

icy of making its music available for transcriptions at the statutory sum of 2c per composition per record in place of the customary charge of 25c or 50c per pressing. [BROADCASTING, April 15].

The songwriters, who divide these mechanical rights fees even-

ly with the music publishers, dis-

pute the statement of Mr. Tom-

pkins that "the maximum fee which can be charged for the right to me-

a mechanical use of a composition is 2c per composition for each record manufactured, regardless of the form or purpose of the record," and held that BMI's action was "a test or construction of these compulsory license provisions."

SPA statement, prepared by John
Observe 'CKAC Week'
CKAC, Montreal, celebrating the inauguration of its new modern studios and a new RCA transmitter, was the subject of a proclamation by the Mayor of Montreal who set aside April 20-27 as “CKAC Week.” Besides an inaugural program in which 60 radio personalities participated, CKAC started several new French-language programs in which is specializes. The French daily La Presse, with which the station is affiliated, devoted several pages of its April 20 edition to promote the station’s new facilities.

WIWB, Glenisle, Pa., on May 12 will sponsor a Mother’s Day trip to Washington and Arlington Cemetery by Zella Drake Harper, station’s woman commentator and conductor of its Women’s Radio Club.

Buy Participations
LAMONT, CORLISS & Co., New York, during the week of April 12 started three weekly spots on participation programs on WJR, Detroit; WABC, New York, and WRC, Washington, to promote Semi-Sweet Chocolate. The company already sponsored two to three participations weekly on the Marysita Mills and Imagene Woolcott programs on the Yankee Network; on Marthe Deane’s program on WOR, Newark, and on Fletcher Wylie’s talks on West Coast stations. Cecil P. Pheinsey, New York, is the agency.

MRS. ANNE J. DODGE, 78, mother of John J. Dodge, NBC News Field Manager in Washington, and in charge of commercial operations of WRC and WMAL, died in Washington April 20.

Farnsworth to Produce
PRODUCTION of television receivers will be begun this September by Farnsworth Television & Radio Corp., Fort Wayne, according to an announcement by E. A. Nicholas, president. Until then Farnsworth will round out its commercial work in television recording and transmitting equipment. New items to be manufactured by Farnsworth will include television studio consoles, studio rack equipment, transmitters of 1,000 watts rating and single sideband filter, in addition to special control consoles, studio rack equipment, transmitters of 1,000 watts rating and single sideband filter, in addition to special control consoles.

In New York (foot powder) has named Redfield-Johnstone, New York, as agency and is considering use of radio.

Classified Advertisements

Help Wanted and Situations Wanted, 1c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count bonds for box address. Forms close 10th and 25th of month preceding issue.

Help Wanted
Sports Announcer—and special events man with experience on clear channel midwest station on major network affiliate. Send age, salary, education, experience, photograph. Box A795, Broadcasting.

Employees—Let us help you get a position through National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.


Competent engineer-operator who can maintain 100-watt station. Good opening for reliable, sober, experienced man. Send references. Box A795, Broadcasting.

Local time salesman for NBC Red Station in important Western city. Good opportunity for a producer with a clean record. Prefer man now employed who feels he has qualifications for bettering himself and increasing earnings. Box A801, Broadcasting.

Situations Wanted
Continuity Writer—writes smooth, lively copy, also announces. Prefers Midwest or West. Experienced. Box A795, Broadcasting.


Chief Engineer—May have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to investigate. Box A802, Broadcasting.


Pop Brownlee’s tubes (musical entertainment) powerful sales stimulant; create general up selling P. S. Edwards, 1664 Broadway, New York.

Experienced Combination Man—Announcer, Disc Jockey, Sales, Continuity, Graphic Arts, hard worker. References. Box A795, Broadcasting.

Announcer-Announcer—Young man desires opportunities in radio. Has four years experience and is interested in network production. Reference. Box A800, Broadcasting.

Manager—Young with outstanding background of experience. Also desires opportunities in radio sales. Capable as public relations director-announcer-announcer—position desired. Send resume for personal interview. Box A800, Broadcasting.

Manager—Young with outstanding background of experience in all phases of broadcasting; excellent references. An opportunity to present my story and evidence will convince you. Affiliated with major network station in key city. Box A795, Broadcasting.

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLETTE
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
1810 Wabash Building, Washington, D. C.
Telephone National 755

HENRY L. SKINNER
Consulting Radio Engineer
511 South 9th St.
Indianapolis, Indiana

A. EARL CULLUM, Jr.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4046
Washington, D. C.

PAGE & DAVIS
Consulting Radio Engineers
Mussey Bldg., District 8456
Washington, D. C.

CLIFFORD YEWDELL
Empire State Bldg.
NEW YORK CITY
An Advertising Service
Particularly Adapted to Radio

INDUSTRIAL & ARCHITECTURAL DESIGN
LYNN BROSNER
Stying Engineer
TELEPHONE 928
COLLINGSWOOD, N. J.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
RCA Communications, Inc.
56 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
7134 Main Street
KANSAS CITY, MO.

Classified Advertisements

Used Recorder—May have the opportunity to present my qualifications. Capable as public relations director-announcer-announcer-position desired. Send resume for personal interview. Box A800, Broadcasting.

Manager—Young with outstanding background of experience in all phases of broadcasting; excellent references. An opportunity to present my story and evidence will convince you. Affiliated with major network station in key city. Box A795, Broadcasting.

WANTED TO BUY
500 Watt Radio Station in Midwest community 10,000 population—$10,000 cash, balance easy terms. Great record of earnings, future assured. Box A786, Broadcasting.

Miscellaneous
Photo Post Cards, Newest, most economical method of displaying any product. Samson Photographic, 295 Market Street, Hamilton, Ohio.

Young Radio Executive with $25,000 cash seeks associate with like amount to acquire station in radio market. Excellent opportunity. Box A795, Broadcasting.

Kaltenborn Shifts Plans, Sails for Europe May 4
H. V. KALtenborn, NBC news analyst, who originally had planned to sail for Europe April 27 [Broadcasting, April 1], will leave instead on the Washington May 4, accompanied by his wife, Baroness Olga von Nordenschipy. Although his plans are subject to change, Kaltenborn expects to spend four weeks abroad, returning to New York June 4 on the Pan American Clipper.

Until May 26, Kaltenborn will broadcast on NBC-Red on Saturdays at 7:45 p.m. and Sundays at 3:45 p.m. from the Washington at sea and from Rome, London and Lisbon. Pure Oil Co., beginning May 26, will sponsor Kaltenborn’s talks on NBC-Red, Tuesdays, Thursdays and Saturdays at 7:45 p.m., the first three broadcasts to be heard from London, Paris and Lisbon.

Colonial Dames Shift
COLONIAL DAMES Inc., Hollywood (cosmetics), sponsoring Return to Romance on 9 CBS Pacific Coast stations, Tuesday, 7:45-8 p.m. on April 19 switched for 13 weeks to a weekly five-minute quiz show, The Beauty Explorer, with Howard McNear, as commentator, on 10 CBS West Coast stations (KNX KARM KROY KSFo KOIN Xvi Kiro KFPP KSL), Friday, 9:55-10 p.m. (PST), using a transcribed version on KOA, Denver. It is expected other stations will be used via transcriptions. As a contest angle, to merchandise the series, the sponsor is awarding products to listeners who send in questions used during the broadcast. Glasser Adv. Agency, Los Angeles, has the account.

NBC Symphony to Tour
ARTURO TOSCANINI and the 100-piece NBC Symphony Orchestra will leave May 31 on an extended tour of South America, according to an announcement by Lenox R. Lohr, NBC president. Sailing from New York aboard the Brazil and arriving in Rio de Janeiro on June 2, the orchestra will make 16 appearances in Brazil, Argentina and Uruguay during the tour. The itinerary provides four concerts in Rio, two in Sao Paulo, next in Buenos Aires, Montevideo. The troupe will sail for North America following the final concert in Rio July 11, and is scheduled to reach New York July 22.

Westinghouse Resumes Management
(Continued from page 11)

NBC and Westinghouse. Existing contracts with Red network affiliates in the cities in which the Westinghouse stations would have to be taken into account, and it is understood these run from one to four years. Publications of such reports sent managers of Red stations which might be affected sur¬

NY.

The beauty was subjected, “said the statement, “and always been a leader in the development of radio broadcasting and the present step is in conformity with the desire and intention of Westinghouse to remain identified with the broadcasting industry. The new arrangement will leave the hands of Westinghouse, as here¬
tofore, all matters connected with the operation of the stations and, in addition, Westinghouse will conduct all programming and commercial activities.”

The original contracts of Westinghouse with NBC, providing for program and sales management, with Westinghouse retaining full supervision and control, were entered in the fall of 1931, for a ten-year period. Subsequently, however, in order to start the stations, it was necessary for the stations, including the desire and intention of Westinghouse to remain identified with the broadcasting industry. The new arrangement will leave the hands of Westinghouse, as here¬
tofore, all matters connected with the operation of the stations and, in addition, Westinghouse will conduct all programming and commercial activities.”

All employees of the four stations will be transferred to the Westinghouse payroll at present salaries. Westinghouse employees function under certain additional compensation plan whereby additional compensation is paid based on profit. It is presumed this form of compensation will carry over to NBC employees who go on the Westinghouse payroll.

Mr. Evans, who has been associated with Westinghouse since 1921, joining it as a technician at KKY, then in Chicago, has headed its radio operations since 1933. In 1932 he was appointed manager of KKY, after having served as its chief engineer. In 1939 he was appointed superintendent of radio operations at Westinghouse, in charge of KDKA, KNY, WBZ and WBZ.

Under the new operating structure, Mr. Evans will divide his time between his headquarters in Baltimore, where he heads the big Westinghouse manufacturing plant, and the new broadcasting headquarters.

A ROSTER SURVEY...will show you which sub¬
taining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station turnover.

LOW AIR TRAVEL FARES
Washington-New Orleans $61.65
New York-St. Louis $53.50
Memphis-New Orleans 15.76
New Orleans-St. Louis 33.69
Chicago-Tampa 69.03
10% reduction on round trips
Paramount-Dumont Financing (Continued from page 32)

by Robert Robins, president of Cath-Ray Electronic Service, Inc., New York, independent retailers of television receivers. Specific protest was directed against the DuMont in filing its plans following receipt of the new station construction permit.

It was charged the release not only contained "false and misleading impressions" but also had the effect of "violating every fundamental concept of ordinary ethical conduct expected from America by its commercial use of the names of the President of the United States," and "the chairman of a public regulatory body".

Mr. Robins requested the Commission to take action giving all parties an opportunity "to be heard in the same manner as that followed by the Commission upon receipt of the DuMont complaint.

The DuMont release, according to Cath-Ray, mention was made of the April 12 statement by President Roosevelt against monopoly in television, to the observation made by FCC Chairman Fly before the Senate Interstate Commerce Committee that DuMont was "the most important research man in television."

The DuMont release also was quoted by Cath-Ray as saying the company are such men as Stan- ton Griggs, chairman of the Paramount executive committee and chairman of the board of Madison Square Garden; John Hay Whitney, financier of Selznick International Pictures, producers of "Gone With the Wind," and banker of Lehman Bros., which has many important contacts with the film industry.

It is stated that the location of the DuMont transmitter is tentatively set at 515 Madison Ave., with a tentative starting date Sept. 1 for a limited commercial operation. Programs now envisaged for next fall were declared to include sports events, leading newspaper and political speeches by 1940 Presidential candidates, and various shows starring top entertainers of Broadway and Hollywood.

History of Financing

A review of the DuMont financing indicated that Paramount as of April 22, 1939, held all of the Class B common stock of DuMont, amounting to $50,000 shares, loaned the company approximately $180,000 and owned beneficially, but not of record, 300,000 shares of Class A common stock. Subsequently, Paramount tendered resubscription to $108,000 in DuMont notes, which was offset by the loan previously made the company. The principal underwriters of the issuing of $50,000 in 10-year 5% notes were said to Lehman Bros., subscribing to $400,000 of the 100,000 shares of CBS stock offered by President William S. Paley last March. One member of Hemphill, Noyes & Co. is Mr. Griggs, chairman of the Paramount executive committee. The Lehman Bros. firm was said to have as sub-

Pal for Breakfast

GOLDEN thought for the day is ascribed to "a 50,000-watt network affiliate," presumably somewhere on the Pacific Coast, by Albert Amundsen, copy chief of KUJ, Walla Walla, Wash. According to Mr. Amundsen, some hearty announcements ought forth any unusual tribute to Wheaties, General Mills famed breakfast cereal. "Wheaties are getting better every day. Try a bowl for breakfast tomorrow. It will be just like eating an old friend!"

Union Oil's Changes

UNION OIL Co., Los Angeles, on April 29 shifted its weekly half-hour "Arch Oboler's Round-Up," from 12 CBS West Coast stations, Thursday, 9:30 to 10 p.m. to 13 NBC Pacific Coast stations, Thursday, 7:30 to 8 p.m. (PST), with Bill Lawrence taking over production on a freelance arrangement with Lord & Thomas, agency servicing the account. He is also producer-announcer of the cooperative NBC program, "I Want a Divorce."

Lawrence succeeds Dave Taylor who resigned as Hollywood agency producer to join Union. He is executive and editor of the firm's house organ. Mario Chamile, former National salesman; James Newill, baritone, and Emily Hardy, soprano, head the cast of the weekly program. Truman Bradley continues as narrator. Thomas Peluso has the orchestra, with Mahlon Merrick as chorus master.

Modernized operas are adapted for radio by Jon Scott.

"Plug" Kendrick to Direct Own Station in Louisville

DESPITE PENDENCY of a "show cause" order as to why its construction permit should not be granted to the new WINN, Louisville, should begin operation as a station by Mr. E. (Plug) Kendrick, chief owner, who advertised BROAD-

ing the FCC he will be its active manager.

Mr. Kendrick, former manager of KDF, Kansas City, has been succeeded there by Gene Wyatt, KDF manager, former of KITE, will be chief engineer. Other staff selections have not yet been announced.

The FCC on Nov. 20 cited the corporation on the ground that it is not financially qualified to operate the proposed station, based on its own contentions. Mr. Kendrick, however, has proceeded with the construction of the station, obviously anticipating clearing up the matter to the satisfaction of the FCC.

The station will operate with 100 watts night and 250 day on 1210 kc. It was authorized for construction in February, 1939. Studios will occupy the tenth floor of the Tyler Hotel. Collins transmit-

ting and studio equipment will be installed, along with a Wincharger radiator, General Radio frequency andacylryc i turntables. Transradio Press will supply news.

Mr. Kendrick owns 52% of the stock of the licensee corporation; Arthur O'Van Winkle, Louisville attorney, 24%; Oldham Clarke, Louisville attorney, 14%; Miss McCarten, 10%.

ENLIST in the Women's Field Army of the American Society for the Control of Cancer, and help in the intensive war against this disease.

educate yourself and others to recognize early symptoms that may indicate cancer.

save some of the 150,000 who may die this year unless promptly treated. Early cancer can be cured.

Join your local unit now!

or send your enlistment fee of $1.00 to

American Society for the Control of Cancer

350 Madison Ave., N.Y.

Indiana Grocery Meeting Draws WLW Promotion

USING its entertainment and merchandising talent to lend a carn-

ival air to the functions, WLW, Cincinnati, cooperated with the Indiana Grocers & Meat Dealers Ass'n, convention at Indianapolis, April 14-16. Stressing food prod-

ucts advertised on WLW, the sta-

tion's participation included enter-

tainment by WLW performers, mer-

chandising decorations, talks by WLW officials and a "Find Your Double" contest, in which baskets of groceries advertised on the station were given away.

By basing WLW decorated the Claypool Hotel hall with large balloons inscribed: "Over $1,500,-

000 Spent by Food Advertisers Each Year on WLW-The Nation's Most Merchandise-Able Station".

Paper hats and matchbooks were set at each place. During the din-

ner Robert E. Dunville, general sales manager of WLW, briefly thanked attending grocers and meat dealers for their cooperation in WLW-advertised merchandise.

Magazine Buying Time

MAN-O-WAR PUBLISHING Co., New York, on April 15 started six times weekly five-minute programs and spot announcements on WOR, Boston, and WBNY, Buffalo, to pro-

mote its weekly Sports & Surf magazine. The company also added WHN, April 24, and continues on CKLW, Detroit. More stations will be added, according to Emil Mogul Co., New York, the agency.

Page 82 • May 1, 1940

BROADCASTING • Broadcast Advertising

BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

BROADCASTING • Broadcast Advertising
NAB INDEX REVIVAL UNDER DISCUSSION

The NAB “business index” to provide a yardstick to determine radio advertising activity and trends, particularly in national spot and local phases, was discussed at a meeting April 15 of the Steering Committee of the NAB Sales Managers Division in Chicago.

Discarded several years ago because of complaints against thundering headlines indicating spectacular advances by radio, the proposed new index, devised in tentative form by NAB Research Director Paul F. Peters, would be in a form of a standard unit of measurement. It is expected that the whole proposition will be placed on the agenda of the NAB Convention in San Francisco Aug. 4-7.

The Steering Committee, of which William R. Cline, sales manager of WLS, Chicago, is chairman, also devised preliminary plans for radio participation in the forthcoming convention of the Advertising Federation of America in Chicago June 23-27. Early plans for AFA general manager, discussed plans for “broadcasters’ night” at the convention on June 25. Chicago stations and networks will form a Program Committee under Mr. Cline to line up necessary talent and work out details for the evening’s entertainment. The division also is planning a panel discussion of industry sales and advertising problems in conjunction with the AFA session.

In addition to Messrs. Cline and Pearson, those at the Chicago session included Ellis Atteberry, ECKN, Kansas City, Kan.; Craig Lawrence, the Creative, Des Moines; Charles Caley, WMBD, Peoria; Barney Lavin, WDAY, Fargo; Samuel J. Henry Jr., of the NAB staff, and C. E. Arney Jr., recently appointed assistant to the president of NAB.

Youthbuilders to Award

YOUTHBUILDERS, New York, on May 8 will hold its Forum Award Luncheon at the Park Sheraton Hotel, New York, at which time awards will be presented by children who are members of the Youth Builders Forum Clubs to the radio program, motion picture, book and newspaper or magazine article which they believe have been done most year to help them understand how democracy works. Guest speaker will be Mr. Franklin D. Roosevelt.

STERN IN WRECKED TRAIN

But NBC Withholds Tip

BECAUSE of a long-standing policy not to broadcast “flash” or “bulletin” items of accident or casualty events, NBC did not broadcast a news item of the wreck of the New York Central train near Little Falls, N. Y., in the early hours of April 20, although Bill Stern, NBC see sports announcer, happened to be on the train on his way to Chicago and telephoned the news to NBC New York headquarters seven minutes before it came over the teletype. Realizing that its switchboard would be flooded with calls if it did not broadcast a list of the dead or injured passengers on the train, NBC carried no “ scoop” news of the wreck, which it could have done. Instead, it waited until regular morning newscast when the list of casualties with verified names had been received from press association sources.

RASCH RADIO Productions, New York, is offering agencies a series of half-hour programs titled On Stage With Nestlé, featuring behind-the-scenes glimpses of the theatrical world, reviving the Broadway and motion picture hits in which Mr. Wayburn’s protégés were headlined.

LIQUID VENNER Corp., Buffalo, has placed 18 five-minute programs per week on KIEV, Glendale, Calif., and 36 announcements per week on KEX, Long Beach. Agency is Ellis Adv. Co., Buffalo.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost saving service work for you?

For information about free telegraph cost analysis—wire collect: H. A. Davis, Postal Telegraph, 235 Broadway, New York City. No obligation!

BROADCASTING • Broadcast Advertising

STERN IN WRECKED TRAIN

But NBC Withholds Tip

BECAUSE of a long-standing policy not to broadcast “flash” or “bulletin” items of accident or casualty events, NBC did not broadcast a news item of the wreck of the New York Central train near Little Falls, N. Y., in the early hours of April 20, although Bill Stern, NBC see sports announcer, happened to be on the train on his way to Chicago and telephoned the news to NBC New York headquarters seven minutes before it came over the teletype. Realizing that its switchboard would be flooded with calls if it did not broadcast a list of the dead or injured passengers on the train, NBC carried no “ scoop” news of the wreck, which it could have done. Instead, it waited until regular morning newscast when the list of casualties with verified names had been received from press association sources.

RASCH RADIO Productions, New York, is offering agencies a series of half-hour programs titled On Stage With Nestlé, featuring behind-the-scenes glimpses of the theatrical world, reviving the Broadway and motion picture hits in which Mr. Wayburn’s protégés were headlined.

LIQUID VENNER Corp., Buffalo, has placed 18 five-minute programs per week on KIEV, Glendale, Calif., and 36 announcements per week on KEX, Long Beach. Agency is Ellis Adv. Co., Buffalo.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost saving service work for you?

For information about free telegraph cost analysis—wire collect: H. A. Davis, Postal Telegraph, 235 Broadway, New York City. No obligation!

BROADCASTING • Broadcast Advertising

STERN IN WRECKED TRAIN

But NBC Withholds Tip

BECAUSE of a long-standing policy not to broadcast “flash” or “bulletin” items of accident or casualty events, NBC did not broadcast a news item of the wreck of the New York Central train near Little Falls, N. Y., in the early hours of April 20, although Bill Stern, NBC see sports announcer, happened to be on the train on his way to Chicago and telephoned the news to NBC New York headquarters seven minutes before it came over the teletype. Realizing that its switchboard would be flooded with calls if it did not broadcast a list of the dead or injured passengers on the train, NBC carried no “ scoop” news of the wreck, which it could have done. Instead, it waited until regular morning newscast when the list of casualties with verified names had been received from press association sources.

RASCH RADIO Productions, New York, is offering agencies a series of half-hour programs titled On Stage With Nestlé, featuring behind-the-scenes glimpses of the theatrical world, reviving the Broadway and motion picture hits in which Mr. Wayburn’s protégés were headlined.

LIQUID VENNER Corp., Buffalo, has placed 18 five-minute programs per week on KIEV, Glendale, Calif., and 36 announcements per week on KEX, Long Beach. Agency is Ellis Adv. Co., Buffalo.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost saving service work for you?

For information about free telegraph cost analysis—wire collect: H. A. Davis, Postal Telegraph, 235 Broadway, New York City. No obligation!

BROADCASTING • Broadcast Advertising

STERN IN WRECKED TRAIN

But NBC Withholds Tip

BECAUSE of a long-standing policy not to broadcast “flash” or “bulletin” items of accident or casualty events, NBC did not broadcast a news item of the wreck of the New York Central train near Little Falls, N. Y., in the early hours of April 20, although Bill Stern, NBC see sports announcer, happened to be on the train on his way to Chicago and telephoned the news to NBC New York headquarters seven minutes before it came over the teletype. Realizing that its switchboard would be flooded with calls if it did not broadcast a list of the dead or injured passengers on the train, NBC carried no “ scoop” news of the wreck, which it could have done. Instead, it waited until regular morning newscast when the list of casualties with verified names had been received from press association sources.

RASCH RADIO Productions, New York, is offering agencies a series of half-hour programs titled On Stage With Nestlé, featuring behind-the-scenes glimpses of the theatrical world, reviving the Broadway and motion picture hits in which Mr. Wayburn’s protégés were headlined.

LIQUID VENNER Corp., Buffalo, has placed 18 five-minute programs per week on KIEV, Glendale, Calif., and 36 announcements per week on KEX, Long Beach. Agency is Ellis Adv. Co., Buffalo.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost saving service work for you?

For information about free telegraph cost analysis—wire collect: H. A. Davis, Postal Telegraph, 235 Broadway, New York City. No obligation!

BROADCASTING • Broadcast Advertising

STERN IN WRECKED TRAIN

But NBC Withholds Tip

BECAUSE of a long-standing policy not to broadcast “flash” or “bulletin” items of accident or casualty events, NBC did not broadcast a news item of the wreck of the New York Central train near Little Falls, N. Y., in the early hours of April 20, although Bill Stern, NBC see sports announcer, happened to be on the train on his way to Chicago and telephoned the news to NBC New York headquarters seven minutes before it came over the teletype. Realizing that its switchboard would be flooded with calls if it did not broadcast a list of the dead or injured passengers on the train, NBC carried no “ scoop” news of the wreck, which it could have done. Instead, it waited until regular morning newscast when the list of casualties with verified names had been received from press association sources.

RASCH RADIO Productions, New York, is offering agencies a series of half-hour programs titled On Stage With Nestlé, featuring behind-the-scenes glimpses of the theatrical world, reviving the Broadway and motion picture hits in which Mr. Wayburn’s protégés were headlined.

LIQUID VENNER Corp., Buffalo, has placed 18 five-minute programs per week on KIEV, Glendale, Calif., and 36 announcements per week on KEX, Long Beach. Agency is Ellis Adv. Co., Buffalo.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost saving service work for you?

For information about free telegraph cost analysis—wire collect: H. A. Davis, Postal Telegraph, 235 Broadway, New York City. No obligation!
Decisions

APRIL 13

WFRF, Pencos, P. R.—Granted increased 1,500 to 1,250 kw Class II station. [434.8-434.95 kHz] WPTL, Fort Lauderdale, Fla.—Granted station license and granted the waiver of the 1200 to 1400 kHz frequency for the operation of the station. [1200-1400 kHz]

AMERICAN BROADCASTING COMPANY, New York City—Granted station license and granted the waiver of the 1200 to 1400 kHz frequency for the operation of the station. [1200-1400 kHz]

Applications

APRIL 14

WIXS, St. Louis—Change frequency, increase to 1,000 kw and change frequency to 1,200 kHz. [1,000 kHz]

WLYC, Cleveland—Change frequency to 1,200 kHz. [1,200 kHz]

WBOC, Delaware—Change frequency to 1,200 kHz. [1,200 kHz]

WKNY, New York—Change frequency to 1,200 kHz. [1,200 kHz]

W4PWB, Prince Edward, Virginia—Change frequency to 1,200 kHz. [1,200 kHz]

WJBL, St. Louis—Change frequency to 1,200 kHz. [1,200 kHz]

WTOH, Atlanta—Change frequency to 1,200 kHz. [1,200 kHz]

WFAA, Dallas—Change frequency to 1,200 kHz. [1,200 kHz]

WJZ, Baltimore—Change frequency to 1,200 kHz. [1,200 kHz]

WABC, New York—Change frequency to 1,200 kHz. [1,200 kHz]

Approval Is Given To Two Monitors

APRIL 26

The FCC announced that existing stations may continue to use their current frequency monitors; however, new frequency monitors will be installed at the 1940 frequency frequency of all existing stations. Future frequency monitors will be installed at existing stations. The FCC also announced that existing stations may continue to use their current frequency monitors; however, new frequency monitors will be installed at the 1940 frequency frequency of all existing stations. Future frequency monitors will be installed at existing stations. The FCC also announced that existing stations may continue to use their current frequency monitors; however, new frequency monitors will be installed at the 1940 frequency frequency of all existing stations. Future frequency monitors will be installed at existing stations. The FCC also announced that existing stations may continue to use their current frequency monitors; however, new frequency monitors will be installed at the 1940 frequency frequency of all existing stations. Future frequency monitors will be installed at existing stations.
Broadcast Advertising

Daylight Time List

A LIST of cities and communities observing daylight saving time, effective April 28 and lasting until Sept. 29, has been compiled by the 18 Merchants' Assn. of New York from questionnaires sent to municipal officials and commercial groups. The list may be obtained by writing to the association, which has offices at 233 Broadway, New York City.

THE entire organization of Wally-Overland Motors, Toledo, will participate in a telephone business conference to be held May 3. Mexican and Caribbean programs will be included. Radio program technique will be used, with Graham McNamee as m.c.

A TECHNICAL and legal advisory department to advise advertisers about Federal regulations affecting advertising has been organized by Frankel-Rose Co., Chicago agency. Experts will review publication copy, literature, labels and radio continuity.

PROCTER & GAMBLE Co., Cincinnati (Chips), on April 29 started Painted Dreams on 6 stations, Mon. thru Fri., 10-10:15 a.m. Agency: Pedler & Ryan, N. Y.

LANCE PACKING Co., Charlotte, N. C. (peanut products and confec-
tions), on April 17 started Dean Hud-

WESTERN CANADA Flour Mills Co., Toronto (Purity Flour), on April 20 and 27 started Know Your Mar-
times Quizz, with $120 in prizes every week, on 8 Canadian Broadcasting Corp. stations in Maritime regions plus CHNC, New Carlisle, Que.; Fri., 7-7:30 p.m. in New Brunswick and CHNC; Sat. 6-6:45 p.m. in Nova Scotia. Agency: A. McMikin Adv. Agency, Toronto.

DR. R. L. WATKINS Co., New York (Dr. Lyons toothpowder) on April 1st started America's Looks Ahead on 12 Texas State Network stations, Mon., Wed., Fri. & Sun. 7-7:45 p.m. Agency: Black-
ett-Sample-Hummet, N. Y.

PROCTER & GAMBLE Co. of Can-
to, Toronto (Ivory Soap), on April 8 started Ace-In-The-Air on 26 Canadian Broadcasting Corp. stations in Maritime, Ontario and Prairie reg-
ions Mon. thru Thurs., 5:15-5:30 p.m. Agency: Compton Adv., N. Y.


Renewal Accounts

BROWN & WILLIAMSON TOBAC-
CO Co., Louisville (Raleigh tobacco), on April 30 renewed for 22 weeks Uncle Walter's Dog House on 78 NBC Red stations, Thurs. Thurs. 10-11 a.m. Agency: Russell M. Seeds Co., Chi-

Network Changes

CAMPBELL SOUP Co., Camden, N. J. (Familiar products), on April 30 shifted Lanny Ross on 59 CBS stations from a four day schedule to Mon. thru Fri., 7:15-7:30 p.m. Agency: Rutherford & Ryan, N. Y.

ANNUAL Headache Week was observed as usual by radio station traffic managers throughout the country as Daylight Saving Time started April 28 and wrought havoc with program schedules. Here is Albert Shambarger, commercial traffic manager of WHK-WELE, Cleveland, making ready for the wholesale time changes that went into effect on that date. It was his job to see that some 1,400 programs and announcements broadcast weekly by the two stations underwent time changes without a slipup.

STANBACK Co., Salisbury, N. C. (proprietary) has placed spot an-
ouncements on WSM, WPRO, WAVE, WBSE, supplementing the present list. News pro-
grams on WMPR, recordings on WCPO and announcements on WBT have been renewed. Agency is J. Car-

ADAM HAT Local Dises

ADAM HAT STORES, New York, on April 24 sent to 160 dealers for local placement a series of transcription announcements recorded by Bob Byson, of WIN, New York, and transcribed by the WIN Transcription Service. On May 26 Adam Hat renews for 32 weeks the Hour of Champions program, with Sam Taub, heard Sundays, 1-1:30 p.m. The Adam Hat agency is Glickman Adv., New York.

We welcome your inquiries.

RADIO RECEPTOR CO., INC.
251 West 19th Street, New York City

CHECK YOUR ANTENNA COSTS and SEE WHY...

When you install a Lingo Vertical Tubular Steel Radiator, you expect — and get — better coverage and plus performance. This fact plus the proven stability and low main-
tenance costs more than justifies the expenditure.

Yet above and beyond these ad-
vantages is the fact that Lingo Radiators offer substantial savings due to the fact that we construct and erect our own products. Such savings cannot be ignored. We will gladly make a free survey and give you the facts as they apply to your own case . . . then with the figures before you decide if you can afford to overlook what other aggressive stations are enjoying.

* Please send for details and give location, power and frequency of station.

JOHN E. LINGO & SON, INC. Dept. B-5 CAMDEN, N. J.
Nets Making Elaborate Plans To Cover Political Conventions

Leading Commentators Are Assigned to Sessions;
World and National News Sets Are Arranged

PLANS to bring the American audience every important and interesting aspect of the two national political conventions were announced concurrently April 23 by CBS, MBS and NBC, following conferences of network special features executives with the leaders of the Republican and Democratic parties in Philadelphia and Chicago.

With microphones not only in the broadcasting areas overlooking the speakers' platforms and the floors of the convention halls, but also at the elbow of the chairman of each State's delegation, radio listeners will be able to hear each vote cast as if they were present in the hall themselves.

Special Features

Other microphones in committee rooms, special suites and special studios will permit interviews with political leaders. The special studios have equipped with jukeboxes and noise generators, both of which will be called the halls without hindrance from cables or wires.

Each network will cover the sessions, expected to last five to seven days each, from the starting dates of June 24 in Philadelphia for the Republicans and July 15 in Chicago for the Democrats, with a large staff of news announcers and commentators. According to plans announced by A. A. Schechter, NBC director of news and special events, H. V. Kaltenborn and Earl Godwin will follow and interpret the proceedings.

NBC-Red, while Baughke, Raymond Clapper and Lowell Thomas will furnish the commentaries for listeners. Paul Warfield, George Hicks and Charles Lyons, spot news experts, and Carleton Smith and Her-few Provost, both of whom have served as Presidential announcers, will be on hand for NBC, while Ani Underwood will handle NBC's coverage of women's activities at the conventions.

CBS and MBS Staffs

To analyze the political happenings for CBS listeners, Paul W. White, director of public affairs, has thus far scheduled Elmer Da-vis, Bob Trout, Albert Hunter and John Charles Daly. Edwin C. Hill and Paul Sullivan may also take part in the CBS coverage direct from the convention floor. Harry Grossman, CBS Eastern division engineer, will handle the technical plans with the assistance of Frank Falbro, CBS central division engi-neer, and J. Leitisch, technical super-visor of WCAU, Philadelphia.

The MBS lineup will consist of Gadriel Hartnett as commentator; Arthur Sears Henning, chief of the Chicago Tribune Washington bureau; Fulton Lewis jr., MBS Washington newscaster; Quin Ryan, manager of WGN, Chi-cago, and a veteran of convention broadcasting since crystal-set days; Wythe Williams, editor of Greenwich Time and a noted com-mentator on national and international affairs, and Dave Driscoll, WOR special events director.

Technical Setups

Technical plans for NBC are being handled by George McElrath, operations engineer. For Mutual, the microphone setups will be in- stalled under the supervision of J. R. Poppele, Carl Meyers and Ar-nold Nygren, chief engineers of WOR, WGN and WFL, Philadelphia, respectively, and Andrew L. Poole, traffic manager of MBS.

Each network will maintain a news staff at the conventions, in addition to a crew of announcers and commentators, to keep commentators, chiefly those on commercial programs, informed of minute-to-minute news from the convention halls.

Telephone and teletype connec-tions with New York will also serve to keep those at the conven-tions in constant touch with events in Europe and elsewhere. Mutual will also help to keep the world informed of the conventions by feeding its programs to WRUL, Boston shortwave station, which will relay them to Europe, South America and Africa. All three net-works will establish headquarters at the Bellevue-Stratford Hotel in Philadelphia and the Stevens Hotel in Chicago. These hotels will also serve as headquarters for the po- litical party convening in each city.

First break on the convention coverage went to MBS, which seconded a double editorial and national funnel position at the conventions, securing the choice vantage points at both Philadelphia and Chicago.

THRILLERS UPHOLD
Mrs. Roosevelt Sees No Harm
In Radio Tales

NO REAL harm for youth arises from the Lone Ranger or blood- and-thunder radio and picture pro-grams, Mrs. Eleanor Roosevelt de-clared April 17 at the annual luncheon of the Philadelphia Mo-tion Picture Preview Study Group in Philadelphia. Knowledge and in-telligence, not censorship, should be exerted to give the youth of the country radio and motion picture fare that lend glamour and appeal to the worthwhile things of life, the First Lady added.

"I have often wondered, both on the radio and screen, just what im-poses here to the 'blood and the murder and crime series,'" she commented. "But my experience is that whatever the impression might be, they shed it immediately and it is gone in the lingo of the times. All youth have a spirit of adventure. If not actually participating in an adventure, it is always in their minds. As a result, we want to band our energies to make glamorous and appealing things that are worth while, and they won't care for the others. However, don't think the others have done them any harm."

"All children like to see and hear blood-shed, glamorous and adventu-rous pictures and stories because every child believes himself a hero and adopts the role. Children are not shocked by things they do not understand. If you emphasize the things they should not see or like, it only drives them to it. You should endeavor the things they should see. But don't say 'ought' or 'should.' Say you find something interesting and make an appeal in it so and yet they will find they will take it to. There-fore, it is not a question of censorship but intelligence."

Minwax in Northeast

MINWAX Co., New York, during the first week in April started two oneminute spots and then flew to New York, Bridgeport, WELI, New Haven; WDRG, Hartford; WOR, WKNJ, New York, and WBNR, Boston, offering listeners free books describing the uses for its floor wax stain. W. I. Tracy, New York, is agency.

Elastic Discounts Pondered by MBS

Addition of Discount Periods For Full Network Studied

A "MORE flexible rate structure" for the MBS full network volume discount plan, adopted early this year, was a major topic of discussion at the first complete operating board meeting of the network in New York, April 18-19. Coverage of the national political conventions and plans for increasing the number of MBS programs originated by member and affiliated stations were other highlights of the ses-sion, which details of new programs and sales promotion plans were also discussed.

New Discount Periods

Revision of the volume-rate plan schedule, as agreed upon by operating board, has been sent to the stations for approval and will probably be made public in the near future. While network executives are loste to discuss the matter pending the acceptance of the plan by MBS stations, it was learned that it embodies the addition of dis-counts for broadcasting periods of 13, 26 and 39 weeks to the present schedule, which offers discounts only to advertisers using extensive networks on 52-week minimum con-tracts.

Attending the conference were W. E. Macfarlane, WGN, president of MBS; Alfred M. McCook, WOR, chairman of the MBS board; E. M. Antrim, WGN, treasurer and ex-ecutive secretary; Theodore C. Smelser, vice-president and Lewis Allen Weiss, Don Lee Broadcast-ing System, vice-president for sales, Carl John Shephard and D. H. Yankee Network; K. H. Hackathorn, sales manager of WHK-WOLE, J. E. Campbell, CKW, Ed Wood Jr., MBS sales manager. Fred Weber, the network's general manager, presided. Affiliate stations were represented by William Dolph, WOL, for stations East of the Mississippi, and Gene O'Fallon, KFEL, for stations in the West.

GELLATLY Inc., radio advertising and station representative, New York, on May 1 moves from the Time & Life Bldg. to larger quarters at 551 Fifth Ave.
Mail response is only one of the factors to be considered in gauging the effectiveness of a radio station. Here at WLW we receive many thousands of letters each year but have never over-stressed mail response. However, we think it of sufficient interest to the industry to call attention to one mail response of 168,591—response to an offer of a booklet with pictures of the radio cast made by one advertiser one time on Saturday evening, March 2. This number represents only those replies received by the station. We understand that a great many more were sent directly to the client.

WLW THE NATION'S Most Merchandise-Able STATION
DESIGNED with the exclusive RCA double voice coil mechanism and folded horn cabinet, the RCA 64-B Monitoring Loudspeaker reproduces what is probably the widest frequency band ever obtained in so small a cabinet. High frequency diffusing vanes in front of cone, spread high fidelity response over a wide angle.

Low Distortion With High Power
Coordinated design of speaker and cabinet reduces harmonic distortion to a new low. And the study, reinforced cabinet is built to eliminate resonance and vibration.

More Acoustic Volume With Less Amplifier Power
The unusually high sensitivity of the RCA 64-B Loudspeaker provides much more acoustic volume with lower amplifier powers than is generally obtained in ordinary speaker design. The highest quality permanent magnet material together with correct pole design permits the use of a permanent magnet without loss of efficiency or power handling capability.

Double Voice Coil Reproduces High Frequencies Naturally
No separate or "tweeter" speakers are required—and the RCA 64-B delivers outstanding performance at a low cost.

The pleasing modern design of the RCA 64-B makes it desirable for use in studios, offices and lobbies. Available in black, umber-grey—or walnut, it blends in with any interior design. A matching base cabinet may be used in installations requiring an amplifier—such as the RCA 82-B—associated with each speaker.

$70 in black or grey. $75 in walnut.