Taking a Dose
OF OUR OWN
MEDICINE!

It has always been our contention that the best idea in the World—the biggest success—cannot reach the heights it deserves unless the associated facts are told in a big way.

Uncorking the bottle of our own medicine, often prescribed for many a successful WWVA advertiser, we take a goodly dose in this front cover Broadcasting space to briefly tell a big success story in a big way.

For seven years we have been building a success story with our WWVA Jamboree, which has few, if any, parallels in the broadcasting business. Nearing the one million mark in attendance, this WWVA personal appearance feature draws listeners from miles around to Wheeling every Saturday night.

The first week of this month we took the WWVA Jamboree on its Second Annual Good-will Tour which proved to be a post-graduate course in the intense responsiveness of WWVA listeners to THEIR radio station. Opening in Wheeling and continuing throughout the week of April 28, the JamTreee Tour Shaw was enthusiastically greeted all along the way by the friendly folks who mean so much to our success. 14,572 WWVA Boosters paid to see their favorite entertainers in action.

Tour stops are listed at the right.

Such is a glorious tribute to the legion of WWVA listeners and their loyalty to their radio station. It is the understandable answer to the oft repeated question—"Why does WWVA do such an outstanding job for advertisers?"

WWVA

5,000 WATTS Day - Night  WHEELING, W.V.A.

Represented in all Markets by JOHN BLAIR CO.

COLUMBIA STATION AT ELEVEN-SIXTY ON 2,085,666 RADIO DIALS
Wednesday, April 10, at 7:00 a.m., on Julian Bentley's WLS newscast (too early for an audience?), WLS announced a new, up-to-date war map, available to listeners at 10 cents a copy.

In the noon mail the same day, 100 dimes were received—many mailed within thirty minutes of the broadcast. In the 2:30 p.m. mail were 150 more; and within a week 30,000 were received.

Again WLS proves that its listeners respond—quickly and definitely—and that any time is a good time—if the program is good and the station has built a loyal and dependable audience.
A Huge New England Audience — Built by COMPLETE SPORTS COVERAGE

CRACK of the bat...thud of padded leather...drum beats of flying hoofs...cheers of the crowd...all the thrills of sports action are broadcast the length and breadth of New England by WAAB and The Colonial Network which, for years, has consistently aired more sports events than any network in the six states.

Jim Britt, Director of the Sports Reporting Staff, is back of the microphone for this year's American and National League baseball games in Boston.

Britt, rated as an ace sports broadcaster, is adept at all-around, play-by-play announcing for the whole realm of athletics.

With on-the-spot experts at the microphone...with a reputation built by nearly a decade of service to sports fans, The Colonial Network has an audience of sports followers in all income groups that is definitely the largest offered by any combination of stations in New England.

You can tell your sales story to more people, more often and more economically with the 18 stations of The Colonial Network.
Where was your sales curve.

That was Saturday night, in 1939.
What were your sales that week?
If they weren't where they should be, have they got an alibi?
Did you support them with advertising that week—and consistently the weeks before?
If not, why not?

A week is a market for your goods. As real a market as any town. You make more sales in one week—in any one summer week—than you make in almost any town you can name, in a year. The week is a bigger market!

Why not protect that Summer market?

Too expensive, you say? Pish & tosh! That's the answer people gave twenty years ago—before a swift advance in advertising you've been hearing about. And hearing. Radio protects every week's sales. It cures the irregular pulse of advertising, the chronic spottiness of other campaigns.

It closes gaps in sales-support that once were weeks and months wide. Radio does this because it enables you to cover every market every week every month; protecting the whole market with a “frequency of insertion” no ordinary budget can buy anywhere else.

That's hardly news to Chrysler, Pet Milk, Liggett & Myers and Ford. Or Procter & Gamble and Lady Esther. These companies, and many others, have discovered—and have put into use—the technological
on the night of August 12?

advance in advertising made possible by radio: a major sales impact every week—within a practical budget. All these advertisers now protect their sales 52 weeks of the year; fighting as successfully for their share of the Summer market as they fight for Texas or Illinois. Why shouldn’t they? Compare retail sales, payrolls, or production: Summer is three times as big as Illinois!

Radio makes this market as easy to protect, and expand, as any other. There are now 6,500,000 automobile-radios on the road. There are 1,000,000 more new portable sets, travelling wherever America travels in Summer. (The people who go away don’t get away—from radio!) And 21,900,000 families are known to listen each summer day at home!

Clearly, radio listening is no exception to the habits that make this nation a market. In summer as in winter, people eat and dress, shop and spend, work and have babies. Summer makes little change in the daily routine of the vast bulk of families—so why not tell your story to them every week? Radio makes it possible. And profitable.*

Did you know that CBS Summer billing was 53% higher last Summer than the year before? That more families listened to radio last Summer than in any previous Summer? That you can safely expect more families will listen this Summer than last?

And did you know that CBS is now carrying a higher volume of advertising than any other network; setting seven successive network records for any year on any network, month after month for the past seven months?

Columbia Broadcasting System
In recognition of KSD's long record of public service in the Middlewest, the Federal Communications Commission has granted this station full time on the air, effective not later than July 1, 1940, with the privilege of broadcasting at any time during the day or night without interruption.

**KSD NOW HAS FULL 24-HOUR ASSOCIATED PRESS NEWS SERVICE**

KSD now has available the full 24-Hour Service of the Associated Press News. This is the first time any broadcasting station has had the full 24-hour rights to Associated Press. A separate wire system is being used, bringing dispatches direct to KSD news editors.
MAXIMUM POWER
WHERE IT COUNTS
WHAS
SELLING A $2,214,269,000 MARKET
50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.
WHEN RESULTS COUNT...

In these explosive hours, half the job of United Press reporters is being at the right place at the right time. The other half is delivering the news—accurately, swiftly, completely. Right now, the nation's radio stations—more than ever before—are depending on United Press coverage of the world's news. Results count!
No Telephone Surveys on Radio Listening

Many broadcasting stations, agencies and advertisers are surprised at our refusal to conduct surveys of radio listening by telephone.

Our refusal to make such telephone surveys is merely one example of our policy regarding all surveys. We are unwilling to undertake any survey if we are not reasonably certain that the method employed will produce the facts. Any survey which does not produce facts is worse than useless.

Besides the obvious fact that there are far more radio sets in this country than residential telephones, and therefore telephone subscribers cannot represent a true cross-section of radio owners, we have much material which proves that there is a considerable difference in the listening habits of telephone subscribers and non-subscribers.

One example of this difference is found in the roster-recall study we made in January in Hartford, Connecticut covering the programs broadcast Tuesday evening. In this study, for example, Amos 'n' Andy had a rating of 23.8% in telephone homes and 18.5% in non-telephone homes. In the same study "I Love a Mystery" had a rating of 19.5% in telephone homes and 23.5% in non-telephone homes. Naturally "Pot O' Gold" is more interesting to telephone subscribers than others and therefore, its rating of 41.6% in telephone homes and 38.3% in non-telephone homes, seems reasonable.

If you are interested in the truth about your radio audience you should ask us to make a roster-recall study.

Address all inquiries to Market Research Division, Chester E. Haring, Director.
The World-famous Wilshire Brown Derby—favorite luncheon place of many Southern California advertising executives.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

OWNED AND OPERATED BY NATIONAL LIFE & ACCIDENT INS. CO., INC.
National Representatives, Edward Petry & Co., Inc.
When Rev. Chrystomos Papalombrov spoke

... it was Greek to WBT listeners

WBT broadcast a special program celebrating the 129th anniversary of Greece's independence from Turkey. There was choral music, and an address by Rev. Chrystomos Papalombrov—in Greek. Of course, most folks in the Carolinas do not understand Greek, but for those of Greek descent, WBT has further cemented their loyalty... as it has the loyalty and enthusiasm of all the other groups that make up WBT's rich audience. WBT's overwhelming dominance in its territory is maintained by programs broadcast for, rather than to, its listeners—programs like:

★ The only play-by-play broadcasts of major league baseball in the South — the second straight year
★ WBT's Alarm Clock "rings" every week day at 5:30 a.m. ... for the farmers and their families—the workers and their families
★ Community Crusaders—dedicated to the improvement of conditions among colored youth
★ Farmers' Forum of the Air—an informal round-table discussion about farm problems—of, for and by farmers
★ Bureau of Missing Persons—58 persons traced in 11 weeks

Three million Carolinians know WBT broadcasts for them. And they buy WBT-advertised products—first.

WBT ★ 50,000 WATTS · CBS · CHARLOTTE, N. C.

Owned and Operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York · Chicago · Charlotte, N. C. · St. Louis · Detroit · Los Angeles · San Francisco
One of the things we have always aimed at here at F & P is the acquisition of men whose general business experience would qualify them to understand and really assist in the problems of business men. So when Leo Bowman decided he wanted to join up with F & P, we grabbed him (and his business experience) for our Chicago Office, where he served two years, before we sent him back to his home town as Manager of our San Francisco Office.

That's a typical example of the reason why all of our fourteen top-notch men are more than walking rate-books. Among us, we share nearly 200 years of varied experience in radio, advertising, financial organizations, utilities, department stores, automotive industries, etc., etc., etc. When you ask us for an opinion or some information on almost any problem—or about any industry—we can usually get a more or less expert answer for you from our own organization.

Free & Peters believe that the best contact the radio industry can maintain with you agencies and advertisers is to offer you the daily services of the best, most experienced, most capable men obtainable. That's the way we work in this group of pioneer radio station representatives.

**EXCLUSIVE REPRESENTATIVES:**

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<th>Region</th>
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<td>WCKY - WCAY Cincinnati</td>
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<td>KIRO - Seattle</td>
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**Free & Peters, Inc.**

Pioneer Radio Station Representatives

**CHICAGO: 130 N. Michigan**
**NEW YORK: 247 Park Ave.**
**DETROIT: New Center Bldg.**
**SAN FRANCISCO: 111 Sutter**
**LOS ANGELES: 650 S. Grand**
**ATLANTA: 932 Palmer Bldg.**

Franklin 6373
Plaza 5-6131
Trinity 2-8444
Sutter 4353
Vandike 0569
Main 5667
Criminal Action Against ASCAP Sought

Subpoenas Issued Indicating Federal

NEW PROCEEDINGS, which may result in criminal indictment of ASCAP for purported violation of the anti-trust laws, were instituted by the Department of Justice in New York, with the issuance of subpoenas by a grand jury for ASCAP files and records.

Differing from the five-year-old anti-trust suit, an equity proceeding still pending before the Federal District Court for the Southern District of New York, the action marked a new departure in the Government's investigation of ASCAP as an illegal monopoly since it seeks a determination by the grand jury under criminal rather than civil procedure for possible indictment of ASCAP officials.

ASCAP on May 10 filed a motion to quash the subpoenas, presumably on the ground that the data sought were too comprehensive and would work undue hardship.

A hearing on the ASCAP motion probably will be set by the court. The "subpoenas duces tecum" were issued by the U. S. Attorney's office to be returnable May 14. In the light of the ASCAP pleading, the preliminary hearing is expected.

Federal Studies

Looked upon as the long-hinted revival of Government action in the broadcasting field [BROADCASTING, Dec. 1, March 1, March 15], the newest action stems from preliminary studies made by Victor Waters, special assistant to the Attorney General, who was assigned to the ASCAP-music situation several months ago.

While no word was forthcoming from the Department, it was inferred that the decision to inquire into possible criminal action against ASCAP grew out of the refusal of the music combine to cooperate with the Department. It is known that Mr. Waters and a small staff of investigators have been inquiring into the situation for several months.

The Government anti-trust suit, seeking to dissolve ASCAP as a monopoly in restraint of trade, was originally filed in 1934 against the Society itself and some 130 of its officers and members. After the trial got underway in June 1935, it was postponed so the parties might stipulate the record. It has been dormant since, except for sporadic efforts to revive, and has since, had fallen flat until the recent appointment of Mr. Waters.

While the Department has refrained from commenting on its action, the move to procure grand jury action is regarded as an indication that the Government is bent upon getting something accompanying it. Whether the new procedure will mean an effort to institute full criminal proceedings against ASCAP, alleging conspiracy, or whether it simply tend to revive the Government's be-whiskered equity suit, is problematical. In any event, the grand jury effort by the Department is regarded as showing the clear intent of the Government to end the long slumber of the original suit.

Technically the Department's action might be described as a continuation of its "investigation" into ASCAP. From the practical standpoint, however, by taking the criminal suit tack, the Department has clearly indicated its determination to bring its investigation to a quick conclusion and perhaps prosecute both criminally and civilly.

The court records disclosed that ASCAP filed its motion to quash the subpoenas in "the matter of ASCAP in a Grand Inquest in regard to an alleged violation of the Federal anti-trust laws." The motion to quash was filed by Schwartz & Prohob, ASCAP counsel.

It is entirely possible the new litigation, presuming the grand jury follows through, will involve ASCAP itself. As an example, the Anti-Trust Division of the Department has been scrutinizing conditions surrounding the enforced employment by broadcasting stations of fixed quotas of musicians growing out of the 1937 contracts with American Federation of Musicians. Moreover, there may be involved in the actions other purported enforced agreements, relating to phonograph record performances and the like.

The AFM situation was brought to the attention of the Department last November, after Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, had lashed out against illegal labor practices in the building trades, regarding enforced employment. Because the AFM situation was brought to the attention of Mr. Arnold in the building trades, it was felt the Department might also move on that front.

Numerous conferences have been held, it is understood, including one with an official of Local No. 77 in Philadelphia, in connection with WPEN, where musicians had struck and where the station had undergone a boycott. A sympathy strike had been called at WOV, New York, and there was an ASCAP boycott in that city. The case, however, was settled May 10, with the musicians returning to work and with a dras-}

The new action of the Department comes close on the heels of the proposal of ASCAP to license the broadcasting industry on an entirely new basis, which involves an estimated increase of approximately 70% over the current royalty payments of $5,000,000—mainly from the network [BROADCASTING, April 1-15]. While ASCAP has made known the formula it proposes to employ, it has not yet submitted contracts to stations to supplant those which expire Dec. 31.

Meanwhile, Broadcast Music Inc., owned by the RCA music subsidiary, is making strides. It is designed to create a music supply which would rid the industry of total dependence upon ASCAP by the end of the year. In connection with the Government's grand jury procedure, Assistant Attorney General Waters has kept posted on industry developments, particularly in State legislation which ASCAP has resisted.

Andrew W. Bennett, NAB copyright counsel and former special assistant to the Attorney General who was originally in charge of the ASCAP suit, has participated in this State litigation. Throughout the court trials, there have been admissions in testimony by ASCAP members or publishers which are regarded as important in the Federal action. The efforts of State governments which have enacted anti-ASCAP laws, have been to show that ASCAP is a monopoly that it has discriminated in its dealings with stations and that it has indulged in price-fixing.

New York Fair to Recognize Air Freedom by Special Day

RECOGNIZING broadcasting as an American institution on the eve of observing with the press and as entitled to the same constitutional right to freedom, the New York World's Fair has set aside July 4 as "Broadcasting Day", with a gala celebration planned to epitomize radio's position in the national economy.

In collaboration with the NAB, the World's Fair directorate has arranged for the event, fittingly set for Independence Day. The keynote will be free American radio.

President Roosevelt himself is expected to participate in the precedent-breaking ceremonies, probably with an address by remote control from Washington. Mr. Roosevelt has been a staunch advocate of a "free radio", having often compared it with the press. The whole theme will be that of "free radio" as a bulwark of "free press" and "free assembly", which are constitutional guaranties.

While final plans have not been completed, industry-wide observance of the day is contemplated. Some thought has been given to the unveiling of a plaque, symbolic of radio, for segments of the industry will be enlised in the celebration.

Aside from the actual consecration of "free radio", thought is being given to a panoramic display, depicting radio's progress over the years. Working demonstrations of broadcasting, television, facsimile, automation, remote control and other offshoots of radio also are contemplated. To preserve a running story of the event for posterity, full recordings will be made.

Preliminary plans for the celebration have been carried on under NAB President Neville Miller and the NAB board of directors upon invitation of the Fair. Edwin M. Kirby, director of public relations and NAB representative in attendance with World's Fair officials, primarily John S. Young, radio director. In addition to participation of all branches of radio in the celebration, affiliated industries may be aligned, along with representatives of public, labor, education and Government.

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Vol. 18. No. 10

WASHINGTON, D. C., MAY 15, 1940

$3.00 A YEAR—15c A COPY

BROADCASTING and Broadcast Advertising
Confusion Over Daylight Saving Time Cuts Audience, Folger Executive Says

DAYLIGHT Saving Time, with its confusion for sponsors, agencies, networks, stations and listeners, was brought into the open just prior to the May 18-19 meeting of the Association of National Advertisers by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City (coffee).

On the theory that advertisers suffer loss of audience as a result of daylight-saving time schedule shifts, Mr. Heuerman circulated a letter among ANA members indicating he planned to turn the spotlight on the subject at the ANA meeting, a closed gathering held at the Westchester Country Club, Rye, N. Y.

The question was further agitated when Ben Ludy, manager of WBW, Topeka, circulated copies of the Heuerman letter among time buyers. "I think Mr. Heuerman is going to start a snowball rolling here that is going to continue until we reach the place that all the industry, if not to suffer twice a year," Mr. Ludy declared.

A 'Mad Scramble'

Mr. Heuerman's pre-convention letter follows:

"Word has just been received from ANA headquarters that the program of our convention will include time for a discussion of the subject of Daylight Saving Time, as it affects radio schedules and advertising effectiveness.

"If you are using radio, you are thoroughly familiar with the confusion—or we might say, 'mad scramble'—that takes place each spring and fall, in order that networks and stations be planned at the moment, the agency states, but the present ones, plus the recent addition of two more daily quarter-hour script shows on NBC-Blue, expansion of the time on TSN from a half-hour to an hour a day, and a daily hour on the California Radio System, which, Mr. Heuerman states, is said to account for a sizable portion of the sum set aside for use on TBS.

"We've Got to Have a Studio Orchestra But All the Musicians in Town Are Orchama Players!"

"If radio schedules were operated on the same time as the outdoors, naturally all program schedules would move up one hour, and everything would be lovely. As it is, however, Daylight Saving in a few eastern cities actually consisting of an extreme minor city as compared to the entire 48 States, imposes adjustment of program schedules on probably 95% of all the radio stations, and the vast majority of the American listening public, which comprises the major market of most eastern manufacturers.

"As advertisers, our main concern is not with the nerve-racking tangles in which the broadcasters find themselves, but with the loss of audience which our program undergoes.

"When we pay our dollars for broadcasting time and continue our programs regularly, week after week, and month after month, building up an audience, we sincerely feel it very unfair that that accumulated following should be thrown to the winds when the problem can be so easily solved.

Loss of Audience

"The advent of Daylight Saving affects many network programs as well as spot shows, because broadcasting stations in many cases cannot get clear the time needed. The only solution in those cases, as you know, is for the station to transcribe the program and make it available to the listeners for time they can clearly see. Therefore, many network advertisers suffer loss of audience as well as spot advertisers.

"The time that seems most absurd to us is that this situation is allowed to continue year after year, when it could be solved so easily if the networks cooperated. As you know, railroads operate on Standard Time, regardless of whether a community decides to use Daylight Saving or not."

PULITZER RADIO AWARDS REJECTED

PROPOSALS that the Pulitzer Prize Committee, which on May 6 announced its annual prizes for journalism achievement, should include features, news, poetry and music among its awards, were rejected by the awards advisory board meeting in New York. While an official announcement was made, a spokesman stated that the step was merely "an expression of the members' feelings at this time". The matter, however, has not been dropped entirely, it was pointed out, and it may be brought up again until next year. This means no awards can be made for 1940, those being announced in the spring of 1941.

It is understood the Pulitzer family is in favor of including radio, Joseph Pulitzer Jr., son of the founder of the awards, is a member of the advisory board, and it is possible he may push the matter through another university. Besides Mr. Pulitzer, the advisory board includes: Dr. Walter M. Harrison, editor of the Oklahoma City Star; Dr. C. A. Ackerman, president of Columbia University, custodian of the Pulitzer awards, who also sits on the advisory board, and presented the radio proposal to the board.

Saraka Exercises

UNION PHARMACEUTICAL Co., Bloomfield, N. J., on May 10, started Wallace's Keep Fit to Music program in the interests of Saraka on four MBS stations, Monday through Fridays, every day that warm weather continues. WSAY, Rochester, carries the program live 10:30-10:45 a.m. on May 10. Program is heard on WEAN, Providence, 11:45 a.m. to 12 noon; WRR, Dallas, 11:15-12 noon; LS, Los Angeles, 11:45-12 noon; and a few others 1:45-2 p.m. Agency in Sherman K. Ellis & Co., New York.

Proprietary Fair Devoting Part of Big Fund to Spot

Elliott Roosevelt Extended; Music vs. Serials Tested

INDICATIONS that the $2,000,000 to $3,000,000 which Sterling Products, New York, and American Home Products, Jersey City, earmarked for the promotion of their various proprietary products under the "Transcontinental System" will be devoted in part at least to spot broadcasting, are given by the recent announcement by Brackett Sammel-Hummert, by Chas. E. Elliott, of the two regional networks. No other transcription campaigns are described, which receives a few stations of day-time serials.

The PULITZER Radio Awards committee has rejected proposals that the awards should include features, news, poetry and music among its subjects. This means that no awards can be made for 1940.
FCC Broadcast Band Action, FM, Video Rulings Impending

Network-Monopoly Report Also Becomes Active; Full Commercial Television Is Foreseen

Broadcast allocations, involving the standard broadcast band, television and frequency modulation, not to mention the network-monopoly report, are the current order of business at the FCC, with an outcropping of pronouncements on fundamental policies and procedures expected during the ensuing weeks.

Since it reconvened May 7 to dig into its accumulation of work, the FCC has cleared by far much of the routine, with the decision now about cleared for action on allocation matters. The first order of business is television, which has developed as the Commission's biggest headache since the rehearing outburst of a few weeks ago. Chairman James Lawrence, FCC has action with respect to the band in a week or so. It is expected there will be fully rewritten rules and that the policies which marked the limited commercial operation for visual radio will be heeded [BROADCASTING, May 1].

Video and FM

The question of allocations for television and for FM, which has been hand-in-hand by virtue of demands for the same range of frequencies in the ultra-high band, the solution does not appear as simple. A number of plans for allocations, designed to accommodate both new media, are before the Commission, and that the action will be at this writing is only conjectural. It seems likely, however, the FCC will settle the rule question before tackling allocations.

Meanwhile, the FCC engineering department is grappling with all phases of allocations—broadcasting (pursuant to the FM complaint), TV and FM and television. Meetings have been held with the Interdepartment Radio Advisory Committee in the hope of reclassifying the high bands reserved for Government use to FM or television use.

The question of television standards is still in the forefront, with diametrically opposite positions taken by RCA and DuMont in their briefs filed May 3 with the FCC. RCA plumps for 441 or 507 lines with 30 frames, while DuMont seeks a flexible system on lines with but 16 frames. RCA also levels the charge of motion picture domination of DuMont by Paramount, and asserts that DuMont's support of purportedly inferior quality television may not be "without an impelling motive," by virtue of this movie "domination." DuMont, on the other hand, strongly denies it is controlled by Paramount; that it is in the best interests of television development, and that its system is not geared with the public interest in mind.

Senator Lundeen, Farmer-Laborite of Minnesota, author of the now apparently pigeonholed resolution to investigate the FCC because of its foray into RCA's television merchandising campaign, erupted in the Senate again May 6, protesting against the FCC's delay in deciding the issues of commercial domination, the absence of commissioners, and argued that a half-million jobs for workers in television and related fields will be opened if the industry gets under way. Senator Lundeen read into the record editorials from recent issues of Broadcast, FM, and other FCC activities.

In its brief filed May 3, RCA asked for full commercial status for television, of course, ready to serve the public and stating that idle men and idle money are ready to go to work. It maintains that a monopoly in television is compelling, and made a plea for retention of the present lower television bands for a few services until such time as for allocation of any portion of them for FM which it described simply as a supplementary sound broadcasting service.

Movie Angle Stressed

Apropos DuMont, the RCA attorneys declared the vigor with which it advances a frame frequency of 15, which is less than that used even in home television and substantially less than used in theatres, "may not be without an impelling motive."

Inherent interests which are financing DuMont Laboratories have a much greater financial stake in the movie industry than they have in television, the RCA brief states. "Their recent interest in television is primarily for the purpose of "protecting" the larger interest in the movie and theatre industry and not to develop the new art of television. Therefore, the delay in the adoption of systems and methods that would make television inferior rather than superior to motion pictures.

"The interest in television on the part of DuMont Laboratories must be to serve those who furnish the working capital—Paramount Pictures Inc., Regardless of any interest which Allen B. DuMont has personally, as a radio engineer, in the development of television, it is impossible for him to resist the demands of Paramount Pictures in the DuMont Laboratories."

Questions DuMont Control

It was added that the prospectus of DuMont Laboratories shows the "intensive interest and the practical control of all DuMont Laboratories by Paramount Pictures as a company and the individual interests of those associated with Paramount Pictures, either as officers thereof or as members of the firms of Lehman Brothers and Hemphill, Noyes & Co., or the Paramount's and DuMont's bankers."

"The interest in DuMont Laboratories held by Paramount's bankers cannot be ignored in considering the actual control exercised by Paramount," it was stated.

Objections raised to the RCA-DuMont methods of synchronization, other technical standards likewise were discounted by RCA counsel, who branded in-injection of certain of the issues as having no technical justification. "Freezing" of standards also was branded as something which RCA never had advocated.

15 vs. 30 Frames

Selection of DuMont's 15 frames instead of 30 frames would in itself "freeze" development at a very low level and within very narrow limits, therefore, development of commercialization, the brief recited there was no dissenting voice within in the television industry. "The undisputed evidence is that commercialization will accelerate the progress of the television art," the brief states.

Allocation of Television Channel No. 1 (444-450 mc.) from television to FM would be a "serious blow to television," the brief concludes. All of the benefits claimed for FM by those who propose to change the allocation are equally if not more applicable to television. By so doing television would be set back many months, the FCC was told, since it would take some four months to change the NBC video transmitter from Channel 1 to Channel 2, during which there would be no regular scheduled broadcast service in the New York area. To change to any other channel would cause too much damage, the brief states.

The RCA brief bore the signatures of Col. Manton Davis, RCA vice-president and general counsel; A. M. Abney, and others, vice-counsel; and general counsel; Henry Ladner, NBC attorney; Philip J. Hennessey

ACCLAIMED "Miss Industry of 1940" at conclusion of the Industrial Week celebration held recently in Amarillo, Tex., pretty Doris Jean Russell (left) here receives the trophy emblematic of the title from Lois Fay, director of women's activities of KFDA, Amarillo.

50 kw. for KOB; Others Increased

WFBL, WIOD, KTAR, KWK, KXOK Get 5 kw. Fulltime

INCREASE in power to 50,000 watts for KOB, Albuquerque, head- ed the list of power increases and other license authorizations announced by the FCC May 7 at its first regular meeting following a three-week recess.

Granted power increases to 5,000 watts fulltime, pursuant to regulations authorizing additional, experimental allocations, III-A regions, were WFBL, Syracuse; WIOD, Miami; KTAR, Phoenix; KWK, St. Louis, and KXOK, St. Louis, the latter with a shift in frequency to 630 kc., subject to installation of a directional antenna [see page 28 for details of other St. Louis changes authorized].

Since the KOB authorization was to increase its power from 10,000 to 50,000 watts unlimited time on 1,180 kc., for which construction permit was issued. WFBK, WIOD and KTAR were authorized to increase their power to 5,000 watts contingent upon installation of directional antennas.

Grantees of licenses to increase night power from 100 to 260 watts were WBAB, Atlantic City, N. J., KTOH, Denver; KBK, Baker, Ore. WMAN, Mansfield, 0., was granted an increase from 500 to 1,500 watts unlimited time with 260 watts on 1,370 kc.

In the international shortwave broadcast field, WPIT, Saxonburg, Pa., operated by Westinghouse, was granted a construction permit to move to Hull, Pa., and increase its power from 40,000 to 50,000 watts. WRCA, Bound Brook, N. J., was granted special experimental authority to operate an additional 50,000-watt amplifier in addition to its regular 75,000-watt amplifier to feed a separate directive antenna, making the total operating power of 75,000 watts.

Dellar Named Chairman of Convention Committee

APPOINTMENT of Lincoln Dellar, general manager of KSFO, San Francisco, as chairman of the NAB convention housing committee, was announced May 10. Howard Lane, KFBK, Sacramento district director and local convention chairman. The convention is scheduled to be held in the St. Francis Hotel in San Francisco, Aug. 4-7.

Ward Ingram, of KFRC, San Francisco, has been chosen chairman of the golf committee making arrangements for the annual NAB Tournament and Control of DuMont Laboratories by Paramount Pictures as a company and the individual interests of those associated with Paramount Pictures, either as officers thereof or as members of the firms of Lehman Brothers and Hemphill, Noyes & Co., or the Paramount's and DuMont's bankers.

"The interest in DuMont Laboratories held by Paramount's bankers cannot be ignored in considering the actual control exercised by Paramount," it was stated.

Objections raised to the RCA-DuMont methods of synchronization, other technical standards likewise were discounted by RCA counsel, who branded in-injection of certain of the issues as having no technical justification. "Freezing" of standards also was branded as something which RCA never had advocated.

15 vs. 30 Frames

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ACCLAIMED "Miss Industry of 1940" at conclusion of the Industrial Week celebration held recently in Amarillo, Tex., pretty Doris Jean Russell (left) here receives the trophy emblematic of the title from Lois Fay, director of women's activities of KFDA, Amarillo.
Justice Dept. Declines Action On Five More Prize Broadcasts

FCC Onslaught Against Award Contests Is Stopped; Self-Regulation Method Is Seen as Answer

BLUNTLY rejecting as not prosecutable five additional prize contest programs referred by the FCC as possible violations of the lottery statutes, the Department of Justice has cleared its docket of all cases following the Pot o' Gold form. It clearly has apparently has stopped dead in its tracks the FCC onslaught against this type of programming.

While formal announcement has not been made either by the Department or the FCC, it was learned authoritatively May 13 by Broadcating that the Department had taken precisely the same action in these five new cases that it pursued in the so-called Pot o' Gold case April 12 [Broadcasting April 15].

O. John Rogge, Assistant Attorney General in charge of the Criminal Division, has advised FCC Chairman James Lawrence Fly that after a thorough examination the Department has concluded that prosecutive action should not be instituted. No detailed reasons were given.

Five Stations Involved

The new action came on citations involving programs on five stations. These were Musico, on WGN, Chicago; Sengo on WIP, Philadelphia; Exposition for You, on WPTI, Philadelphia; Sears' Grab Bag, on WISE, Asheville; Dixie Treasure Chest, on KRKD, Dallas.

The FCC referred these five prize contest features to the Department in a surge of action on March 29—prior to the rulings on the Pot o' Gold and Mead's Bakery program, the latter broadcast over a Texas station.

When the Department returned the Pot o' Gold and bakery program citations, it had been expected the additional five citations would likewise be returned without action. It could not be stated with certainty, however, since it was pointed out there always is the possibility of singling out some factor that must turn the legal tide.

In these earlier programs, Mr. Rogge advised the Department that following examination of the material submitted and careful consideration of the facts presented, the Department had concluded that prosecutive action under Section 316 of the Communications Act of 1934 should not be instituted. It is reliably reported that virtually the same language was used in connection with the five additional citations.

While these actions write finis to prize contest program scrutiny under existing conditions, insofar as the Department of Justice is concerned, it is nevertheless known that several members of the Commission, particularly Chairman Fly, regard such programs as "bad radio". Whether the FCC will undertake some new effort to test their legality under the lottery laws, as a means of procuring a new interpretation of the "consideration" factor in prize contests, is not clear. But such a move is regarded as remote. The Justice Department's action is tantamount to the opinion of the courts that the FCC has power to appeal to the courts.

Meanwhile, as a result of the earlier ruling of the Department in the Musico case, a recrudescence of prize contest programs has developed. Most spectacular was the entry of Great Atlantic & Pacific Tea Co. in radio, with test sponsorship of Musico over three CBS stations in New England (WEI, Boston, WPRO, Providence, and WGAN, Portland). The company had been off the air since June, 1933, but returned with the Musico program, which it has tied into Broad- cast Music Inc., broadcasting industry subsidiary in the music publishing field designed to rid the industry of dependence upon ASCAP (see page 60).

J. J. Byrnes, president of the A&P New England Division, reported after the first broadcast May 1 that his company was tre mendously pleased with the enthusiasm and interest created. He charged it a "good "game" in which Musico cards are distributed through A&P stores with prizes awarded the winners.

The fact, perhaps, that the majority of the FCC apropos prize contests is that the broadcasting industry has placed in the position of "buying" the contest by conducting a giant nationwide variation of "Bingo". While no direct reply is made here, the obvious fact that the Commission has seen fit to refer no less than seven such programs to the Department would suggest that one possibility is to encourage them. Nevertheless, since the statute prohibits exercises of program censorship by the FCC, it was felt perhaps the best that could be done is to tie and that, even though it may look askance upon such programs, it can do nothing directly about it.

It was recalled, however, that the FCC in the past has taken occasion to cite stations on application re relating to contest programs. This has been termed censorship "after the fact" but there has never been any direct action. This perhaps, though such notorious erstwhile American broadcasters as Rev. Dr. Bob Schuler, John R. Brinkley and others who have made use of the lotteries and through the use of corner stations, to which stations are tied and that, even though it may look askance upon such programs, it can do nothing directly about it.

A more likely course, if it was thought, might be the effort of the Commission to urge the industry, in the same mode, to encourage the rampant development of prize contests. In this respect, it is entirely possible the NAB might be urged, as part of its self-regulation code operation, to seek to control this development. It was reported that at various places there were numerous on the air, soliciting dollars for "dream books" and answering signs of the zodiac, in what amounts to a point for the sale of radio of the advertising by station. Stations which have stations as "private mouthpieces". The courts upheld these actions. They are not regarded as direct, however.

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New Blitzkrieg Finds Industry Prepared

Minimum Changes In Schedules Occur

By BRUCE ROBERTSON

GERMANY'S latest campaign, the invasion of Holland and Belgium, with its repercussions around the globe, found American radio thoroughly prepared. The broadcast networks on this side of the Atlantic minute-to-minute reports of action abroad.

Although earlier broadcasts from Amsterdam had indicated no untoward activities, reports of airplanes over Holland in the late evening of May 9, New York time, brought from European network executives an immediate decision to keep open throughout the night and news chiefs summoned their staffs at home and abroad to stand by for whatever might develop.

Radio's war coverage drew the praise of FCC Chairman Fly at a press conference May 13. Pointing to "balanced perspective" in radio news reports about the "giving sources," Chairman Fly commented, "Broadcasters have done a wholesome job in keeping us informed on war news, noted War and defense radio coverage of the European conflict, based on reports of both independent news services and news services of "intelligent and fair sort of job."

Special Features

At 1:02 a.m. in New York, the United Press flash that German troops had invaded Holland started a series of series by which NBC and CBS broadcast reports on similar war developments occurring with such rapidity as a listener to every broadcast would be notified of the network's broadcast of the European "situation is absolutely vital."

High spot of NBC's broadcasts during the entire World War, was the report by Alexander Loca, an official of the United States. In New York when the news broke, he was unable to reach his homeland by phone, Mr. Loca said he might have gone to the NBC studios for further information and at 4 a.m. went on the air over the combined Red and Blue networks. At 6:20 a.m. he made another broadcast over MBS.

Meanwhile, at CBS, Elmer Davis, who had been routed out of bed and rushed to the studio to interpret the fast-moving events, had summoned his old friend Hendrik "Henry" Van Loon, his old friend, and Capt. Von Stoppen of the Netherlands Army, in New York as an official of the Netherlands Railways, and interviewed them on the air on military aspects of the invasion at 5:02 a.m.

Earlier, at about 2 a.m., while Davis was making his first broadcast on the Nazi drive into the Low Countries, the CBS shortwave radio network picked up Geobels' announcement of the invasion to the German people and the world and a running translation made which Davis put on the air as received from the translator.

The situation was made clear to the listeners by saying that, if the siren's were clearly audible in the background.

There was a repetition of what occurred during a CBS broadcast earlier the same evening. Thomas Grandin, CBS correspondant, had reported after a broadcast from the French capital during the network's regular evening European round-up when the sirens sounded there and he requested the air again and brought to CBS listeners the scream of sirens warning all possible, at once.

Schedules Maintained

Augmenting its other coverage, Mutual has been presenting numerous programs of news broadcasts in Washington, New York, Boston, Philadelphia, Chicago, Los Angeles, San Francisco and other cities.

Broadcasting • Broadcast Advertising

NO TIGHTENING OF RADIO CONTROL

THE LATEST Nazi blitzkrieg, as far as can be discerned now, will have no bearing on the operations of American broadcasting stations from the regulatory standpoint, it was stated May 13 in high official quarters.

While misgivings have been expressed by some network officials that the further neutrality proclamations, drafted by the Administration, might in some way affect the status of radio operations, a canvass by Broadcasting of the Federal Departments and agencies affected did not yield any indication last night.

In the century, Washington officialdom was relying largely upon network broadcasts for first-hand information on the developments in war-born Europe.

Last August, when the European situation became tense, various Government agencies contracted with the device of the network broadcasts for information. Since then, the Administration has been relying largely upon network broadcasts for first-hand information on the developments in war-born Europe.

Broadcasters are expressing the hope that their facilities will remain in operation for as long as possible to help keep the listener informed, as the government has not considered the networks' cooperative work either as a public service or as a mission.
TENTATIVE conclusions under which both KDKA, Pittsburgh, and WBZ, Boston, will eventually switch from the Blue to the Red network, probably late next year, are under discussion by executive officials of the two organizations, with preliminary conversations already in progress regarding revised affiliations.

While final arrangements have not been made, according to NBC officials, it was ascertained that Westinghouse general managers have a possible commitment regarding the shifts of the Boston and Pittsburgh stations, which on July 1 revert to full Westinghouse management. A line of program and sales management exercised by NBC since 1931. WENR, Springfield, Mass., and KFY, Philadelphia, alive to have been program-managed by NBC and revert to Westinghouse July 1.

Broadcasters Confer

Conversation has centered on a possible switch in affiliations at the end of Daylight Saving Time next year, or Sept. 25, 1941. These deals, if accomplished, may afford the status of perhaps a dozen stations, not only as between Red and Blue networks but also CBS and MBS.

Officials of stations in the area included were different network executives during the last fortnight, in the light of the Westinghouse shift. These have included such broadcasters as Walter C. Evans, vice-president of Westinghouse Radio Stations Inc.; John Shepard 5d, president of Yankee Network, and some state stations, to constitute the NBC-Red segment in the New England area; E. E. Hill, general manager of WAG, WBS, WENR, WBS, and WBS, Boston, chief Red outlet; Paul W. Money, general manager of WTTW, Hartford, chief Red outlet; E. L. B. Bell, chief Red outlet in behalf of WCAE, Pittsburg, chief Red outlet, and WBAE, Baltimore, chief Blue; Leonard Kaplan, vice-president of WFBF, Baltimore, and others.

No 'Imminent' Shifts

William S. Hedges, vice-president of NBC in charge of stations, refused to confirm any 'imminent' switch of KDKA and WBZ from Blue to Red. He added, however, that while it is expected that both of these stations eventually will become Red affiliates, there is no certainty it will not be Blue to Red, so plans for such a shift have not been formulated. Whether the changeover occurs in one or two or three years will depend upon future developments, he indicated.

 Asked about contractual relations with WCAE, Mr. Boyd, representing the Boston Red outlet, and key of the entire network, and WCAE, Mr. Hedges said these contracts, like all of NBC's contracts with affiliates, with one or two exceptions call for "NBC services" but do not specify Red or Blue affiliations. He declined to speculate on what effect, if any, this shift would have on WBB or Red network, probably late next year, are under discussion by executive officials of the two organizations, with preliminary conversations already in progress regarding revised affiliations.

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AAA to Hold Panel

On Advertising Control

A TOWN HALL type of discussion on the question, "To What Extent Should Advertisers Control Advertising and Why by Whom?", will be the high-light of the Friday morning ses-
tion of the 28th annual meeting of the American Ass. of Advertising Agencies, to be held May 16-17 at the Waldorf Astoria, New York. George V. Denny Jr., moderator of the Town Hall Meeting of the Air, with the same capacity and Mrs. Anna Steere, vice-president of Woman's Home Companion, will be the interlocutor. Donald E. Montgom- ery, executive secretary of The Colston E. Warne, president of Consumers' Union, will represent the publishers; the author, and Fulton Oursler, editor of Liberty, will speak for the "Defenders."
“Twenty-six callers to see you, Sir!”

- Maybe you think an average of 26 callers a week isn’t so many. Maybe you have that many callers a day! But listen! These people are farmers and farm leaders, representing every important farm organization in the Midwest. And they’re calling in person on Herb Plambeck, our busy and popular Farm Editor—who also finds time to gather and edit 122 stories every week, make 25 calls, interview 40 people, write 41 letters, travel 314 miles, attend five or six farm meetings, deliver two talks, and broadcast two daily farm programs and two weekly programs. Every week in the year it’s that way—so we think it’s something to get a little excited about—for you to get excited about!

Because, look—with 25% of all the "Grade A" farm land in these United States . . . $659,359,000 farm income (1939) . . . Iowa is the nation’s No. 1 agricultural state. WHO—located almost exactly in the center of this rich territory—covers it completely. And that becomes doubly important when you consider that 85% of all farm homes in Iowa are radio homes . . . and that WHO is their favorite station (want proof?).

Take it from us—the farm service facilities of WHO are important to you. How about letting us give you all the details?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Taylor-Rauh Head FCC’s Legal Staff

Both Harvard Graduates; Acquired From Other Federal Agencies

ANGIER youthful team, chosen from New York for the first time selected by the FCC to take over direction of its Law Department, with the appointments of Telford Taylor, 32-year-old special assistant to the Attorney General, and Joseph L. Rauh Jr., 29-year-old assistant general counsel to the Department of Justice. They will succeed William J. Dempsey and William C. Koplovitz, who have resigned to engage in private practice in Washington [BROADCASTING May 1].

Paralleling generally the backgrounds of their predecessors, the two appointees are Harvard graduates of Harvard. While they have not constituted a legal team as had Dempsey and Koplovitz, they have been associated in Government work during the last few years. The appointments, by unanimous vote of the FCC, were regarded as in the nature of in-house service for the two Bills and, as announced, will be regarded as the “junior Corcoran-Cohen” team for the FCC, as the Dempsey-Koplovitz team had become known.

Mr. Taylor was added by former associates and as an outstanding Government lawyer, recommended the appointment of Mr. Rauh (pro-nounced Rowe) two days after he was designated for the FCC post May 6. It is understood the attorneys intend to follow the Dempsey- Koplovitz precedent and to combine identical assignments. Mr. Rauh will be senior assistant general counsel in charge of administrative and appellate activities.

Mr. Taylor joined the FCC May 6 immediately upon his appointment as special counsel. He will become general counsel upon the retirement of Mr. Dempsey, expected within a fortnight. Mr. Rauh’s status will be the same until such time as Mr. Koplovitz retires. The new attorneys have had no direct experience in radio or communications but have knowledge of litigation in related fields as Government counselors.

Denies Reports of Friction

Prior to the announcement of Mr. Taylor’s appointment, Chairman Frankfurter was called to account for the alleged friction between the Dempsey-Koplovitz team and the Commission, notably over the recent television tunings.

Declaring he did not want his successors to follow “along the same lines”, he said the retiring officials had “done a swell job and I only wish they could have stayed.” He added there never was “any difference of opinion between myself and the two Bills and, so far as I know, between them and either the Commission as a whole or any individual commissioners.” “I consider their going as a personal loss,” he declared.

When Messrs. Dempsey and Koplovitz were appointed to the FCC a year-and-a-half ago, they were 32 and 38 respectively. Messrs. Taylor and Rauh are 32 and 29. The incoming general counsel is a graduate of Harvard and despite his youth has had seven years of varied experience in three governmental departments and as associate counsel of the Senate Interstate Commerce Committee’s railroad finance investigation.

The son of John B. Taylor, research scientist of the General Electric laboratories at Sene
cadacy, the new general counsel attended local Schenectady schools and was graduated from Williams in 1928 with a B.A. degree. He taught history and political science at Williams for a year while studying for his Master of Arts degree. In 1932 he was graduated from Harvard Law School as an LL.B. cum laude, having served on the editorial board of the Harvard Law Review. After serving for a year as law secretary to U. S. Circuit Judge Augustus N. Hand in New York from 1932 to 1933, he was named assistant solicitor of the Interior Department, where he handled public lands and condemnation cases. The following two years he was senior attorney of the Agriculture Adjustment Administration, handling preparation of opinions, and later was engaged in legislative work with Congressional committees in the formulation of AAA legislation.

Railroad Inquiry

For the next four years Mr. Taylor will be associate counsel of the Senate Interstate Commerce Committee investigating railroads and railroad finances, working under Chairman Burton K. Wheeler and Max Lowenthal, senior committee counsel. He directed the work of the New York office of the Senate subcommittee among other activities and cooperated with the ICC in the preparation of legislation to give that agency expanded powers in financial regulation of railroads, which passed the Senate last May and is now pending in the House.

Since October, 1939, Mr. Taylor had been special assistant to the Attorney General in charge of the Court of Claims section of the Department of Justice. He has appeared for the Department in many cases before the Court of Appeals for the District of Columbia and the Supreme Court. Mr. Taylor is the nephew of Dean James M. Landis of the Harvard Law School.

Former associates of the new general counsel describe him as a “middle-road liberal” who is careful and thorough in weighing facts and reaching determinations. His wide experience in holding company matters, particularly in connection with the railroad investigation, probably will be reflected in his activities with the FCC.

Leaves Labor Dept.

Mr. Rauh resigned as assistant general counsel of the Wage & Hour Division of the Department of Labor to accept the FCC post. He was born in Cincinnati Jan. 3, 1911, and is the son of a manufacturer in that city. Educated at private schools in Cincinnati, he entered Harvard College in 1928, graduating magna cum laude in 1932. He was graduated from Har
cvard Law School at the head of his class in 1935, also magna cum laude, and was also on the board of the Harvard Law Review.

From 1935 to 1936 Mr. Rauh was on the legal staff of SEC, participating in litigation involving constitutionality of the Public Holding Company Act and related litigation. In 1936 he became law secretary to Justice Benjamin N. Cardozo and served in that capacity until the death of the justice in 1938. From 1938 to 1939 Mr. Rauh was on the legal staff of the National War Powers Policy committee working directly under Benjamin V. Cohen of the Corcoran-Cohen team, who serves as its general counsel. In January 1939, he became law secretary to Justice Felix Frankfurter.

WBNX to Operate Fulltime on 5 Kw.

FULLTIME operation with 5,000 watts for WBNX in New York now scheduled to begin about May 15 under the FCC’s grant increasing the power from the former 1,000 and 5,000 day levels. A new Western Electric transmitter has been installed at Carlstadt, N. J., replacing one on the Palisades at Cliffside, N. J. WBNX actually has been operating from the new plant since Feb. 10. It represented an investment of $100,000 and construction was supervised by E. L. Wilson, consulting engineer.

The new transmitter uses a three-antenna directional array with maximum power radiated over the metropolitan New York area, and is housed in a modern new brick building. The 230-foot Truscon towers are supported by 64-ton steel pillars 30 feet into the marsh land, with a ground system of copper strip covering an area around the five-acre WBNX reports that at 57th St. and Broadway the field intensity measurement, covering the new 5 Kw., is more than 80 mv., and WBNX estimates that, based on a 2 mv. limitation, coverage has expanded to 8,745,025 to 7,969,300 population.

Intensive Pall Mall Drive Under Way in New York

AMERICAN CIGARETTE & CIGAR Co., New York, on April 30 started the largest spot campaign in its history in New York for Pall Mall cigarettes using five-minute programs and 46,100-word announcements on six stations. On WABC, the company sponsors four series: 100-word announcements six times weekly on Larry Elliot’s Reading News program; the five-minute Odd Side of the News program six times weekly; news, Saturday and Sundays, 11-11:05 a. m., and news 2:55-3 p. m. Sundays.

On WJZ, the company is using four daily recorded five-minute programs of NBC The- saurus music, and a smaller group of announcements, Mondays through Saturdays, split evenly between the two stations. The announcement on WEAF are during the Forty Winks Club program, and on WJZ during Break- fast Parade, Mondays through Saturdays, 9:30-9:37 a.m. These weekly programs weekly are sponsored on WHN, 56 weekly on WMCA and 8 weekly on WOR. For Rubicam, New York, handles the account.

AMERICAN TOBACCO Co., New York, is using a late night fun show, Fred Astaire, film actor, to head a pro- posed full network show, to be handled by Young & Rubicam, New York.
Michigan has a larger summer increase in population than any other state. WXYZ and the Michigan Radio Network provide the most effective means for carrying your message to the summer millions added to Michigan's eight major markets.

National Sales Representative: PAUL H. RAYMER, CO.
Here the trained eye and mind of the professional focus and direct the camera. The result is film that builds box office.

Obviously a camera handled by this creature lacks professional direction.
same goes for POWER!

THE FUNDAMENTAL PURPOSE of a station's power is to reach people with radios. The greater the power, the more people the station can reach.

That's elementary. But there's just as elementary a fact that's frequently disregarded - power unchecked spreads. The more it spreads, the weaker it becomes. Power harnessed and directed multiplies itself.

WOR's power-full 50,000 watts are concentrated, directed, multiplied by means of a directional antenna and unique over-water approach to population concentrations. WOR's power is increased three times by spearing it at population centers; into cities where people listen. It is tucked away from sparsely populated areas on the West and the ocean on the East. It is specifically designed to reach the greatest group of markets in America with the most power!

WOR — that power-full station
More Faux Pas That Pass in the Mike

By LEE V. GILPIN

Even the Best of the Word Wielders Are Victims of Occasional Flubs

ONE of journalism's classic faux pas is attributed to a New England newspaper which, deferentially chronicling the life of one of its community's battle-scarred Civil War veterans, unfortunately ended up by omitting an "er" and emerging in print with a "battle-scarred vet- eran."

Eager to save the outraged dignity of the deceased warrior's relatives and friends, the journal in its next issue proclaimed its apology and passed off the matter with a correction that ran something like: "The reference to the deceased as a 'battle-scarred veteran' was un- fortunate and unintentional. Of course he meant 'battle-scarred veteran'"

Not every day does a double-barreled bore like this occur, but neither do "views" pop up solely in the printed word. Radio certainly has its share (BROADCASTING, Sept. 15, 1936; Aug. 15, 1938). Here is a current case, crowded into Broadcast- ing since its last compilation.

A Matter of Names

To the famous slip by Harry Von Zell who, introducing Herbert Hoover, referred to him as "Hooob- ert Hoover", may be added this story out of the 1936 political campaign. A flowery introduction of Col. Frank W. Knox was being deliv- ered by a New Mexican politico at a local rally, during which the Republican vice-presidential candidate was to deliver a campaign speech. After referring to Col. Knox as the running mate of Alf M. Landon, the Republican Party's "peerless leader", with a bunch of the usual "man who" descriptions, the speaker wound up: "And now, ladies and gentlemen, it gives me great pleasure to introduce Col. Alf M. Knox."

The first time KMOX, St. Louis, invited Rev. Louis Sieck of the Zion Lutheran Church to its Church of the Air pulpit, studio technicians gave him a thorough schooling in the trick of concluding his sermon on the spot. Later the cleric was in- vited to broadcast again. This time he knew all the answers. Watching the big studio clock tick off his ten minutes, Parson Sieck calmly and as he fancied finishing in an expert dead heat, "Glory to God in the highest," he intoned, "Amen!" Then with bare minutes to go, "Well, boys, we hit it right on the nose." Actually Parson Sieck had fallen short of the nose by some two seconds.

Another is told of Ransome Sher- man, well-known Chicago radio co- median. Waiting to be called as m.c. on his Club Matinee variety program one day, he went to work on a satire on the current war for quie- tums. "Now children," he ad lib- bed, "We will begin our quizzies, and you will be put to the testies." The shh that his studio audience was overpowered only when Ransome went into some rapid-fire gagging to cover up the break.

Tongue-tweisters more often cause confusion among even the most linguistically skillful announcers. Among embarrassing mo- ments recalled by Andre Baruch was the time he announced a Marine Roof program was original- ing on the "Maroon Reef". David Ross, as CBS post-announcer, re- members the time he referred to Tito Guitar as "Tito Guitar and his romantic guiter".

Strag a Snack

Newscaster Floyd Rodgers, of WIS, Columbus, S. C., not so long ago was amazed, coming to the phrase "struck a snag", to hear "snuck a snag" emanate from his voice box. And Milton Cross, veter- an NBC announcer, probably never will forget his rendition of the "Prince of Pilsen" as the "Pill of Princeton". Deems Taylor, famed music critic and composer, tells how, during a critique on Sig- mund Romberg, he meant to say, "Mr. Romberg is a great (Jerome Kern fan)"—but ended up declaring he was a "ferm can". When Ann- oncer Charles Law of WJBC, Bloomington, Ill., slips, he does it up big. Closing a Sunday evening concert of transcibed melodies he commented, "For the last 45 hours you have heard...

Miscellaneous lapsus linguae of unsusing authorship include "ragged individualists" and the "abdominal habit of mixing beer and ice cream. One unfortunate, declaiming the merits of a wonderful new hairbrush, climaxsed his dissertation with exclaiming "I'd shave with a seventeen-thousand sandaths of a hair in this brush". Another, reading a breakfast food commercial to American house- wives, asked blunfly, "Does your

hush breaks. Witness "Kilch's..."

A couple of years ago an account of a major disaster cut out: a commercial program. The bulletin announcement ended: "... the exact number of dead is not yet known..."

When Mike Isn't Dead

The "dead mike" has long been a source of some of the juiciest start- ling. When Grantland Rice, not realizing his microphone was open, is reported to have facetiously filled in a station break with, "This is WJZ/Leich, New York"... and although the mike was known to be wide open in this case, a man-on-the-street inter- viewer recently ran to the other extreme with a non-talking German refugee. Urging him to say some- thing about the Nazi regime by thinking in America's own language, the announcer stepped back on his heels when the ex-German finally acceded. His exclamatory re- marks about Herr Hitler all but melted the microphone.

There's a section of the law pro- hibiting profanity on the air—but sometimes it's no fault of the sta- tion, which certainly shouldn't for- feit its license for what some man-on-the-street might say. It was dur- ing the famous Chicago radio fire a few years ago that a big Chicago station was doing an out- side broadcast. One of its operators was asked to comment, "What do you think of the fire?" the announcer asked one burly passerby. "It's a son-of-a-bitch!" came the wholly unexpected reply.

Even the British have their troubles. Witness BBC announcers' reference to "His Holiness, the Pope" or "The Society for the Propagation of the Gospel!" Or take the description of a volcanic eruption according to the announcer, "a large area quickly rapidly overrunning the vil- lage". Or if you prefer, consider the news dispatch concerning changes in the equipment of Lon- don's mobile police stating that "Arrangements have been made for the London police to change their combinations this winter."

Frequent trouble is encountered by BBC announcers, and with some- times alarming results, in pronounc- ing the names of some of the locali- ties of the native heath. Small won- der, with such as Ulgham, Gar- boldisham, Hordenish, Haulbois, Funcham, Llanfair, and easier ones like Brechin City and Patric Twistle.

Among the most arresting slips of speech are the intentional malap-
"You know how it is when a girl has her desk outside the Boss's office. When the boys come in off the road, they sort of stand around and let things drop.

"All last winter they kept talking about radio—arguing that this or that was best in their territories. Me? I just listened.

"Pretty soon the Boss started growling at me. Once he even lost his temper unintentionally.

"Some say they need a single high-power station to fit their territories—others want regional coverage,' "Some say they need a single high-power station to fit their territories—others want regional coverage,' "Why don't you give them all what they want?" I ask. 'That would mean as many different kinds of radio,' he snaps back.

"What if it would?' I says, 'you can have as many kinds as you like if you use SPOT RADIO. That's the way a national advertiser solves each local radio situation—precisely.'

Wide-awake Salesmen find SPOT RADIO makes dreams come true

It gives broadcasting the flexibility that meets the local needs of national advertisers. SPOT RADIO means using radio stations individually—at the best possible time for each territory, with shows of any length or type, live or transcribed.

Local sales drives, special tie-ins, introductory offers—all can have the individual touch that makes every penny count and turns "just another campaign" into a smash success!

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.
Sawyer to Acquire Control of WING
Option Price for 51% Stock Is Reported at $51,000

CONTROL of WING, Dayton, will be acquired, subject to FCC approval, by Charles Sawyer, vice-president and general counsel of Crosley Corp. and Democratic national committeeman from Ohio, under an option held by him, expiring June 1. The option price for 51% of the stock is understood to be $51,000.

Mr. Sawyer holds an option to acquire 100% of the station over a period of five years. Should the present licensees desire Mr. Sawyer to take over 100% of the station on June 1, which is the time the option price will be $100,000. Mr. Sawyer, on the other hand, holds an option to acquire the station outright within a five-year period at $75,000, or an aggregate of $128,000.

Seeking Two Locals

Mr. Sawyer is an applicant for new local stations in Lancaster and Springfield [Broadcasting, April 16]. He was Democratic candidate for Governor of Ohio last year and, in addition to being attorney and counsel for the Crosley interests, including WVL and WSAI, he is also identified with the Cincinnati Baseball Club and owns complete interest in the Lancaster (O.) Eagle-Gazette.

Management of WING was taken over last June by Ronald B. Wood- yard, formerly of WALR, Zanesville, upon retirement from management of Stanley M. Krohn Jr., principal stockholder, who re- mained as president. At that time the station was completely re- named and an NBC optional Red and Blue affiliation was secured. Mr. Krohn Jr. is listed as owner of 51% of the stock in WSMK Inc., licensee, with his father, S. M. Krohn Sr., holding 20%, and the interest of Cincinnati holding 12%. The station operates on 1380 kc. with 500 watts day and 250 watts night.

New Group Gets KEEN

A new company, formed to take over KEEN-2200-watt outlet on 1370 kc. which shares time with KKKO, Everett, Wash., was authorized by the FCC to acquire the station from KVL Inc., licensee. The new company is Everett Broadcasting Corp., and it is headed by Robert S. Hecaw, president, owner of 48 shares. J. Elroy McCaw, manager and part owner of KELA, Cordova, Wash., is president and has subscribed to 25 shares. Walter L. Wyckoff, Seattle, is secretary-treasurer, and holds 375 shares. Other stockholders are Fred Bianco, president of Seattle Shplundge & Dry Docking Corp. and Bianco Coal Mines, 5% shares, and R. R. Groninger, insurance man, 125 shares. They acquired the stock from E. H. Daley, Seattle at- torney; Arthur C. Olley, manager, and Mrs. E. C. Dailey, of Everett, equal stockholders.

CROWNED KING of press relations men at a surprise celebration staged in latter April by the WLW-WSAI staff, Cecil Carmichael, assistant to the Crosley vice-president, James D. Shouse, was presented with "Carmichael Jr.", a black bear cub, representing as being the wayward offspring of Jack Benny's (Jello) Carmichael. Mayor James Garfield Stewart, of Cincinnati, who crowned Carmichael (left) looks on as Carmichael nurses Carmichael Jr., with Mr. Shouse at right. All was well until Mr. Shouse began to upset things at the Carmichael home, romping over furniture and doing calisthenics on the chandelier. He has been given to the Uni- versity of Cincinnati as mascot for the Bearcats, the school's football team.

Buying WMN Control

CONTROL of WMN, Mansfield, O., new 250-watt daytime station on 1570 kc. which went on the air last November, will be acquired, if FCC approval is obtained, by Mon- roe F. Rubin, Cleveland business- man, who has agreed to purchase the 93 shares owned by George Satterlee, Mansfield restaurant and market owner. The purchase price would be $19,000. Mr. Rubin al- ready owns 50 shares of the stock, which he acquired recently by pur- chase. He is also a stockholder in the companies operating WHK, WJW, WJPC, Columbus, and WJW, Akron, stockholders in WMN are John F. Weimer, Mansfield, 51 shares; Clyde Kessel, Mansfield, 28; and Deans, John B.; Cleveland, 30. WMN on May 8 was granted full time with 250 watts by the FCC.

J. M. West Group Would Acquire KTBC Facilities

CONDITIONAL upon an FCC ad- judication that KTBC, Austin, Tex., should lose its license as one of the six outlets involved in the Rev. James G. Ulmer “hidden owner- ship” investigation (Broadcast- ing, Feb. 15, May 1), a group of Texans has applied to the Commis- sion for the facilities of that station. KTBC now operates with 1,000 watts specified hours on 1120 kc.

Applicants for its facilities are J. M. West, Texas financier who owns the Austin Daily Tribune and Dallas Dispatch Journal; J. Marion West, his son; P. M. Stevenson, Austin attorney, and T. H. Mon- roe, Houston business man. Pre- viously, the senior Mr. West headed a company which proposed to buy the station from the present licensees for $50,000 [Broadcast- ing, Feb. 1]. This deal, however, has been dropped in view of the FCC investigation into the finan- cial setup of KTBC and five other Texas stations.

RELIABLE reports have been re- ceived by Broadcasting, but have not yet been privileged to be reported, that KVAK, Anchorage, will be sold to W. H. Reitz, its manager.

SCHOLTZ-BOWLES SEEK 7 STATIONS

SIX NEW stations in as many Florida communities are sought in applications recently filed with the FCC by companies headed by former Gov. David Scholtz of Florida, now a Miami attorney. Associated with Mr. Scholtz in the applicant companies are his brother, Carl Scholtz, insurance man; George H. Bowles, former owner and operator of several California stations; Mrs. Nelle M. Joyce, of Miami, and others.

The applications are in the names of separate corporations, all of which will, if approved, be $10,000, and ask for the following new stations and facilities: Miami, 500 watts night and 1,000 day on 940 kc; Fort Pierce, 500 watts night and 1,000 day on 920 kc.; West Palm Beach, 500 watts night and 1,000 day on 1420 kc.; Sanford, 250 watts on 1370 kc.; Key West, 250 watts on 1310 kc.

In addition to these, a seventh station is sought by Carl Scholtz personally. He has applied for 250 watts day and night to Port Peace.

In the six companies Gov. Scholtz and Mr. Bowles each hold 33% of the stock; Carl Scholtz, 16 to 17%; Mrs. Joyce and miscellaneous others, including local resi- dents of the several cities, qual- ifying shares of 1%.

WJHO, in Opelika, Ala.,
To Take the Air in June

FIRST OF the 1940 crop of newly- authorized local stations to go on the air will be WJHO, Opelika, Ala., authorized for construction and operation today to use 250 watts night and 350 day on 1370 kc. John Herbert Orr, auto dealer and one of the four partners in the venture, whose initials were used for call letters, will manage the station. Harry L. Grimes, formerly with WJYF, will be program and musical director. Woodrow Darling will be chief engi- neer.

The station, scheduled to begin daily operation June 15, is equipped with Collins transmitter and special equipment including tower and RCA microphones and turntables. It is installing UP tele- phone and WPAC. Remote studios will be maintained in Auburn, Ala. Associated with WJHO are M. J. McEniry, M. J. McEnir- ty, of the Austin Daily Tribune and Dallas Dispatch Journal; J. Marion West, his son; P. M. Stevenson, Austin attorney, and T. H. Mon- roe, Houston business man. Pre- viously, the senior Mr. West headed a company which proposed to buy the station from the present licensees for $50,000 [Broadcast- ing, Feb. 1]. This deal, however, has been dropped in view of the FCC investigation into the finan- cial setup of KTBC and five other Texas stations.

Lee Tire to Repeat

LEE TIRE & RUBBER Co., Con- shohocken, Pa., recently staged a spot campaign for four weeks to publicize a new line of tires. The transmitted announcement series included 22 stations in New Eng- land, 11 in New York, 10 in Florida, and two in New Jersey. States with live announcements on WOR, New York. The campaign in- cluded 15 stations on the West Coast, WSB, WBAL and WBTB in Twin Cities, WLCI and KFIL in Waco, WFG and WMA in Waco, WDAF in Kansas City, WGTK in St. Louis, WBI in Chicago, and WIL in Washington. The campaign was executed by the News Bureau of CBS, New York. .

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BROADCASTING • Broadcast Advertising
Drop your plugs
where you get REAL strikes...

...in "America's Money Belt"

It's always "good fishing" in America's Money Belt, where the folks buy what they need when they need it. Reason?... they have "what it takes." The cash spawn of this richest farming section in the country is 17% of the entire nation's farm income!

That money is spent, too. Retailers in the area did a business of more than $1,500,000,000 last year... which is plenty of fish! You should be getting your share of that business... you can get it in "America's Money Belt" with the help of The Cowles Stations.

You see, we reach 385 counties in our primary area — counties completely covered by no other medium. Every station of our group does a bang-up job by itself, so whether you "spot cast" — troll with a single line — or use our "three-way net," you'll find there's no limit to the catch here.

Want to see our season's record? Just write us, today. We have a string of results of which we're mighty proud... we like to show 'em off.

The Cowles Stations

BROADCASTING • Broadcast Advertising  May 15, 1940 • Page 27
St. Louis Situation Relieved As Result of FCC Reallocation

KSD Fulltime; KXOK to 630 kc. 5 kw.; More Time For KFUO; KWK Boost; WGBF, KFRAU

ENDING six years of controversy among St. Louis stations, the FCC May 8 ordered what amounted to a "junior reallocation" involving six stations. All are substantially improved through frequency shifts or power increases.

KSD, St. Louis Post-Dispatch station, KXOK, operated by the St. Louis Press, the Lutheran Synod's part-time station, are the principal beneficiaries. The FCC ordered changes which will be in full operation for the pioneer KSD; a shift in frequency from 1250 kc. to 630 kc. for KXOK with 5,000 watts fulltime; and additional hours of operation for KFUO, which shifts from 550 kc. to 630 kc.

KWK, St. Louis Blue Network outlet, was authorized to increase its power to 5,000 watts fulltime on its present 1260 kc. channel, using a directional antenna. WGBF, Columbia Mo., operating part-time on 630 kc., was authorized to shift to 1260 kc. with fulltime KFRAU, Columbia Mo., which shared time on 630 kc., was ordered to shift to 1370 kc. with fulltime and 250 watts.

KSD Gains 28 Hours

Solution of the problem, which has been carried to the courts on several occasions, came following direct negotiations with the FCC by the interested parties. It was concluded that better service could be rendered to all areas by the shifts.

KSD, operating since 1922, has shared time with the Lutheran station which has been commercial. As a result of the FCC order, KSD will gain the 28 hours a week it has been using only during the FCC order since 1927. KFUO, by shifting to 830 kc. with 1,000 watts day and night, will gain more time since it will operate watts on 830 kc. and 630 kc. and half time on 630 kc. It is also required to install a directional antenna on 1260 kc., using 5,000 watts day and 1,000 watts night. The station, headed by Clarence Leich, is an NBC outlet.

KFRAU Gets Fulltime

KFPU procures fulltime operation with 250 watts on 1570 kc. In lieu of its present 1,000 watts local sunset and 500 watts night on 630 kc., sharing with WGBF, Resident Manager C. L. (Chet) Thomas, but Ray V. Hamilton, manager of KXOK under Mr. Roberts, has supervised the direction of both stations, along with his brother, John Roberts.

Camel's Plugs

R. F. REYNOLDS TOBACCO Co., Winston-Salem, N. C., is testing different and amusing methods of introducing its products. The most recent is Al Pearce & His Gang program, which started May 3 on KFBM for 10 minutes.

The first program featured Arthur Q. Bryan as a "spon sor heelker." Wm. Esty & Co., New York, is the agency.

Chain Tests Discs

INTERSTATE Dept. Stores, operating 38 stores in cities throughout the East, South and Midwest, during the week of May 13 started test campaigns in three cities using The Adventures of Pinocchio, three-weekly series produced by Radio Attractions, New York. Cities are Utica, New York, for the Boston Store; Fort Wayne, for Grand Leader; and Akron for Federalman. A complete promotion package with suggested commercial copy, tie-in and display will be available to each store in the chain. Recent sponsors signing for the Radio Attractions commercials are: The Deans of Fu Manchu include Buffalo Rock, soft drink distributors, on WAPI, Springfield; and McNiel Muesli Clothes on WEST, Easton, Pa., and Red & White Stores on KHQ, Spokane.

Gruen's Dealer Discs

GIEN WATCH Co., Cincinnati, is sending to its dealers a new series of quarter-hour transmissions for placement in local stations. The series, recorded by NBC Radio-Recording Division, features Lynn Caraway, Beatrice Kay and Donald Voorhees' orchestra. Agency for Gruen is McCann-Erickson, New York, although this series is placed locally by jewelers.

Herbert Southard Death Brings WBAP Changes;
Cranston Now Manager

SHIFTS in the staffs of WBAP and KGKO, Fort Worth, have been necessitated by the death April 30 of Herbert C. Southard, 41, who in 1931 had been associated with WBAP as announcer, program director and station manager. His son, John, is manager of KGKO under Ha rry Hough, WBAP program supervisor.

Mr. Southard, 28 years old, becomes manager of WBAP; Ed Lally, program director of KGKO, becomes WBAP's program director, and Jack Keeler, KGKO commercial manager is now commercial manager of WBAP.

Mr. Southard died in the management of WBAP after leaving KFWF, Fort Smith, Ark., in 1951. He attended Arkansas Technological College and during the war received Every Man's Army of America and the other armistice was signed before he could get overseas. In 1936 he was selected to operate the Whiteman broadcasts from the Fort Worth Frontier Centennial. He also had charge of WBAP's Famous Behind The Walls program which originated at the State Penitentiary in Huntsville. He had been ill for two years and a letter expressing hope of speedy recovery and signed by more than 100 friends and associates in handling the broadcasts was received by him just before he died.

Mr. Southard also was intimately associated with Gov. Lee O'Daniel in his handling of companies and companies over WBAP and the Texas Quality Network which led to his successful campaign two years ago for re-election, and Mrs. O'Daniel were among the mourners at the funeral services May 20 at Judge and Mrs. WOAI, San Antonio; Kent Tins, KFRC, Houston; J. M. Moroney, DFW, Dallas; Camel Mfg. Co., KFRAU, Dallas; WFAA, Dallas; Carr Collins, Dallas; Ken Douglass, KTKO, Oklahoma City, and many other associates and friends.

Surviving are Mrs. Southard, a 16-month-old daughter, and Mr. Southard's mother and sister, both residents of Fort Smith.

New Clark Spots

CLARK CANDY Co., Philadelphia, has started a new series of Clark candy bars using one-minute announcements featuring Ford Bond and sponsored by NBC Radio-Recording Division for placement on 26 stations throughout the country. All in P. Hill Co., Pittsburgh, is agency.

Heatter's Mound News

PETER PAUL Inc., Naugatuck, Conn. (Mounds candy), on April 28 started 30-second spots on WABC New York City, Saturday and Sunday, 9:45-10 p.m., and continues to sponsor his news spot on WNEW, New York City, Sunday, 7:45 p.m. He is also heard in transcribed spots on many stations. Agency is Platt-Forbes, New York.
KOA has the power, the punch, with its 50,000 watts, to cut through and be heard clearly and satisfactorily by its vast audience of listeners.

It is the only 50,000 watt station within 500 to 700 miles in any direction from Denver. That's one important reason why its coverage is so great and its listeners so loyal.

KOA's great coverage means "lowest cost per 1000 radio families" in the Denver market area.

This great physical power of KOA typifies equally great result-producing power for advertisers. It is one important reason why more National Spot and Local advertisers use KOA than any other station in the Denver area.
AN INDICTION charging the operation of an unlicensed "broadcasting" station in violation of the Communications Act was returned in the circuit court on April 26 against Frank J. (Chewie Tokyo) Hymie (Loud Mouth) Levin; Harry (Garby Thumb) Gusik, and Maurice L. (Goldie) Goldstein.

The bequests, according to the Government, was a highly technical wire-tapping device to intercept private conversations which weigh approximately one pound and can be purchased at radio supply stores for less than $10. The range of such transmitters is approximately 100 yards. In other instances, it was contended, transmitters of greater power whose range was increased to approximately a quarter-mile were sold to amateur radio makers in different locations adjacent to the more powerful transmitters which were sold through dealers simultaneously, according to the prosecution.

Telephones Utilized

Racing news was received by telephone, the indictment alleges, and "phono-oscillators" converted these messages into radio waves. The telephone thus became the medium for transmitters. Standard transmitting sets in bookmakers' rooms, it is claimed, picked up these transmissions, decoded the results and other sports information.

The men were trapped when their "transmitters" began interfering with reception of two standard stations—WZKO, Kalamazoo, on 590 kc, and WMT, Cedar Rapids, on 600 kc. (Later information revealed that similar "broadcasting" installations in Chicago-WLW, Cincinnati, on 700 kc.) BROADCASTING learned authorita- tively that the transmissions were detected by the Chicago field office of the FCC.

In the meantime this indictment was handed down, two others also were returned. One charges Westchester Co. of New York and 11 individuals with conspire to violate the Federal lottery laws by distributing "prize lists" across State lines. The Government interprets pari-mutuel betting odds and race results as lottery prize lists. The other indictment accuses three Chicagoans of operating a relay station in a racing news setup.

All the defendants, according to the indictments, saw an opportunity to re-establish through radio and telegraph wires the national race transmitting business which was dissolved last year by M. L. Annen- berg, Philadelphia publisher and publisher of the National Race News Service. Maximum penalty upon conviction of any of the charges is 10 years in prison and a fine of $10,000.

Samuel Klaus, assistant U. S. Attorney, is the special prosecutor in charge of the Government's investigation of illegal traffic in handicap services. Federal Judge James H. Wilkerson presided at the hearings.

MUSICO Program Is Tested by A&P

New England Version May Be Extended If Successful

GREAT ATLANTIC & PACIFIC

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CBS

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over

March 19, 1940.

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day campaign which ends

June 1, using daily

dramatized

twenty-

second-

minute

transcribed

message

by

WHOM

KRLD

KOAA

BLW.

MEMBERS of Congress with their

wives and children, will be guests of

NBC at a special broadcast and tele-

vision show May 25 when a Congress-

ional party of 300 arrives in New

York for a four-day visit to Radio

City and the World's Fair.

YANKEE, COLONIAL

PROMOTE DRAFT FAIR

BRINGING headline talent to the exposition floor, the elaborate broadcast booth erected by Yankee and Colonial teams exhibited for the occasion became the focal center of the New England Draft Office in Boston. Yankee-Colonial co-

operation in making the show a success included co-

scheduling of several of its top programs direct from the exposition, but also to representing the show in securing appearances by the Dutch Heidt's and George Olson's bands.

The network assembled a large 20 by 30 foot soundproof front broadcasting studio on the stage of the exhibition, from which it originated several of its house shows. At the opening session on April 30, the Colonial-MBS "Laugh 'n' Swim Club, starring Morey Amsterdam and Mabel Todd, filled its regular network spot from the booth. During the remainder of the week of Yankee and Colonial programs and personalities appeared at the show.

Woody Herman, e. c., the evening of May 2 was designated New England Sports Night and featured a broadcast of a game between the Braves and the Giants with appearances also by Jack Stevens and Babe Rubenstein.

At the regular broadcast of "Schatz and Jerry" on May 3, the booth was specially decorated by the sponsor, and each companion show of Butter-Kracke Bar, product sponsored on the program. The Yankee Network station of Boston, WSNJ, was added by the Yankee-Colonial promotion, made several appearances at the show, along with Zara's Marim- 

77, Colonist, and the Dorset. Yankee-Colonial also was represented in the business clinics for druggists held during afternoons of the show. The Bergen "How to cash in on nationally advertised brands" was participated in by Carlton McVarra, Yankee-Colonial research director, with John Reed, of the Boston Globe; Woe Aildes, of the Boston Post, Richard Bay, of the News, and Edward Donnelly, of the Donnelly Outdoor Adv. Co.

Quaker Adds Shore

WITH the growth of the Philip- 

pines' metropolitan population to Southern New Jersey resorts during the summer, an extension of the Quaker Network was effect-

ed late in April through an arrange-

ment by which the station, WSNJ, Bridgeton, N. J., was booked up with WFWL, Philadelphia, key sta-

tion of the network. Permanent lines have been established between the two stations and it is planned to feed WFWL and Quaker Network features through WFWL at any time from 6 a. m. to 12 midnight, according to Roger W. Goold, manager of WSNJ, and Howard S. Fraizer, manager of WFWL. WSNJ will cover 1310 KHz with 250 watts.

Pierson-Haley Dissolved

DISOLUTION of the law part- 

nership of Andrew W. Haley and 

William T. Pierson, March 20, has been announced, and the former FCC

attorneys will open separate offices. Mr. Pierson, however, has made arrange-

ments to open his own law office. He was living at the time of the announce-

ment that a member of the firm's staff has taken over the offices in the Earle Bldg., Washington, Mr. Haley will remain in the Earle Bldg.
The Tale that Took a Hundred Years to Tell!

In the year 1803, Captains Meriwether Lewis and William Clark with a small band of fearless followers, pushed far into the American Northwest. Theirs was an expedition of vital importance to the newly born United States. It was the first chapter in the American saga of the "Winning of the West." But it was a chapter that remained closed to Americans until 1903...a century later...when the complete journals of Lewis and Clark were discovered and published. Theirs was the tale that took a hundred years to tell!

The family of RCA would have given America a running account!

From the moment Lewis and Clark ventured into the unknown, NBC engineers and announcers would flash news of their progress out over the two great NBC broadcasting networks. Portable RCA broadcasting equipment would acquaint the public with the aims of the Expedition through the actual voices of its leaders. Forty-three foreign nations would hear of America's new claim directly via R.C.A. Communications, the world-wide radio message service of the Radio Corporation of America.

The antennae of ships in the loneliest oceans would snatch the news—thanks to another RCA service—Radiomarine. RCA Victor receivers would bring news about Lewis and Clark to listeners all over the world. Talking motion pictures would record their doings through the RCA Photophone Magic Voice of the Screen.

Service through sound and sight! That is... and will continue to be the duty and responsibility of the family of RCA to the people of America... and to you.

RCA Manufacturing Co., Inc.
Radiomarine Corporation of America
National Broadcasting Company
R.C.A. Communications, Inc.
RCA Laboratories
RCA Institutes, Inc.
Sarnoff Foresees Future in Video, FM and Facsimile

Describes Recent Progress At Stockholders' Meeting

RCA and its subsidiary companies earned a net profit of $2,521,898 during the first quarter of 1940, an increase of 60% over 1939 first quarter earnings of $1,564,787, David Sarnoff, president, reported at the annual meeting of stockholders in New York on May 3.

After preferred dividend requirements, he said, the quarter's earnings leave 10.8 cents per share of common stock, as compared with 4.6 cents earned for common stock in the first quarter of last year. Gross income for the quarter was $28,310,407, up 13% from the $25,904,899 of a year ago.

Reviewing the decade since 1930, when he was elected president, Mr. Sarnoff singled out research and technical development as the most significant factor of RCA's progress in the 10-year period. "Research," he said, "has directly contributed to our income and earnings; it has enabled us to expand the scope and variety of our products and services; and RCA stock prices, we may promises even greater expansion in new fields. As a result of RCA research, the public is saved from those who seek to expand radio's usefulness. They: Facilities for money modulation and television."

RCA's Three Fronts

Stating that RCA's position with respect to placing television on a commercial basis has been fully stated during recent hearings before the FCC, Mr. Sarnoff continued: RCA is proceeding on three fronts in television. Our research laboratories are continuing to develop new processes and new equipment; our manufacturing and sales people are exploring new markets; and our broadcasting company is pushing forward with its development of television programs.

In answer to a question about obstacles to present television equipment, Mr. Sarnoff said television is just beginning and that there will be obsolescence, but that it should be expected that the radio receivers in the early days of sound broadcasting and that he sees no reason why anyone living in an area where regular television programs are available should hesitate to purchase the same equipment now.

Another stockholder's question as to the status of the stockholders' suit to restrain present television equipment was answered by Mr. Sarnoff, who said that RCA on May 6 had filed a motion for dismissal with the court and that the complainant had filed an answering brief the court would set the date for argument. Another question regarding ownership of RCA stock with the company was answered by Mr. Sarnoff, who said that 5% of outstanding stock was held abroad, 3% held in Great Britain and Canada.

The four directors whose terms expired were all reelected for three-year terms and Arthur S. Mathews, Co., was appointed as outside auditor for the corporation.

While the broad concept of RCA's large-screen television, for which a patent has been applied for, the approximately 400 stockholders present were given the first demonstration of RCA's large-screen television.

CROSS-SECTION OF the large-screen television system recently developed by RCA Laboratories, schematically drawn, indicates how the image is scanned from a kinescope projection tube on a concave mirror and projects it through an extremely wide-aperture lens to the 4½ x 6 foot screen about 20 feet distant.

RCA Large-Screen Television With Clear Images Is Exhibited

Pictures 4½ x 6 Feet Are Shown to 400 Persons in Auditorium; No Diffusion Noted in Images

RCA's new system of large-screen television was given its first public demonstration May 7 at the company's annual stockholders' meeting held in one of the larger NBC studios and attended by some 400 persons. Program, featuring stars of opera, symphony, stage and radio, was projected by a laboratory model instrument on an ordinary moving picture screen, producing images 4½ x 6 feet in size that were comparable to home television reception in quality.

Asked why the increase in size did not cause a diffusion in the images, Mr. Sarnoff explained that it was a broadcast on the RCA standard of 441-line definition, compared to the diffusion that accompanies magnification of a half-tone reproduction. RCA engineers explained that as the size of the image was increased, the size of the spot made by the beam of electrons scanning the picture was also increased, with the result that the large-screen pictures were just as good as the smaller images viewed on a regular home receiver, with the scanning lines just as invisible. Too much increase in the size of the scanning spot would cause a loss of definition in the image, it was explained, but experiment located the happy medium at which lines are visible nor is there any decrease in definition.

How It Is Done

While the unit was built as an intermediate step in developing apparatus for projection of larger images, suitable for use in motion picture theaters, the present size has "interesting possibilities for use in clubs, schools and other similar places where the viewing group numbers from 100 to 150 persons," RCA reports. There are no immediate plans for marketing this apparatus, it was stated, and from a year to 18 months would be required for its commercial development.

Projection optics of extremely wide aperture, a kinescope capable of high-voltage operation, using 56,000 volts as compared with the 6,000 or 7,000 volts used by the kinescope in an ordinary home receiver, and apparatus suited to those conditions are said to be the basic elements of the new system. The image on the face of the kinescope is magnified only 7½ times by 3.2 inches, faces not toward the screen but in the opposite direction, being thrown upon a concave mirror surface 16 inches in diameter. The mirror collects the strong light from the kinescope and magnifies the image 2½ times; the magnified image is then projected back through a glass lens surrounding the neck of the kinescope and thence 20 feet through space to the screen.

Signals are received at the Kinescope either through the air as broadcast or by direct wire line. Both methods were employed during the demonstration, with no noticeable difference in the resultant images on the screen.

RCA Dividend

QUARTERLY dividends of 87½¢ per outstanding share of RCA $3.50 Cumulative Convertible First Preferred stock and of $1.25 per outstanding share of "B" Preferred stock were declared at the regular board of directors meeting on May 3, 1940. The dividends will be paid on July 1 to stockholders of record at close of business June 7.

CBS board of directors on May 8 declared a cash dividend of 45¢ per share on the present Class A and Class B stock of $2.50 par value. The dividend is payable June 7 to stockholders of record on May 24.

New York Telecast Caught in Chicago

Freak Reception Sets Record For American Television

AN AMERICAN record for long-distance television broadcasting was hung up May 2 by NBC when portions of the program telecast by New York City transmitter, W2XBS, were seen and heard by Herbert C. Utigard, NBC's central division engineer, in Chicago.

Tuning in the receiver in his office in Rockefeller Center, Mr. Utigard reports that after a few minutes of unrecognizable patterns he had a clear view June 18 of NBC's women's program staff as she interviewed Dixie's "Maids of Cotton." Broadcasting from the RCA Bldg. in New York. Five minutes later, when a musical team succeeded the interview, the sound proved to be too faint to be heard very well but the image faded out, both sound and picture disappearing from the screen until although the program was on the air 11 minutes longer.

Just a Freak

Explaining this unusual extension of the broadcast area beyond the normal program limit to a 1,000-mile distance, NBC engineers said the phenomenon was due to the presence of a huge electrical charge in the upper atmosphere which acted as a mirror for the ultra-short wave broadcast. "It worked," he explained, these waves penetrate the reflecting layers, unlike the longer waves used by stations in the normal broadcast band, and NBC engineers added that the conditions which made the Chicago reception possible are likely to return at weekly or monthly intervals during the summer months. An attempt to repeat the reception on the following evening, May 3, was not successful, owing to extremely poor reception, still on the air.

McGill on Directing

ADVICE on the fundamental problems involved in the production of radio programs is presented in the textbook Radio Directing [McGraw-Hill Book Co., New York], written by Earle McGill, CBS casting director and producer, and an instructor at New York U. Mr. McGill gives full details of the preparation necessary for a broadcast from the first reading through the casting, rehearsals and final presentation. How to produce different programs, whether children's audience participation, remote or forum programs, are all dealt with in detail, and the many exemplary scripts are reproduced with mechanical factors carefully explained.

An Address on "Decentralization of Relief", by Maj. Gen. James G. Harbord, chairman of the board of RCA, delivered at the University of Chicago, School of Social Service, "Freedom of Speech", by Frank W. Wooster, RCA's general solicitor, before the annual convention of the Dallas Salesmanship Club, have been printed in booklet form by RCA.
"MAN! WHAT I WOULDN'T GIVE FOR A GOOD LOW COST SHOW TO AIR IN NEW YORK"

"THAT'S EASY, JOE! WEAF AND WJZ HAVE THREE CLIENT-TESTED PARTICIPATION PROGRAMS. I'D LOOK THEM OVER IF I WERE YOU"

REAL coverage of the New York market—that's what WEAF and WJZ participation programs offer radio advertisers with limited budgets. It's the type coverage and audience that major stations—and only major stations—provide in this vast market. Yet it is priced moderately, whichever program you choose.

So check these FIRST: Rad Hall's FORTY WINKS CLUB, 6:30 to 7:30 A.M., daily except Sunday on WEAF; Ed East's BREAKFAST IN BEDLAM, 7:00 to 7:55 A.M., daily except Sunday on WJZ; and Nancy Craig's WOMAN OF TOMORROW, 9:00 to 9:30 A.M., Monday through Friday on WJZ. All three are client-tested, result-getting opportunities, proved sellers of a wide variety of products in the New York market.

Ask any NBC Spot Salesman for complete information—past and present sponsors, mail pull, sales results.

N.B.—WEAF and WJZ are the only major network stations in New York with station guaranteed time. Always check them FIRST!
Advertising Curb Is Noted by Taft
Candidate Rebukes New Deal For Alleged Interference

TERMING advertising the "spark plug of recovery," Sen. Robert A. Taft (R-O. Ohio), the candidate for the Republican nomination for President, indicated May 3 in an address at the Advertising Club of Buffalo, that the New Deal's "yearning for Government control and regulation of advertising" has become a definite interference in the advertising industry. Taft, expressed the belief that advertising points the way to prosperity by stimulating production. "The danger is that Government control will so tie down and slow up the whole process of running the machinery that the industry will never run," he commented. "We have seen that in the attempt of the FCC to stop the sale of television sets because they were not sufficiently safe and probably would have to be superseded shortly by other instruments. There would have happened, if any Government agency had refused to permit the advertising of the early automobiles?"

"Furthermore, we have found that one feature of an industry without regulation it all. If the Government gets power to tell every newspaper what it shall put in its advertising columns, it is only a short step before it will be telling every newspaper what it shall put in its news columns and in its editorial columns.

"Personally, I don't think that the people are contemplating this. They accept it as advertising, and their fingers are crossed until they try to buy the newspapers, but it lives up to its advance notices. The danger to the whole country from governmental advertising is much greater than the danger that any considerable number of people are going to be defrauded by advertising."

"The real function of advertising is to increase production, to put more men to work in private industry, and thus build up a consuming power and a national income which will lead to a continuously happier people. Suppose tomorrow all advertising was suddenly stopped. We would probably see a deflation and a downward spiral that would make 1933 look like Coolidge prosperity. I have talked to large manufacturers who would like to save the expense of advertising and have tried it. They don't quite know why, but the actual fact is that when they stop advertising, their sales really fall off, no matter how essential their products."


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MBS Volume Discount Plan Revised To Permit Use of New Minimum Periods

THE MBS volume discount plan inaugurated early this year, providing for discounts ranging as high as 50% of card rates for advertisers using Mutual networks of 75 stations or more, including the network's "basic" outlets, and making certain stipulated minimum weekly expenditures on 52-week minimum contracts [BROADCASTING, March 11, has been revised to permit advertisers to buy time on the basis of 13, 26 or 39 weeks as well as 52 weeks without sacrificing the package-plan discounts.

As was the case with the original MBS volume discount plan, the new plan is based on minimum expenditures and it likewise requires the advertiser to use the full roster of basic outlets, totaling 62 in the daytime and 59 at night. Balance of the required expenditure may be used to buy time on whatever of the network's remaining 55 affiliates he desires. Basic outlets include: WOR, WGN, WIP, CKLW, WHK - WCLE, WOL, KXOK, WCBM, KVQ, WLO, WHB-KITE, WKWB, WIKR, WSAY, KPEL, WLRM, KFOR, WHBF, the Don Lee Network of 31 stations of the Colonial Network in New England. Rates for a single nighttime quarter-hour, under the new plan, are:

- 3,190 on a 13-week basis; $3,002 on a 26-week basis; $2,815 on a 35-week basis; $2,625 on a 52-week basis. Five nighttime quarter-hour weekly for 13 weeks costs $14,540 per week; for 26 weeks, $33,560 weekly; for 39 weeks, $12,133 weekly; for 52 weeks, $10,319 weekly.

New rate structure also provides for half-hour and hour periods on a once-a-week or five-times-a-week basis, and for daytime as well as evening hours. Revised discount plan, which is in addition to the regular MBS policy of offering advertisers time on huckups of from 2 to 120 stations, was worked out by the MBS board of directors at its recent meeting in New York [BROADCASTING, May 1].

Fels Spot Drive

FELS & Co., Philadelphia, on May 6 started a campaign for Fels Naphtha soap using quarter-hour programs featuring local talent on 18 Pacific Coast and 13 northeastern stations throughout the country with plans to add several more stations in the near future. According to Young & Rubicam, New York, the programs vary, some being musical and some of the interview type.

Wax Firm Producing

MINUTE MAN PRODUCTS Co., Hartford (Laquer Wax auto polish), has started sponsoring the quarter-hour transcription program "Federal Agent," on WSBT WBOB WBNF WNDE WELI and will add other stations to the list. Transcribed serial of 39 episodes was produced by 20th Century Radio Productions, Hollywood.

WKBB, Dubuque, Joins NBC as 187th Affiliate; Adds Two More in June

FORMERLY an outlet of CBS, WKBB, Dubuque, Ia., on May 8 joined NBC as a supplementary Red network affiliate in addition to the 187th total number of NBC affiliates. It is being offered at an evening hour rate of $80. Licensed to Sanders on the 187th anniversary of the recent Supreme Court decision upholding the FCC's "survival of the fittest" theory, WKBB operates with 250 watts on 1500 kc. It was the station which made the unsuccessful legal fight, based largely on economic grounds, to keep the Dubuque Telegraph-Herald from converting to an educational station.

The newspaper had been granted 500 watts daytime on 1340 kc. in July, 1957, but the grant was held up pending the litigation. Plans of the Telegraph-Herald to construct the station are being held in abeyance pending the court's decision.

NBC will have the largest number of affiliates in its history with a total of 189 stations when KRBM, Boise, will begin on June 1 as a bonus station to advertisers using KGRIT, Butte, Mont., and which becomes a member of the NBC southwestern group on June 26. KRBM is licensed on 1420 kc. with 250 watts. Westinghouse Electric Company by Piedmont Publishing Co. and operates on 1310 kc. with 250 watts.

WCBM, in Baltimore, Becomes Outlet of MBS

AFFILIATION of WCBM, Balti-
more, with MBS was effected late last month by John Elmer, presi-
dent of the outlet, and officials of the network. WBAL, NBC-Blue af-
filates, will continue to carry present schedule of MBS programs, under the arrangement, WCBM carried its first MBS programs on April 26.

Mr. Elmer announced appointment of Mr. Elmer as repre-
sentative of WCBM. WCBM is to be a member of the NBC spot field. WCBM is a combination of its own and NBC network seg-
ments of the WCBM. It operates with 250 watts fulltime and shortly expects to dedicate its new facilities.

A Poppy Month

APRIL, 1940, was the greatest single month in spot and local sales revenue from NBC's 15 managed and operated stations. According to an announcement by James V. McConnell, NBC national spot and local sales manager, for the month of April was $532,116, an increase of 96% over April, 1939 figures of $887,999. The figures are for the month totalled $1,975,078, a 34% increase over the figure for the same period in 1939.

FIRST in the series of short subjects titled Dave Eisman's Hobby Lobby, added to NBC's program of that name which was recently discon-
continued on WFLD, was screened May 1 in New York, featur-
ing Mrs. Franklin D. Roosevelt inter-
viewing hobbyists and telling about some of her own family's hobbies. The motion picture will be released through Leonard-Greene Productions, New York.

UNMASKED, the duo are revealed (see above) as (left) Frank Schreiber, WGN-MBS public relations director in Chicago, and (right) John L. Grimes, general advertising manager of Wheeling Steel Corp., sponsor of "Wheeling Steel Goes to Hollywood," which is being televised in Wheeling's Capital Theatre to watch a rehearsal. In case you haven't guessed, the Grimes mask is supposed to represent Chamberlain, the Schreiber mask Ghandi.

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BROADCASTING • Broadcast Advertising
WBZ TRANSMITTER IN NEW STRATEGIC LOCATION

Powerful 50,000 Watt Station to Dominate rich Metropolitan Boston Area of 2,500,000 people

At Hull, Massachusetts, on Boston Harbor, two giant 500-foot aerial towers dwarf the attractive building that houses the new transmitter of Station WBZ Boston. Inside, Westinghouse engineers are testing and checking final details of the most modern radio transmitter ever designed. Purpose ... to dominate the entire Metropolitan Boston Area beyond a shadow of a doubt.

50 MV/M Signal in Greater Boston 10 MV/M in balance of Metropolitan Area

The new transmitter at Hull will concentrate WBZ broadcasts like a powerful searchlight's beam on the whole of Greater Boston with a signal strength conservatively estimated at 50 MV/M — in the rest of the Metropolitan Area the signal strength will be 10 MV/M. Every radio listener in this area will naturally prefer this clearer, stronger reception.

No increase in Rates for the Immediate Present

Listening audience in the entire New England market will be vastly increased at the same time that the Metropolitan Boston Area is blanketed with this new, stronger signal. Nevertheless, Station WBZ plans no immediate rate increase. Consequently, alert advertisers are signing up to participate in the generous bonus of extra listeners ... at no extra cost. Thirty-two new advertisers have already added WBZ to their advertising schedules.

IMPORTANT

Send today to WBZ, Hotel Bradford, Boston, Mass., or your nearest N. B. C. spot sales office, for full information about WBZ ... information that changes the entire radio picture in Greater Boston, Metropolitan Boston, and New England.
**RESEARCH & APPLESACE**

By WILLIAM ROGOW

Vice President, BMI, New York

**THE CENSUS days are here again, but surveys we have al-
ways, and surveys 42 Mr. Rogow points out, have their blind spots and
two weaknesses, bearing out
diagnoses frequently enough variance in the trade. What the
author is to the Gallup method, the
evidence of eloquent criticism
was the anomaly of two New York surveys directly opposite results.
Station A practically all the listeners
between 7 and 9 a.m., according
to one survey. Then a few weeks
later, with the program situation
nearly changed, the author says
the same survey organization
proved that Station B had prac-
tically all the listeners between
7:15 and 9 a.m. And that where
Mr. Rogow comes in!

**THE GROWING acceptance of the absolute necessity for
more and better statistics con-
cerning radio advertising is
well recognized. But what seems
to be too freely glossed over is the
manner in which carelessly-arrived
at statistics (by any method
at all) are used to prove something
which "ain't!"

The activities of the sales promo-
donation department of a radio station
should be devoted to presenting po-
tent statistics about, among the
facilities of the station with
sound reasons why they should
buy. There is no
"divine right of broadcaster"
which gives a sta-
tion the right to
distort the truth any more
than any other business
does.

And why's that? Well, the
bakers, yet the bulk of the claims
made in the radio station promo-

tion pieces which daily come across
my desk show no evidence of intent to mislead the buyer by
studies of vital informa-
tion is not claimed.

Mr. Rogow

**Nothing But the...**

But of even greater concern to
the radio industry are the methods
used by the research organizations
active in this field which are
engaged by the radio stations to dig
out the facts. The very words "re-
search," "survey" and "statistics" are
practically synonymous with
"the truth, the whole truth, and

Nothing But the...
On a year's contract

$150 PER WEEK buys ALL of these KFI proven PROGRAMS!

Combine them any way you please as long as five per week are purchased and earn this new, low combination rate. Here are four proven sales promoters reaching four different audiences at four different times of the day at a price comparable to our one-minute daytime spot announcement rate. Write or wire for complete story on this best buy in the Nation's Third Major Market—the "State of KFI."

Art Baker's "NOTEBOOK"
Borrow a profitable page from this popular KFI feature and write a new sales success story for your product. Afternoon program, Monday thru Friday.

Agnes White's "CALIFORNIA HOME"
Stir a small part of your advertising budget into this home economics program crowded with women listeners. Morning program, Monday thru Friday.

Mirandy's "GARDEN PATCH"
80% of Southern California adults have a definite interest in year-round gardening. Plant your sales message in the "Garden Patch" and reap a harvest of increased business.

Bob Johnson's "BRIDGE CLUB"
Deal yourself in on the enthusiastic audience that follows Bob and his advertisers faithfully. Participation gives you trump cards in Southern California.

*K Basic Rate—5 per week (any combination), $200.00 per week for one month or less. Three to 6 months, $175.00 per week; 9 to 12 months, $150.00 per week. Single participation rate, $46.00 gross. Participation consists of 150 words live copy.

KFI Participating Programs Are Powered to Sell!
AP Management Still Studies Problem Of Liberalizing Its Radio News Policy

ATTENPTING to follow out the mandate of the membership of the Associated Press to "liberalize" the AP radio policies [BROADCASTING, May 1], the AP management has been actively investigating the desirability of its publisher-broadcaster members during the last two weeks, but has taken little action as yet.

Only liberalizing move to date has been to make AP News Radio, Inc., owners of CPY, Rene Morin, chairman of the board of governors, Canadian Broadcasting Corp.; Reginald M. Brophy, former NBC station relations chief, who is now Canada's representative of the Canadian radio program association (top group, left to right) Maj. Lenox R. Lohr, NBC president; A. H. Gimn, president, Canadian Marconi Co.; owners of CPY; Ed Martin, counsel, and William C. Koplovitz, assistant general counsel, who recently announced their resignations from the FCC.

According to attorneys, the Supreme Court's grant of certiorari may be without present validity under the particular circumstances involved. The cases have not yet been adjudicated.

The decision in the FCC case was rendered April 1 and the appeals were taken both by the network and the station, FCC filed motions for summary judgment on the ground that Section 402(b) of the Communications Act was without jurisdiction to entertain an appeal on the Commission's denial of a request for consent to the assignment of a license. The lower court subsequently denied the Commission's motion.

Fulltime Experiments Are Extended to Aug. 1

PENDING promulgation of a reallocation under Havana Treaty terms, the FCC April 30 extended until Aug. 1 special fulltime experimental licenses for nine broadcast stations. Simultaneously, it advanced the effective date of Section 3.32 (9) (b), which would prohibit the broadcasting of commercial programs under experimental authorizations, to the Aug. 1 date.

All of the stations now are operating fulltime under special experimental licenses, whereas under regular assignments they are designated as part time or time-sharing stations. The Aug. 1 date tentatively has been set for the expiration of all outstanding broadcast licenses in connection with the treaty reallocation. It is expected, however, that the reallocation date will be set later in the summer probably Dec. 1—and that licenses again will be extended to the new date.

Stations which were affected by the FCC order were: WTH, Hartford; KRLD, Dallas; KTHS, Hot Springs; WBAI, Baltimore; WAP, Birmingham; KVOC, Pasa- sa; WPLL, New Orleans; KFAB, Lincoln; WBBM, Chicago.

TWENTY-ONE YEARS OLD, the oldest broadcasting station in Canada, CFQF, Montreal, not only observed its anniversary May 1 but dedicated its modern new studios. Notables were present in profusion, including (top group, left to right) Maj. Lenox R. Lohr, NBC president; A. H. Gimn, president, Canadian Marconi Co.; owners of CPY; Ed Martin, chairman of the board of governors, Canadian Broadcasting Corp.; Reginald M. Brophy, former NBC station relations chief, who is now Canada's representative of the Canadian radio program association (top group, left to right) Maj. Lenox R. Lohr, NBC president; A. H. Gimn, president, Canadian Marconi Co.; owners of CPY; Ed Martin, counsel, and William C. Koplovitz, assistant general counsel, who recently announced their resignations from the FCC.
I LIKE WKY BECAUSE:

Our first quarter Raisin-Bran sales are 12.4% above last year and "Breakfast Brevities" over WKY is the only Skinner advertising being done in this area.

SKINNER MANUFACTURING CO.
Wayland R. Dadisman,
District Sales Supt.

- Eighteen spot announcements a week over WKY tell Oklahomans about Skinner's Raisin-Bran and Macaroni products. The alacrity with which Oklahoma housewives have responded to these announcements has enabled Skinner's representative to report "an increase in my Oklahoma territory on Raisin-Bran sales that to my best knowledge is a better showing than has been made in any other territory." WKY was sent to bat for Skinner a year and a half ago. Active merchandising co-operation among jobbers and dealers plus an ability to deliver a greater listening audience than any other Oklahoma station, has given WKY a regular place in the Skinner line-up ... has demonstrated the unquestioned power of WKY to do a thorough selling job throughout the Oklahoma market.
Merchandising & Promotion

Capital Houses—Holbein Print—Free Posies—Game Tickets—Rally of Owls—Schedules

Demonstration by Disc

SPECIALLY tailored, recorded sales presentation was used by WTMJ, Milwaukee, to dramatize the station’s sales story for members of the Wisconsin Retail Jewelers Association recently at a meeting held in Oshkosh. The recording, developed by the WTMJ sales promotion department and produced for use on portable play-back equipment in the convention, included entertainment bits by WTMJ artists on whose programs the jewelers had participated during the last year. The campaign was built around the “Buy jewelry from your jeweler” theme. William F. Dittmann, sales chief of WTMJ, presented the recording and addressed the convention.

P&G-Servel Contests

PROCTOR & GAMBLES Co., Cincinnati, in cooperation with Servel Inc., New York, for the third successive year, is conducting six nationwide P&G servicemen’s contests. The first, called “The Guiding Light on NBC-Red, Painted Dreams on KWK, St. Louis,” was recently won by Richard H. A. Smith, of Adams Bros., of Adams Bros., of Adams Bros.; of Adams Bros.

The Building Field

KEYED to real estate and building trades advertising theme, the NAB Bureau of Radio Advertising has compiled a 42-page booklet of tested promotion ideas, suggestions, and promotion plans and other aids for this field. The loose-leaf folder, “How to Field Sales Literature,” was produced in cooperation with the Federal Housing Administration, with the cooperation of the FHA, and in cooperation with the FHA insured mortgage plan for low-cost home financing. Copies of the manual are available without charge to NAB member stations.

In Georgia Waters

INDIRECT promotion for the station is being carried on by WSB, Atlanta, through distribution of a "Fishing Georgia" booklet, published by the Division of Wild Life. Although the folder in no way mentions WSB, it is being sent to the trade by the station to interest anglers in Georgia fishing. The "Fishing Georgia" brochure is in the state, where they are found and season regulations.

Proofs in Advance

TO FULL attention to its ad appearing in the May 1 issue of BROADCASTING, WOWO, Fort Wayne, IND., has inserted in its full-page, fullcolored advance proofs of the display, with an illustrated notation of issue and page number.

For Owl Employees

TO STIMULATE employees interest in the five-week quarterly-hour program, "Keeping Fit in Hollywood," WJJD, Chicago, April 15 to KNX, Hollywood, under sponsorship of Owl Drug Co., San Francisco, a special two-day rally was staged April 25-26 in the station studios. Besides pep talks by executives of SNB, Richards, and Howard Kline, conductor of the program presented a typical "broadcast" of the new quarter-hour program to an audience of Owl employees following instructions and demonstrating exercises.

As a result of the KNX Morning, KNX commentator, who resides as master-of-ceremonies, presented a playback of recorded "man-on-the-street" interviews made as employees entered the studios. There was also a miniature quiz game with prizes for employees participating and dramatized sketches of business problems and campaigns. A demonstration of advertising and sales manager of Owl Drug Co. spoke briefly, explaining the goodwill publicity that's done for Owl.

Sponsors are A. A. Andrews, general sales manager, and E. G. Holbein, director of employee and public relations, respectively, of Owl Drug Co.

Cowles List

APPEARING each Sunday on the radio page of the Des Moines Register & Tribune, the Cowles Schedule is made available to the Cowles stations—KSO-KRNT, Des Moines; KELO-KDLO, Sioux Falls; KX-KE, Cedar Rapids; WAAN-WEA, WABE, WACB, WAPW, W-conf and WNNX. The series was developed by Mary Little, radio columnist of Iowa Broadcasting, the editorial department of the individual stations, with times, days and newscaster listed, occupy two columns, designed for quick reference. The four-station layout was started recently after a second edition of the schedule had been published in different issues of the Register & Tribune.

BROCHURES

KYW, Philadelphia—Four-page broad- cast brochure offers all details of the program, promoting the KYW 7-9 a.m. Musical Clock program.

NBC—Green-and-white "bible" "The... But. How Many Are Away From Radio... In the... Sgains, the first and only book on the subject. The book includes the latest news of sales and market trends, the latest news of sales and market trends, the latest news of sales and market trends.

NBC—Die-cut orange folder on "L7 41", the comic strip, now available to sponsors as a Monday through Friday program.

NBC—Blue- and white folder "Pull Your Chair Right Up to the Rail", offering the real story of all the broadcasts of races scheduled to Nov. 2.

WIRE, Indianapolis—Photomontage brochure on new studios in the Clay- pool Hotel.

WRC Washington—Colored file-size folder on Mary Mason's women's fashion show, featuring news and importation testimonials, sponsor lists and participation rates.

The station's radio success story re-lease by NAB, "Keeping Fit in Hollywood," covering gardening and field coverings, based on old "Dobbs" Dobber participating program of WLAC, Nashville.

WCP, Petersburg, Fla.—Fits- size brochure with complete sales and news data.

Page 40 • May 15, 1940
Heard about the one-station network?

ALL right, so we’re not a network—but some folks are fooled by the 80 national accounts on our schedule.

Why this strong spot preference for WHN? A lot of them wisely reason that sales are best where sales are greatest, in America’s number one market. Even network advertisers (e.g. Lucky Strike, Gillette, Phillips, Twenty Grand et al) know that a second punch at these twelve million New York area listeners means more than their first crack at smaller audiences. It’s bound to when there are more radio sets in the WHN primary area than in the combined states of Iowa, Kansas, Missouri, Minnesota, Nebraska, and the Dakotas.

Yes, 80 national accounts on our roster already in 1940, with 63 of them continuing right along through April. Add to that number 38 enterprising local advertisers for a total of 118 accounts in four months.

What other station—or for that matter what network—can tie that record?

---and 69 more

WHN

Affiliated with Loew’s Theaters and Metro-Goldwyn-Mayer Pictures

NEW YORK CITY
Chicago Office: 360 North Michigan Avenue
More Signal Power

OPERATING ADVANTAGES

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

Left—power amplifier, left-hand cubicle, showing air-cooled tubes, compressed gas type main plate and grid tuning condensers.

Below—Center cubicle of power amplifier assembly showing plate tank and coupling coil, harmonic filter and transmission line terminating coils.

Westinghouse
The new Westinghouse Type HG 50 kw transmitter was developed in the recognition that commercial broadcasting pioneered by Westinghouse Station KDKA is the business of manufacturing modulated radio waves at a profit. Commercial stations can turn out a better product at lower cost with this new equipment because:

1. The power amplifier provides over 80% efficiency—more than twice the plate efficiency of conventional circuits and at least 20% above other equipments now available.

2. Air-cooled tubes throughout eliminate water jackets, cooling radiators, water storage tanks, distilled water and other inconveniences of expensive installation and maintenance accompanying the use of water cooled tubes.

3. The cooling method allows use of exhaust air to heat the building housing the transmitter—a further saving.

4. All tubes are operated well below their rating with resultant long life and economy.

Performance for station KDKA in Pittsburgh gives ample confirmation of the improved efficiency, economy, compact arrangement, and simplified operation which this new transmitter provides. For full details of operating advantages listed at left, get in touch with your nearest Westinghouse office.

Tune in Thursday nights to “Musical Americana,” with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir . . . N.B.C. Blue Network . . . 8 P.M., E.S.T.
HORSES AND GUNS and hobbies and experts are here illustrated. At left Maj. Lenox R. Lohr, NBC president, a man of many and varied hobbies, talks over his recent New York exhibition of ancient guns with Nathaniel Spear, head of the department store displaying the history of U. S. military rifles from earliest times to the present. At right Duncan Moore, special events man and news commentator of WJR, Detroit, is pictured astride one of his three jumpers. His hobby is the training of colts. This one, we are told, took the halter without dissent after only a week of companionship with the halter strap loosely across Moore's hand, no mean feat in the equestrian art.

Affiliates of NBC-Red Discuss Proposal for Added Optional Hours

WHILE a "generally favorable reception" by affiliates of the Red Network to NBC's suggestion that the period between 7:30 and 8 p.m. be changed from station to network optional time was reported at NBC, no definite decision has yet been reached on the change. It was reported following a meeting of affiliates with network officials. A number of affiliates, along with NBC, are understood to be interested in holding the station time necessary to accommodate local public service and national spot needs.

NBC offered increased compensation to the stations for network use of the period if the transfer is effected. Exact amount of the compensation was not revealed but it was understood to exceed the 37 1/2% maximum now received by stations in the higher bracket, which classification includes most of the Red affiliates. The figure was reported roughly as 60% of the hour rate, rather than the 37 1/2% unit rate scale.

The proposal was made at a luncheon meeting in New York May 14, attended by all NBC executive vice-president. It was argued by NBC that the competitive program situation made the move both desirable and necessary. Removal of the period would leave the hours before 10 a.m., 12 noon to 5 p.m., 6 to 7 p.m. and after 11 p.m. for the stations to use for local and national spot programs during weekend days. The network already has reserved the 7:30-8 p.m. half hour in its Sunday schedule, which gives the stations first call on the time before 1 p.m., between 4 and 5, between 6 and 7, and after 11 p.m.

Cross Time Sales by Major Networks Continue to Pass All Previous Records

INDIVIDUALLY and collectively, the four nationwide networks last month had the biggest gross time sales in history and all four likewise report record-breaking cumulative sales for the January-to-April period. Combined gross time sales of the networks for April 1940 total $7,724,164, an increase of 15.7% from the $6,677,056 reported for April 1939. For the four-month period, combined time sales grossed $32,031,724 this year as compared to $27,671,025 last year, a gain of 15.8%.

CBS in April again led the field in gross time sales, as it has done every month in 1940, establishing new highs for each month for a single network. For the four-month period, total CBS time sales were $18,772,942, up 53% from the $10,905,300 total for the first four months of 1939. Twice during the four-month period, CBS has reached its highest level, in March, has passed the $3,500,000 mark which no individual network has ever achieved. Second honors for April and for the four-month stretch as well go to NBC-Red, which from January to April had gross time sales totaling $18,190,601, an increase of 6.7% over the $12,563,982 Red gross for the same period of 1939. Cumulative Blue total of $3,692,658, a gain of 17.2% over last year's $3,150,449, brings the combined NBC gross time sales figure for the four months to $16,883,164, 8.8% over last year's $15,141,451 for the same time a year ago. NBC combined billings in April totaled $4,041,518, a rise of 19.5% from the combined total of $3,356,584 for April 1939.

Mutual, with the largest percentage gain for the month as compared to the same month a year previous (18%), is second only to CBS in its percentage gain for the four months. MBS billings for April to date are $1,406,138, up 21.1% over 1939's $1,161,285 for the comparable period.

| Month | Percent Gain over 1939 | Gross Time Sales
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Jan.</td>
<td>$2,426,953</td>
<td>6.9%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,326,958</td>
<td>8.5%</td>
</tr>
<tr>
<td>Mar.</td>
<td>$2,426,958</td>
<td>9.7%</td>
</tr>
<tr>
<td>April</td>
<td>$3,125,864</td>
<td>8.7%</td>
</tr>
<tr>
<td>Jan.</td>
<td>$9,918,104</td>
<td>9.6%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$9,901,906</td>
<td>11.5%</td>
</tr>
<tr>
<td>Mar.</td>
<td>$10,037,789</td>
<td>9.6%</td>
</tr>
<tr>
<td>April</td>
<td>$10,583,884</td>
<td>8.6%</td>
</tr>
<tr>
<td>Jan.</td>
<td>$4,885,013</td>
<td>13.4%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$4,890,013</td>
<td>13.0%</td>
</tr>
<tr>
<td>Mar.</td>
<td>$5,037,104</td>
<td>13.4%</td>
</tr>
<tr>
<td>April</td>
<td>$5,522,906</td>
<td>13.4%</td>
</tr>
<tr>
<td>Jan.</td>
<td>$11,277,129</td>
<td>12.2%</td>
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<tr>
<td>Feb.</td>
<td>$9,901,906</td>
<td>11.5%</td>
</tr>
<tr>
<td>Mar.</td>
<td>$10,583,884</td>
<td>12.6%</td>
</tr>
<tr>
<td>April</td>
<td>$10,583,884</td>
<td>12.6%</td>
</tr>
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Times Square Chimes

NBC's famous chimes, which have been the network's trade mark on programs for years, have been installed in electronic form in the huge Gillette clock in Times Square, New York, to strike every quarter-hour. Invented by J. L. Hathaway, NBC engineer, at the suggestion of E. H. James, NBC advertising manager, the notes heard are produced through the vibrations of electrons in a series of radio tubes, and are actuated by a small master clock in Radio City which trips a control, starting the chimes.

Radio Theme for Film

A RADIO program theme song to open and close the motion picture "Dreaming Out Loud", which features Porter Wagoner and Norris Goff as Jack & Abner, will be used by Yoyo Productions, Hollywood, Calif. B시, Sol in organist, and wife of Hal Bock, NBC western division publicity director, who played the theme song "Elephant" when the Jack & Abner series was sponsored on CBS by General Foods Corp. (Postum), has the film assignment.

Hedges and Dam at Station-Network Rights To Station Break Time

PERENNIAL argument between networks and their affiliates over control of the 20-second period at the end of a quarter-hour program broke out afresh recently with Walter J. Damm, managing director of WTMJ, Milwaukee, and William S. Hedges, NBC vice-president in charge of stations, as the principals.

Following the arguments presented by the Independent Radio Network Affiliates executive committee, the NBC counsel advised the station management that the network has the right to include it in a package sale of a half-hour period to an advertiser for the broadcast of two 15-minute programs with an extra commercial inserted between the two [BROADCASTING, April 15]. Mr. Damm informed Mr. Hedges that if NBC continued this practice WTMJ would delete any such deletion.

Mr. Hedges replied that while there is no question about the 20-second periods at the half-hour and hour breaks, there is a question about deletion identification, no such announcement is necessary at the 15-minute and one-half minute intervals, that the network has every right to sell an advertiser an uninterrupted half-hour period, and that network management is put whatever it wishes into that half-hour as long as it does not state on the copy that it is an advertising period, adding that if WTMJ deleted any period of a period purchase, NBC would deduct from its payment to WTMJ the amount of its rebate to the advertiser for such deletion.

Philip Morris Quiz

PHILIP MORRIS & CO., New York (United States) Series Breezin' Along May 5 from NBC to CBS, Sundays, 8:30-8:55 p.m.; 15.8% Gain. NBC's Free, president, has decided to delete any question about the program, now titled Swing-Go, and introduced a double contest with both radio and studio audiences participating. Listeners are invited to send in a four-line rhyme of their own, or designate a song leader featured on the series, the last line containing the name of the song. The quiz repeats the first three lines on the program and a studio audience contest attempts to supply the missing line with the correct song title. Blow Co., New York, handles the account.

New Wisc. Station

RECONSIDERING its action of last October designating the application for a 100 kw. station to be heard by the FCC on May 8 authorized William F. Huffman, publisher of the Wisconsin State Journal, to apply for a new broadcasting station in that community. It was assigned 100 watts night and 250 day on 1310 kc. P. M. has changed the format of the station, which is located in the center of the State near Stevens Point and about 25 miles South of Lake Michigan, and has listed its population at about 9,000.

PRIME MFG. Co., Milwaukee (Prime electric fence controllers), has started participation in John Thorne's early evening show "If You Can't, P.F.D. Can't, but the Station Post, on KYW, Philadelphia. Hoffman & York Advertising, Milwaukee, handles the account.
The best-known couple in daytime radio!

“Betty and Bob”

NOW AVAILABLE IN NEW RECORDED SERIES

This new recorded “Betty and Bob” series follows the same program style that made the network series such a smashing success for General Mills—with all new plot sequences. It is a five-a-week, 15-minute show... features an all-star cast of name talent... is authored and directed by the same writer and same producer who brought the network show to the highest rating in eight years on the air.

“Betty and Bob” is built to a proved success-formula— with added showmanship features seldom found in recorded programs. Highlights are: Specially arranged orchestral theme music—Several types of opening and closing theme and announcements on separate record—Maximum time allowance for commercials—Comprehensive merchandising plan. Every detail has been carefully planned to give the program all the flavor and character of a “live” show, including the finest recording—NBC ORTHACOUSTIC.

Take advantage of the huge following “Betty and Bob” have built up! Here’s a program for “spot” use by regional advertisers in every section of the country. Write for presentation, availability and prices.
What's he thinking when
Cornelius Warmerdam
clears the bar at 15 feet?

He's thinking of a twisting form skimming the crossbar. He's thinking it's a long way down. He's thinking of a new world record by the young San Franciscan. He's thinking pole-vaulting.

And what's he thinking when he reads

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

Small wonder everyone thinks Radio when he reads Broadcasting. It's 100% Radio all the time — nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. Logic says Broadcasting!

They're Radio-Minded when they read Broadcasting

**Broadcasting Blankets Timebuyers!**
$50,000 Fund for Radio Planned by Communists

COMMUNIST Party of America, taking advantage of the "equal opportunity" requirements of the Communications Act, intends to raise a fund of $50,000 for radio during the forthcoming national elections campaign. All or most of it is to be spent for regional or local radio time, it was indicated by Peter Caccione, secretary of the Communist committee in New York.

In the meantime, since the networks are broadcasting the conventions of the major political parties, the Communists have also asked that they carry at least portions of their four-day national convention, May 30 to June 2, in Manhattan Center, New York. NBC and MBS have agreed to carry a 1:30-2 p.m. broadcast June 2 when it is expected the speeches of the probable candidates, Earl Browder for President and James W. Ford for Vice-President, will be timed. CBS on June 2 will carry an 8:30-10 p.m. interview with the Communist candidate by Al Warner, its Washington correspondent. The party has also asked CBS to carry some of the convention proceedings along with the other networks.

WITH members of its staff of news analysts reporting the latest events, CBS is presenting a Sunday evening series of "Pro and Con." 11:11-11:15 p.m., replacing the Brown & Williamson Tobacco Co.'s "Paul Sullivan Reviews the News" program, which has moved to an earlier program five times weekly. Reporting for CBS in the program are Maj. George Pinckney Elliot, Albert Warner and Bob Trout.

AFM TO CONSIDER EXPIRATION PLANS

QUESTION of how relationships between the American Federation of Musicians and the non-network broadcasters shall be handled following the expiration of the present national agreement in September is expected to be settled during the AFM convention, to be held in Indianapolis the week of June 10.

Method will probably be the same as that employed in the case of the network affiliates, where new contracts, chiefly on the same basis as before, were negotiated by individual stations and local unions, after an expression from the Department of Justice that any effort to extend the national agreement requiring each station to make minimum expenditures for union musicians based on a national quota system would be interpreted as a violation of the anti-trust laws.

Joseph N. Weber, AFM President, who has been in the South for his health following a severe illness, is expected to return to his New York headquarters about June 1, spending a week in preparation for the convention.

Florsheim Series

FLORSHEIM SHOE Co., Chicago, with local dealer tie-in, in early May started placing the transcribed program, "The Squared Circle," on a group of stations nationally. Series, which features James J. Jeffries, ex-world champion heavyweight, as m.c., is being produced by Fred C. Mertens & Associates, Los Angeles.

INSTITUTE IS HELD BY OHIO SALESMEN

THE Ohio Assn. of Broadcasters on May 3 held its third annual sales institute for salesmen of Ohio radio stations at the Deshler Wallick Hotel in Columbus. All-day sessions were attended by some 80 salesmen and sales managers representing all Ohio commercial stations.

The meeting was addressed by Prof. Warren Dygert of New York U, Don Davis, president of WHB, Kansas City, and Frank Ryan, Frigidaire Corp., Dayton.

Prof. Dygert spoke from the viewpoint of the media buyer and emphasized selling radio as a medium, importance of stressing radio listener circulation, the tangibles of radio and continual reiteration of success stories. Mr. Davis through a series of charts and transcriptions told assembled salesmen "how it's done at WHB." Mr. Ryan's talk covered the broad field of selling and stressed the fine points of salesmanship in general.

Eugene Carr, assistant manager of WGAR, directed an open forum after summarizing the three previous talks. The meeting was opened by Vernon Pribble, manager of WTM and president of the OAB. The program was arranged by E. Y. Flanigan, commercial manager of WSPD and the conference by B. A. Manning, of WRK, secretary of the OAB.

LIGHTNING striking near the transmitter of WPEN, Philadelphia, on May 3 burned out five fuses and a condenser, putting the station off the air for eight minutes in mid-afternoon during the 929 Club program.

WRVA serving RICHMOND & NORFOLK

50,000 WATTS CBS

One-station coverage of Virginia's two most important markets.

For more information about WRVA, one of the sixteen CBS 50,000 watt stations. inquire of Paul Raymer Company, New York, Chicago, Detroit, San Francisco
the permanency of radio's march of progress. There is, of course, the backdrop of business and regulatory problems which make broadcasting, as an industry, a perilous venture, but these can only be regarded as ephemeral, even though aggravating and disheartening at times.

President Roosevelt himself on several occasions has called for an American Radio "as free as the press". His participation in the "Broadcasting Day" observance on July 4, in person if public affairs permit, will provide an appropriate setting for the "Declaration of Radio Independence."

New Legal Quarry

IS COMMUNICATIONS—radio, telephone and telegraph—the next New Deal target for legal conquest? And will that old spectre of a public utility concept of radio broadcasting, with its rate-regulation implications, again be thrust forward, with the Corcoran-Cohen forces behind it?

These are the questions being posed with the new appointments to the FCC legal staff as replacements for the Dempsey-Koplovitz team. Telford Taylor and Joseph L. Rauh Jr., like their predecessors, are brilliant young government lawyers selected for merit rather than for political considerations. Both are Harvard-Frankfurter schooled. Both are Corcoran-Cohen protégés, young Rauh actually having worked as assistant to Ben Cohen. Despite their youth, both have had extensive experience in New Deal public utility, holding company and power litigation and legislation.

Speculation on communications as the next New Deal juridical battleground does not all stem from these new appointments. FCC Chairman Fly himself is former general counsel of TVA—a top-flight lawyer high in New Deal councils. The new FCC legal lineup, on paper, is as pretentious as the old. But its experience has all been in the public utility-common carrier sphere.

The Administration has won smashing court victories in its pursuit of more stringent regulation of public utilities and power companies and in the securities field. Its strategy is generally attributed to the Corcoran-Cohen team. Communications, broadcasting particularly, has lots of legal glamour, and unquestionably presents alluring possibilities for government lawyers.

Whatever way the wind blows, the Government's lawyers must reckon with the clear-cut provision of the Communications Act that radio broadcasting is not a public utility common carrier. In enacting the law in 1934, Congress saw the difference between the peculiar structure of broadcasting and the fixing of rates for freight or passengers or kilowatt-hours. It described broadcasting as a quasi-utility, and made clear that it did not regard its facilities as open to all comers who have the price.

If the next New Deal foray does envelop communications, radio broadcasting and its corollary services cannot be lumped in with telephone or telegraph. They are different breeds of communications cats—technically, socially, economically and legally.

Bank Mystery

THERE IS PLENTY of success-story evidence that when banks use radio it's like money in the bank for them. But bankers, by and large, are ultra-conservative and the radio selling process has been slow.

The best selling on bank advertising by radio that has come our way in recent months is from a banker himself—R. M. Meisel, advertising manager of the Industrial Morris Plan Bank of Detroit. He brings home in the official publication of the Financial Advertisers Association, of which he is radio editor. He tells how officers of his bank questioned the audience available for its sponsored news flashes at 7:30 a.m. over a local station. A one-time announcement with an inexpensive giveaway was made. The response was more than eight times the number which the bank officers said would satisfy them! The Detroit bank since then has expanded its schedule to four Detroit stations.

Mr. Meisel observes: "It is indeed surprising to note the small percentage of banks which include radio in their budget, even with all the evidence before them." And he concludes: "Radio has a place in bank advertising—a very important place, but like every other medium it depends upon what you say—how you say it and who says it."

For our money, we can only add, "check".

Everybody Wins

EVERYBODY wins, particularly the St. Louis listening public, and certainly nobody loses by the untangling of the time-sharing and wave-length tangle in St. Louis, detailed elsewhere in this issue. We believe the settlement of this problem, with all direct parties satisfied and the FCC lending its guiding and decisive hand, points a moral: That competition is never so keen than that friendly and mutually beneficial relations can be maintained locally and that the Federal regulators of radio can do a constructive job when so minded.

After needless protracted and costly litigation had failed, KSD-KFUO-KXOK got together, agreed on improvements for all of them, laid their cards face up on the FCC's table. One or two commissioners may harbor newspaper prejudices, at least one is openly antagonistic to the networks, another favors non-commercial stations, yet home could see that the St. Louis public was not entitled to the added hours of network programs that the new setup will make possible. We fervently hope the years will bring more such give-and-take on the part of competitors and more such willingness to strip away red tape and formalities on the part of the FCC.
BENEDICT GIMBEAU JR. has been reelected president of Pennsylvania Bhest, Co., licensees of WIP, Philadelphia. He will remain as vice-president in charge of sales. Arthur Miller replaces James J. O'Brien as secretary, the latter remaining on the board. Raymond Flaks was reelected treasurer. James A. Gimbel was reelected board chairman.

JAMES TURNER, for the last three years with WIX, Nashville, has resigned as assistant director and become director of the new WLBJ, Bowling Green, Ky., which begins operation on October 10. Turner resigned after a series of farewell parties during early May by friends at WIX, WBK and WLAC as well as the Nashville local of AFM.

ROBERT E. MAY, formerly an associate attorney with the FCC and more recently with the Federal Power Commission and the National Assn. of Railroad & Utilities Commissions, has become associated with Carl I. Wheat, former assistant general counsel of the FCC, which is now practicing in franchise work; and Mr. May will give his full time to that work, which is being handled by Mr. Wheat, as well as a few others. Mr. May has received his Law degree from the University of Chicago and has been associated with Carl I. Wheat.

HAYDEN HUDDLESTON has been appointed commercial manager of WUH, Charlottesville, Va., in a reorganization in which Pat McCullough has taken over the duties of production manager in addition to chief announcer and Charles Piedra has been appointed advertising manager.

IRA EOGHER, formerly with WIS, Columbia, S. C., has joined the new WJHP, Jacksonville, which will start transmitting some time in June. He will be commercial manager under Henry Sidman. Associated with Mr. Eogher are Charles McCollum, who is assistant to Mr. Eogher, and Louise Hayden who is the advertising manager.

B. L. F. PACE, formerly with WGR, Louisville, and Congess Alliance Co., recently has joined the sales department of KORO, S. D.

JAMES M. PATT, of the sales staff of WKRO, Cincinnati, on June 15 is to marry Patricia Mather, formerly of the WVRK accounting department. Louise Evans succeds Miss Mather.

WILSON W. BLOOM, has been appointed to commercial manager of CJCJ, Edmonton, to succeed Ed. Chows, who moved to the Toronto office of all Canada Broadcasting Co., shortly after the war. Bloom has had experience in commercial management.

P. H. CUNNINGHAM, formerly commercial manager of KWOQ, Poplar Bluff, Mo., has been named general manager of the station. John S. Osburn has been named general manager of WJHS, also in Poplar Bluff.

JIM PETERS, formerly with WO, Fort Worth, passed away July 1 after a brief illness.

JOHN F. ROYAL, NBC vice-president in charge of new stations, has been scheduled to leave by plane May 12 for South America to complete details for the South American division of Arturo Toscanini and the NBC Symphony Or- chestra in Buenos Aires and July.

JAMES M. GRIFFITH, formerly manager of KYSO, Ardmore, Okla., has been named manager of KADA, Oklahoma City, in charge of the new station, which has been leased for three years as KADA.

FIN HOLLINGER, after early 1939 commercial and merchandising director of CJLS, Yarmouth, N. S., has joined the staff of KILD, Niagara Falls, N. Y., as promotional director. Richard Irvine succeeds Mr. Hollinger at CJLS, as of May 15.

E. W. DAVENPORT has been resigned as manager of WGRM, Greenwood, Miss., to join KORN, Fremont, Neb., as general manager and station manager. Before his WGRM affiliation, he was with KFDM Beaumont, and KTAT, Fort Worth, as commercial manager.

LARRY KOPP, sales manager of NBC-Central Division, on May 2 left for a vacation cruise in the Caribbean.

WALTER E. WAGSTAFF, commercial manager of KDYL, Salt Lake City, has been elected president of the Salt Lake Club.

WILL WHITMORE, advertising supervisor of Western Electric Co., New York City, has been appointed house organ Pick-Ups, on April 27 became the father of a baby girl, Jane.

H. LESLIE ATLAS, vice-president of The Few, has resigned a number of hours from his position as chief announcer of the American Royal Horse Show to be held in Kansas City in mid-May. Mr. Atlas will be on hand to watch his animals perform.

ELIZABETH WADE CRAIG, daughter of the late Dr. John Wade, now head of WSM, Nashville, and of the National Life & Accident Insurance Co., was born Aug. 16 to Will C. and Chester Weaver Jr., Nashville business man.

BARRY LIBRAR JR., sales manager of WNEW, New York, on April 28 became the father of a baby girl, Vi-

VINCENT ROSSI, accountant of WBBM, Chicago, has returned to his desk following an appendectomy.

HOWARD L. CHERRYNO, manager for WBNJ, New York, died on May 4 underwent a gall bladder and appendix operation. He is reported in good health.

A. A. SCHECHE, NBC director of news and special events, and Guy C. Hieckel, director of NBC's international news operations, were initiated into Sigma Delta Chi, national honorary journalism fraternity in Columbia because of attending the Institute for Education by Radio.

ED BARKER, executive account of KGO, San Francisco, became the father of a boy April 29.

HANFORD CARNOW, general manager of Radio Attractions, New York, on May 14 became the father of a baby girl.

CARTER M. PARHAM, commercial manager of WDOD, Chattanooga, Tenn., became the father of a boy March early May.

PETER STEEL, formerly assistant continuity editor of WOR, has been named commercial continuity editor of the station, replacing Leon B. Allen, who resigned recently to join Austin & Spector, New York. Robert S. Blake, formerly on the KSD staff, is returning to his old position, and will be assisting the continuity editor, and writer, Charles Godwin, formerly with the production department, has been appointed head production director, also assisted by Frank Knight of the announcing staff.

GEORGE McGUIFFIN BURBACH

AMONG THE FEW newspaper executives who never for a moment had a blind attitude for radio is George McGuiFFIN Burbach, general manager of KSD, St. Louis Post-Dispatch station, and advertising manager. That newspaper, if George Burbach has the slightest touch of myopia, he suggests that it might trace to a weakness for the number '13'. Regardless of what the popular fancy may be, it is his lucky number, he says—and he has ample basis for a personal superstition about it.

It took exactly 13 years for KSD to recapture the fulltime status necessary for any station's operation with maximum efficiency. On March 13 last, negotiations were completed with the various parties involved in the wavelength shifts necessary to relieve KSD of its time-sharing burden [see detailed story on page 28]. That day George Burbach was in Washington for conferences with the principals, including FCC officials. His train arrived on Track 13; he left on Track 13.

Thirty years ago the Department of Commerce authorized the Lutheran station KFUO to utilize several hours a day of KSD's time on its 560 kc. channel. Now all that has been settled; KFUO gets a new facility and KSD, which under Mr. Burbach's guidance has earned the reputation of being one of the most progressive radio stations in the country, within a few weeks will operate without disrupted schedules. Best of all—and this is traceable to the genial and fair-minded attitude of Mr. Burbach and his willingness to negotiate on a give-and-take basis—all direct parties are happy about the whole thing.

George Burbach comes from a newspaper family and is regarded as a newspaperman of the old school were it not for the fact that a zest for his work, particularly for his pet project of radio, has kept him constantly on his toes and alive to the new opportunities presented by new developments. KSD is one of the country's oldest and best known broadcasting stations. From its inception as the first Class B 500-watter, on March 9, 1922, its destinies, at least in its commercial phases, have been guided by Mr. Burbach.

While the advertising department of KSD is of the first magnitude, its great newspapers is a vastly bigger job, George Burbach avows that radio holds an unwavering fascination for him. It seems to add up younger spirit, clear eye and steadfast outlook that appear to his friends as his most marked characteristic.

A native of St. Louis, where he was born Nov. 22, 1883, and where he attended the local public and high schools and was graduated from a local business college, George Burbach was 21 years old when he joined the old St. Louis Republic, as a space salesman. He remained with that newspaper 13 years, during which he opened and managed its Chicago office. On Jan. 1, 1913, he resigned to become manager of national advertising for the Munsey newspapers, with headquarters in New York, the group embracing the New York Post, Washington Times, Baltimore News, Boston Journal and Philadelphia Times. He remained with Munsey for only nine months before accepting the position of advertising manager of the Post-Dispatch in his home town.

In 1922 Joseph Pulitzer the younger, publisher of that newspaper, asked his advertising manager to take him and his thoughts about going into radio. Burbach favored it, particularly seeing in the development of radio programs and a radio page a source of advertising landing for the newspaper. The business details were left to him, while construction and operating phases were left to Mr. Stutz. Burbach remained with the Dispatch for nine years, after which he was named general manager of the newspaper.

KSD from the start was a popular DX pickup for radio fans (Continued on page 58)
BEHIND THE MIKE

CAROL GAY

NORMAN CORWIN, CBS New York program director of the Pacific Division, has moved to Hollywood in late May on a writer-director contract with KIO. He is the third producer of CBS network programs to join that film company in the past two years, the others being Irving Reis, formerly producer of the CBS Workshop programs, and Frank W. Thompson Co., Hollywood, producer of the CBS Los Angeles Radio Theatre.

BUD THORPE, formerly assistant director of KOOL, Omaha, has been named KLZ, Denver, area manager, formerly the KLZ newsroom, has been shifted to the publicity and promotion department.

JIM CARROLL, new to radio, has joined the announcing staff of WOSC, Charlotte, N. C., succeeding Bob Harris, formerly of KLZ newsroom, has been shifted to the publicity and promotion department.

BILL RHODES, formerly of WSAU, Wausau, Wis., has joined the sports announcing staff of KYSM, Mankato, Minn., and has joined KYSM in charge of the news department.

PHIL SUTTERFIELD, public relations director and announcer of WCOS, Charleston, S. C., recently announced his marriage. On Feb. 17 he married Dottie Gatch, who formerly sang with the Gatch Sisters, heard on the station. Among coming WCOS announcers announced recently are those of Edward M. Gingeley, engineer and Lee Griffis, from June 29. Raleigh, W. T., engineer and Olga Brown in November; John Watkins, announcer, and Margaret Hall in the fall.

HAL SCHEMER, formerly of KFQO, San Francisco, has joined KABC, Los Angeles, as announcer, succeeding Don Otis, who resigned to freelance.

RUTH KEATOR, at one time public relations director of BOB, Maine, has joined the Radio Division of the Gold Medal International Exposition, San Francisco, as writer.

AUDREY MORSE, KOA, Denver, receptionist, and Vernon Andrews, radio engineer of WCOL, Columbus, Ohio, have joined WABC, New York, as writer.

PHILIP L. BARRON, director of NBC foreign news and station relations, has talked on "Building Inter-American Interests for Radio" before a luncheon meeting of the Women's Clubs of the Hotel Barclay, New York.

JOHN FRAZER, NBC Hollywood announcer, has been named as narrator for a crime short film to be produced by MGM.

IRWIN ALLEN, producer of the six-week questionnaire series of Hollywood Goes Round and KTMF, Hollywood, has taken on the additional duties of publicity and promotion director.

PATRICIA RENNIE, of the CBS Hollywood script department and Dudley H. Andrews, bank executive, were married April 20 in that city.

FOX CASE, CBS western division public relations and station relations director returned to his Hollywood headquarters May 20 from network conferences in Chicago, Washington and New York.

EDDIE TABOR, announcer at KLS, Oakland, Cal., recently became the father of a boy.

Meet the MADE

RUTH LYONS

TEN YEARS ago Ruth Lyons joined WKRK, Cincinnati, as a member of its musical staff. She advanced to musical director in 1936 and in 1938 became program director. Miss Lyons presents the Woman's Hour each morning, 9:30 to 10:30, and has one of the last offerings in Cincinnati radio circles. She writes and produces the WBS Sunday Morning Magazine and on each of the broadcasts introduces one of her own musical compositions. She is a student of the University of Cincinnati and studied at the Cincinnati College of Music. She started on her career in an educational field and is known as "Bob Allen, vocalist with WABC's Oratorio and John Boy" who is known with Ruth Lyons' orchestra and now a contract player with 20th Century-Fox pictures.

WBS 'Internships'

TWO Georgia U. juniors will serve a six-week "internship" this summer at WSB, Atlanta, learning the fundamentals of the broadcasting profession. The students were chosen in a competitive examination and audition judged by school and station representatives. This is the third summer the intern system has operated at WSB, and two-thirds of the one-time interns are now on the regular staff. Two additional internships will be chosen from Emory U. and WSB's engineering department also has a cooperative plan with Georgia Tech which enables picked students to learn something of the technical end of radio.

LODY (Bucky) HARRIS, assistant production manager of NBC-Chicago and producer of the National Farm & Home Hour, was elected president of the Chicago chapter of the Izaak Walton League of America at the annual meeting of the organization May 1.

HUGH CHAMBERS, announcer of WGN, Chicago, is conferring on an appendix.

SPECCER ALLEN, announcer of WGN, Chicago, recently received his amateur broadcasting license, becoming the 17th "ham" operator among WGN artists and engineers.

PATRICIA (Patsy) SUE WEBB, 17-year-old daughter of Lewis Allen Webb, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, has been announced winner of the American Legion award for being the most outstanding student at University High School. The award consists of a bronze plaque which remains permanently on the school, and a medal given permanently to the student, and is based on honor, leadership, and scholarship.

BOB FRIEZ, sportscaster of CJCA, Edmonton, Alta., has been announced second in the Interests in Physical Education at Albert U.

SAM LEVITAN, promotion and merchandising director of KDAI, Duluth, leaves that station to assume similar duties at KTFF, St. Paul.

CHARLES D. PENMAN, formerly production manager of television for the Don Lee network, has joined the NBC-Chicago production department, succeeding Gordon T. Hughes, resigned.

PAUL CONLON, Hollywood producer-writer of the weekly Signal Carnival, sponsored by Signal Oil Co., on 13 NBC-Pacific stations, Sun., 6:30-7 p.m., has been signed by Republic Pictures to write a "Higgins Family" screen play.

JOE MCGOVIN, KRKD, Los Angeles, has been assigned as sports editor and publicity director to move to the sales staff.

Ruth Pritchard has taken over his former duties.

HARRY W. PASCOE, continuity director of WMCA, New York, has returned to his former duties as announcer in the country-freelance writing.

TAN TALEAN, formerly of KVI, Tacoma, has joined KDAI, Denver, as newscaster.

TEX JOHNSON, recently with Mexican stations, has been appointed program director of KMKM, Grand Island, Neb. Also added to the KMKM staff recently were Bob Wood, formerly with WNAX, Yankton, S. D.

MARGARET HOFFMAN, member of the correspondence division staff of NBC-Chicago, is to be married to Oscar Anway early this summer.

HANK WEAVER, formerly sports announcer of KGVO, Las Angeles, has joined KMTR, Hollywood.

DEN ALEXANDER, NBC Hollywood commentator, has been assigned to announce on a current series basis, the NBC Chase and Sons Show, sponsored by Warner Bros.

BOB CUNNINGHAM, former announcer at WBAM-CBS, Chicago, has been named assistant program director of the Chicago station, replacing Stan Thompson, who has returned to his home in Minneapolis to recuperate from a heart ailment.

PAUL N. SUTTON, formerly of WWJ, Detroit, and a graduate of Wisconsin U., has been appointed continuity director of WBBM-CBS, Chicago, replacing C. D. Macmillan, resigned, who joined the George H. Hartman Adv. Agency, Chicago.

KEN McCULLUR, former newscaster of WNOI, San Antonio, re- joined the station on KTSA, San Antonio under sponsorship of the American Greetings Co. He is president of the Association of Radio News Editors & Writers.

WINSTON HAMMERUD, formerly with KVCO, V. D., and KLZ, Denver, has joined the announcing staff of KGVO, Missoula, Mont., work with R. W. Boll, Montana State University student.

EILEEN N. PERKINS, secretary to Samuel Woolworth, general manager of KFTR, Ft. Myers, Fla., will be married in June to Hugh V. Powell of Syracusa, Irau. Buecher, secretary to Charles E. Irau, will wed Charles Warners, of Cortland, N. Y., also next month.
ASHLEY SIMMS, continuity director of the Yankee Network, has been named production director of WNBC, New York. He was previously staff announcer on the Yankee Network, and producer with the Radio Theatre Guild, Boston.

DENNIS JAMES, formerly of WAAT, Jersey City, and Rod Mitchell, a junior announcer of WNEW, New York.

RAYMOND G. SWEENEY, formerly of Pedlar & Ryan, New York, where he handled continuity for the Lady Esther program, has been placed in charge of continuity of WMCA, New York.

JOSEPH L. L. SMOK, formerly of WMCA, New York, has been named program director of KROI, Kansas City.

ED SAWYER, Jr., program director of KGFI, Lowell, Mass., has been named program director of WINS, New York.

ELINOR CANNON, formerly of the MacGregor & Solrie transcription firm in Hollywood, has joined the CBS in San Francisco as secretary to Arthur J. Kemp, Pacific Coast sales manager.

MARGO ELSTER, of the continuity department of KOMA, Oklahoma City, has joined the CBS in San Francisco as secretary to Arthur J. Kemp, Pacific Coast sales manager.

MARGARET CUTHBERT, director of NBC's women's activities division, recently was named an honorary member of Zeta Phi Beta, national professional speech arts fraternity for women.

ANTON LEADER, of the production staff of WMCA, New York, has been named production director. He was previously staff announcer on the Yankee Network, and producer with the Radio Theatre Guild, Boston.

JAMES WAHL, KGU, Honolulu, producer, who recently underwent a successful operation for a malignant tumor in Cottage Hospital, Santa Barbara, Cal., has fully recovered and is now in New York to study television developments.

RUSS BRINKLEY, flying engineer of WHP, Harrisburg, Pa., has been selected to handle the broadcast description of the 6th annual Intercollegiate Flying Competitions to be held at Lock Haven, Pa. Twenty-five pilots representing colleges from all parts of the nation will compete in the annual meet, directed by Government aviation officials.

ARTHUR GILMORE, CBS Hollywood announcer, is the father of a 6-pound girl born May 4.

EDDIE DUNN, announcer of WFAN, New York, has been selected to handle the broadcast description of the 6th annual Intercollegiate Flying Competitions to be held at Lock Haven, Pa. Twenty-five pilots representing colleges from all parts of the nation will compete in the annual meet, directed by Government aviation officials.

ED BELLOIN, Hollywood writer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), was married to Lynn Hayden in that city on May 6.

WILLIE WINN, race announcer of WAAF, Chicago, late in April married Mrs. Edith M. Brandt.

MARY KENNEDY, of the NBC production division, is married to Sept. 7 to marry Francis Connolly.

JOHN PASCIUTTI, Hollywood radio script writer, has joined the staff of WNEW, New York.

JERRY LAWRENCE, announcer-producer of WOR, Newark, has written an article on broadcast personalities, entitled "In the Bullets That Pass in the Mike" for publication in Screen's-Commentator magazine.

STEWART MILLER, formerly of CHIML, Hampton, Ohio, has joined the announcing staff of WKIL, Torrington.

TOM HOTCHKISS, formerly of WNBC, Indianapolis, and KYU, Yuma, has joined the announcing staff of WRNK, Phoenix, Ariz.

JOE GILLESPIE, announcer at WLS-KL, San Francisco and Helen Marlowe recently announced their engagement.

CHARLES ROBERTS, former announcer  with KHQ, Spokane, and, recently with KEA, Centralia, Wash., has been named production manager of KEIM, Eureka, Cal.
MRS. EVELYN WILSON, formerly with the script and continuity division of WOL, MBS Washington key, became the first addition to the newly created radio department of the Democratic National Committee, which got under way May 1, when she was named secretary to G. W. (Johner) Johnston, recently appointed director, at headquarters in Washington.

JOHN GILLINGHAM, producer at KYA, San Francisco, is on a two-month leave of absence due to illness.

JEFF BAKER, formerly of WTAR, Norfolk, Va., and KIZ, Denver, has returned to the announcing staff of the former station. Glenn Perry, WTAR announcer, is convalescing from an appendectomy.

ROBERT F. ANTHONY, former assistant program director of WNBX, Springfield, Va., has joined the staff of WOLF, Syracuse.

RON WAGGONER, Los Angeles bureau manager of United Press, and recognized sports authority, is commentator on the weekly quarter-hour program "Sports Forum," which started May 3 on NBC Pacific Blue network.

ALAN SCOTT, formerly commentator of WCAU, Philadelphia, has resigned to join the announcing staff of WGN, Chicago, for General Foods.

TRUMAN BRADLEY, Hollywood announcer, has been signed by RKO Radio Pictures for a role in the film, "Millionaires in Prison."

SAM WANAMAKER, NBC-Chicago actor, on May 25 is to marry Charlotte Holland, NBC actress.

PAUL DOUGLAS, CBS announcer, was given a bachelor's dinner May 1 by Dr. Leon Levy, president of WCAU, Philadelphia, at the Penn Athletic Club in that city. Douglas started his radio career at WCAU.

BILL HENRY, formerly CBS correspondent with the British expeditionary forces and now a Columbia theatrical agent artist, announced became the second in his career when his daughter, Mrs. Patricia Stamey and Miss Edgar Stamey, gave birth to a boy and a girl respectively.

MACK BENOFF has been added to the NBC Texas Star Theatre, sponsored by Texas Co., as writer on the Hollywood portion of the show.

GEORGE R. GUAN, formerly assistant manager of KFRC, Columbia, Mo., and a graduate of Iowa U., has joined the announcing staff of WBBM, Chicago.

FLOYD WYNN, formerly of KLRN, Minneapolis, Minn., has signed the announcing staff of KFBB, Great Falls, Mont.

MEL WILLIAMSON, Hollywood writer-director, has been assigned to the Weekly program, "Radio Dramas," which replaced Langendorf Pictures into the NBC-Paciific Red stations. Pat Stevens is announcer and m.c.

HALLELUEN MARTIN, conductor of the WBBM-Musical Clock program, during the second week in May acted as judge for the Michigan Blossom Festival in St. Joseph and Benton Harbor, Mich. Beauties from cities in the Michiganost- Negroes area compete at the annual event for the title of "Michigan Blossom Queen."

ADD PENFIELD, who during the last two seasons has handled football play-by-play for Atlantic Refining Co., and for the last eight months has had a daily sports review on WYFF, Raleigh, N.C., is graduating from Duke U. this spring. He is president of the Duke senior class, and after graduation will join the fulltime staff of WPTF.

MONROE UPTON, Hollywood writer for the CBS News Program, has signed the announcing staff of WQXR, New York. The program, "Clearance Department." has sold an original story to 20th Century Fox Studios entitled "Brooklyn Bridge." It is to feature Edward Arnold, Don Ameche, Alice Fay and Henry Fonda.

Summer Business Gains Bring CBS Coast Shifts

BECAUSE of an anticipated increase in summer business, CBS has made several personnel changes and additions to its Pacific Coast staff, according to Donald W. Torbern, West Coast vice-president in Hollywood.

William Shaw, in charge of Columbia Square, Hollywood, tour promotion and guest relations, has been transferred to the San Francisco sales staff. George Owen, formerly Northern California manager of Walter Biddle Co., station representatives, has recently joined the network's sales staff in that city, replacing Charles Morin, former sales manager of KSFO, San Francisco. Shaw's Hollywood duties have been taken over by Henry Flynn of the public relations staff. Richard Hall, of the CBS Hollywood music clearance department, has been transferred to the West Coast staff. William Temple replaces him as assistant to Anne Brent, head of the music clearance department. Cliff Howell, CBS Hollywood announcer, has recently been promoted to become program director of KSFO. James Cantwell, formerly art director and manager of Knightsbridge Co., San Francisco publishing house, has been appointed art director of the CBS Pacific network and is headquartered in Hollywood.

Joseph A. Pasternack

JOSEPH A. PASTERNACK, 50, well-known radio and stage conductor, died Apr. 29 in the NBC Chicago studios of a heart attack during rehearsal of the Network Hour program a few hours before it went on the air. Born in Poland, Pasternack received his musical education in Warsaw Conservatory of Music. He toured America as a concert pianist and, before getting into radio in 1923, had conducted the Boston Symphony, the Philadelphia Philharmonic and the Metropolitan and Century opera orchestras. He is survived by his wife and two daughters.

CRANSTON CHAMBERLAIN, former member of the production staff of KFRC, San Francisco, and author of the feature Don't You Believe it, has been transferred to Old Gold on Don Lee network, which has sold an original story to 20th Century Fox Studios entitled "Brooklyn Bridge." It is to feature Edward Arnold, Don Ameche, Alice Fay and Henry Fonda.
OUT in more ways than one was Bill Baldwin, special events man of KOLI, Omaha, as he emerged from his icy sarcothagus in best side-show manner after settling a new amateur "frozen alive" record of 3 minutes, 20 seconds. Recently when the "Arctic Girl Frozen Alive Show" came to Omaha proclaiming that 2 minutes, 20 seconds was the amateur record for staying in the solid ice sealed "coffin," Adventurer Baldwin boasted he could not only better the record, but also would broadcast an account of his sensations during the test. The broadcast went well, but at emergence his first gulp of warm air laid Baldwin low as you see him here, smilingly supine. The mildly excited aide at right is Cliff Johnson, KOIL program manager. The stunt played to a packed house in the theater lobby where the Arctic exhibitions were held.

George M. Burbach
(Continued from page 51)

throughout the country. It was particularly well-known for the dulcet voice of Miss V. A. L. Jones (now a Kansas City matron) who gave that station the same national identity that Leo Fitzpatrick and his Kansas City Nighthawks gave WDAF in its early days. In May, 1928, KSD was assigned to 550 kc., first to get that frequency, and it has operated on that channel since. Even in the early days George Burbach saw KSD not only as a newspaper promotion medium but as a public service institution and a potentially self-sustaining advertising medium on its own. His newspaper duties prevented him from giving it all the attention it needed; in 1922 he had been elected a director of the Pulitzer Publishing Co.; on Oct. 21, 1927, he had published an 88-page edition, then a world's record for a regular daily issue; he had been appointed to the Harvard Committee on Awards for advertising, and he had become active with the St. Louis Tourist Convention & Publicity Bureau, the St. Louis municipal advertising campaign and the Chamber of Commerce. He had also been elected a director of the Audit Bureau of Circulation and president, in 1931, of Major Market Newspapers Inc., composed of executives of newspapers in cities of 100,000 or more.

For a long time KSD operated simply as an adjunct of the newspaper, devoting nearly all of its time to NBC-Red network programs. It was one of the first stations to be aligned by NBC when that network was founded in 1926, and indeed was one of the five stations in the original AT&T hookup to test network broadcasting back in 1923. When the NAB convention was being held in St. Louis in 1933, Mr. Burbach discussed commercial radio with some of the broadcasters attending. He decided then and there that KSD should be something more than a network "whistling post," and took over the active direction of the station.

Since then KSD's billings have increased to the point where it is one of the most prosperous regional outlets in the country. Always interested in new developments and given every encouragement by Mr. Pulitzer to try them out, Mr. Burbach in the fall of 1935 inaugurated one of the first ultra-high frequency broadcasting stations (W9XPD) which he hopes soon to convert into an FM outlet, and in 1938 established the world's first daily radio facsimile newspaper. That figure "13" carries into many of his activities. His automobile license numbers each year are "113" and "1313". His home telephone number is "1313". His locker number at his golf club is "13".

George Burbach is a 32d degree Mason. He is secretary of the St. Louis Council of the Boy Scouts of America and since May, 1939 has served as director of the famed St. Louis Opera. Two months ago he was elected secretary of the Pulitzer Publishing Co. He is a member of the Missouri Athletic Club, Scottish Rite Club, Sunset Country Club and New York Athletic Club. He was married in 1906 to Miss Martha Scott, of Jerseyville, N. J. They have one son, George Jr., who was associate editor of the first Broadcasting Yearbook in 1935 and who since then has been with the commercial department of NBC in New York.

BROADCASTING • Broadcast Advertising

May 15, 1940 • Page 55
Opening of World's Fair In New York on May 11

Widely Covered by Radio

GRAND opening of the 1940 New York's World Fair on May 11 was completely covered by NBC, CBS, and New York's independent stations, as well as by television. First broadcast of the day was on MBS at 11:45 a.m. over WNYC, New York, picking up the opening ceremonies at 12 noon. MBS also broadcast the talk by President Roosevelt from the Temple of Religion at 12:45 p.m.

Two sets of TV's television mobile units, under the direction of Burke Crotch, covered the parade from the Perisphere to the Court of Peace from 2 to 2:45 p.m., after which the three networks broadcast the dedication ceremonies, featuring General Dwight D. Eisenhower, Governor Herbert Lehman and others. The BBC broadcast a commentary from the Fair by a Faire from Alaric Cooks from 4 to 4:30 p.m. Local stations and the networks broadcast special activities during the evening, describing the exhibits and interviewing visitors.

WNYC, New York's municipal station with its own program at the Fair, has arranged daily World's Fair Reporter programs, and a daily feature, Father Knickerbocker Suggests, WQXR's program is Around the World's Fair, presented four times weekly, and WNEW broadcasts Today at the Fair. May 28 has been designated Good Will Day" in honor of John J. Anthony, chairman of the Sterling Products Co. Good Will Hour on NBC and WMA.

TWO STAFF members of KMAC, Kansas City, WABC's sports commentator, and Neil Keenan, director of special events—were recently honored at the Mofy for outstanding work in their profession. Frank B. Lend, founder and general secretary of the Order of DeMolay, conducted the investiture of the Legion of Honor in a public ceremony.

DURING a recent broadcast, Musical Americas, sponsored by Westinghouse E. & M. Co., was awarded this winged trophy by Movie & Radio Guide. The feature is heard Thursdays at 8 p.m. (EDST) on 101 NBC-Blue stations and Westinghouse shortwave stations WPIT, Pittsburgh, and WBOB, Boston. Shown here during the presentation of the award are (1 to r) Walter E. Myers, of NBC sales, who handles the Westinghouse account; Martin Lewis, who made the presentation for Movie & Radio Guide; Kenneth L. Watt, radio director of Puller & Smith & Ross, Westinghouse agency, and who produces and directs the program, and Raymond Paige, conductor of the Westinghouse Radio Orchestra.

Ohio Education Institute Awards

FOLLOWING are the merit awards for educational programs announced by the recent 11th Institute for Education by Radio at its annual convention in Columbus, Ohio:

I. Network, National Organization, or Clear Channel Station
a. For general use by adults. Lecture, talk, speech.
   First Award—"What Makes a Mother," from series Meet Mr. and Mrs. in Their Homes (NBC).
   Second Award—"The Movable Feast of Thanksgiving," from series The Story Behind the Holidays. American Historical Association on NBC.
   Third Award—"Emun Davis and the News," broadcast of March 11, 1940 (CBS).
   b. For general use by adults. Demonstration, participation program.
   First Award—"Tour of Fomalor Telephone," Special broadcast by KFI, Los Angeles.
   c. For general use by adults. Dialogue, round-table conversation, interview, debate, question and answer.
   First Award—"Franklin D. Roosevelt Speaks," from series University of Chicago Table Talk. NBC and University of Chicago.
   Second Award—"What Are the Real Issues in the European War?" from series America's Town Meeting of the Air, NBC and Town Hall Inc.
   d. For general use by adults. Forms of dramatization.
   First Award—"Dr. Alan Lincoln," from series caravels of America, E. du Pont De Nemours & Co. (NBC).
   Second Award—"Seems Like Radio Is Born," from series So's This Is Radio (CBS).
   Third Award—"Johnny Got His Gun," from series Arch Oboler's Plays (NBC).
   e. For general use by children. Any type of out-of-school children's program.
   First Award—"Rupunsel," from series Sunday School, WNT. Chicago.
   Second Award—"What Do You Want To Be?" from series Winsome Survey, (EDST).
   f. For use in school by primary children (approximately Grades IV-IVI).
   First Award—"The Milk," from series Meet Me Wee. Chicago Public Schools.
   Second Award—"Animals in Our Pattern of Life," from series News from Horizons, American School of the Air (CBS).
   g. For use in school by junior and senior high school pupils (approximately Grades VIII-XII).
   First Award—"We Several Events." Special broadcast of March 22, 1940, on KEX, Portland, Ore.
   h. For use in school by junior and/or senior high school pupils (approximately Grades VIII-XII).
   First Award—"Square Dancing." From series Folk Music of America, American School of the Air (CBS).

II. Local and Regional Stations or Organization
a. For general use by adults. Lecture, talk, speech.
   First Award—"Talk by Thomas Mann: "Where is the Problem of Freedom?," from series University of Minnesota's University of Minnesota Radio Station WDA, Minneapolis.
   c. For general use by adults. Dialogue, round-table conversation, interview, debate, question and answer.
   First Award—"Adventures in Music." Special broadcast on WNYC, New York.
‘Cavalcade’ Is Granted Award of Youtheuders

“BECU it shows how American
democracy grew up by tell-
true stories about real Americans,
the Cavalcade of America, sponsored
on NBC-Blue by E. I. duPont de Nemours & Co., was selected as the
radio program doing most to help
children understand how de-
mocracy works, by members of the
Youtheuders’ Forum Clubs at a
luncheon May 8 at the Hotel Mar-
tique, New York. William Hart,
executive director of duPont, re-
cived the award from Louis Cioffi,
one of the several New York City school children attending the
luncheon.

Citations of honorable mention
also were given to We the People,
CBS program sponsored by General
Foods, as ‘typhifying our American
privilege of saying what we please’
and to Big Town, sponsored on CBS
by Lever Bros., because it shows
how a brave and honest newspaper
can expose crooked politics and pro-
tect democracy,’’ NBC-Blue and
NYC, New York, broadcast the
luncheon, during which Mrs. Frank-
lin D. Roosevelt, as guest speaker,
discussed ‘What Children Can Do
To Make Democracy Work’. Mrs.
Roosevelt commended the Youth-
Forum weekly programs on WNYC,
in which children participate.

No Blind Spots

ENGINEERS at KPO-KGO,
San Francisco, have created a
microphone stand which makes
the call letters of the
stations visible from any
angle. Over the top in an arch
are the letters NBC, while
KGO appears down one side
and KPO down the other. Di-
rectly in front two panels are set
at an angle to each other
so that one or both may be
seen through an arc of 180
degrees. No matter what the
angle of the viewpoint, this
ingenious device makes the
call letters of both NBC
stations in San Francisco
distinctly visible.

Composer-Conductor Awards

NATIONAL Assn. for American
Composers & Conductors, at its an-
nual reception May 8 at the Waldorf-
Astoria, New York, awarded cer-
dicates of merit to Howard Barlow, con-
donductor of the CBS Symphony Orches-
ta, as the ‘most outstanding native
interpreter’ of American music for the
1938-39 season, and to WNYC, New York’s municipal station for
‘outstanding service to American mu-
sic’ during that season. Gene Buck,
president of ASCAP, received the or-
dlance’s Henry Hadley Medal ‘as
having done the most to advance the
cause of American music during the
past season.’

Press Women’s Merit Awards

TWO certificates of merit awarded
annually by the National Federation
of Press Women were presented during
the Federation’s recent fourth annual
convention in Washington, D.C., to the
women’s activities division of NBC and
the U.S. Office of Education for their
jointly produced series Gallant
American Women. The citations
read as follow: ‘In wisdom and
judgment manifested in bringing
to life, before the great audience
of NBC, the lives, accomplishments and per-
sonalities of American women of
achievement. Presentations of the
program series Gallant American
Women stir the imagination and the
ambition of women everywhere.’
A third award cited Helen Sions, CBS
assistant director of music, for her work
on the program Which Way to Lasting
Peace?

SUIT seeking injunction, accounting
of profits and $20,000 damages was
filed May 6 in New York Supreme
Court by Daniel and Ann Golenski,
owners of the Information Please pro-
gram, against M. Lowenstein & Sons
and Alco Mills, two fabric firms al-
legedly infringing on the name of the
program. Plaintiffs claim the name
is used as a trade mark, and is printed
on the material as a design, while
replies ‘motifs’ are used on two other
fabrics.
FCC Video Action Now GOP Issue

THAT the Republican Party sees an issue in the FCC's recent actions on television was again made evident when John Hamilton, chairman of the Republican National Committee, issued a press release asserting that he took “peculiar pleasure” in announcing that RCA and Philco will televise proceedings of the Republican nominating convention which starts June 24 in Philadelphia.

It was the first intimation that Philco would also televise the proceedings. Its plant and laboratories are located in Philadelphia, and it is expected to confine its transmission to the Philadelphia area, where, unlike New York, no concerted campaign has yet been undertaken to market television receivers.

"The Republican Party," said Mr. Hamilton, "is the party of private enterprise and welcomes this chance to provide an opportunity for a new industry to strike forward toward American fashion. It was but a few days ago that the New Deal, through its domiciled FCC, has yet been set for the very industry by bluntly commanding it to cease its efforts at merchandising. We of the Republican Party hope that the public interest accruing to television by reason of its use at the 1940 Republican convention will more than offset the setback given this industry by the New Deal.

No plans have been announced for televising the Democratic convention in Chicago, starting July 15. At present there is not as much, if there be any, to be done as there is in Chicago and other points at a few selected cities, there would be no audience for the pictures.

MIDNIGHT OIL burned in the executive offices of WIS, Columbia, S. C., when General Manager G. Richard Shafter was formally introduced to the new 42-page FCC License Form 301. The station already had submitted a construction permit application for a directional antenna data, when the issuance of the encyclopedic questionnaire necessitated a repeat performance in still greater detail on the form.

No Longer a Gag

THE OLD SAW about "some peanut was whispering in Kokomo," eponymous phrase of the title, may well fade into limbo if the FCC grants a pending application for a new outlet in Kokomo. Headed by a group of Detroit citizens, Kokomo Citizens Broadcasting Corp. early in April for a construction permit for a new station of 1,000 watts, 88.5, as the FCC has granted an experimental transmitter. Mobile units could be sent to Chicago but, except for the possible establishment of "looking in posts" at a few selected points, there would be no audience for the pictures.

Highlights of GOP Convention in June To Be Televised in New York by NBC

THE television audience of W2XBS, NBC's video transmitter in New York, will be able to watch the highlights of the Republican National Convention in their living rooms next month, according to an announcement by Alfred H. Morton, NBC vice-president in charge of television. Two complete mobile television units, he said, will be sent to Philadelphia's Convention Hall for daily sight and sound programs that will constitute the most elaborate television coverage ever given a single event.

Beginning on the opening day of the convention, June 24, and continuing through to its close, NBC will bring to televisers several hours a day of convention activities, including the keynote address of Gov. Stassen of Minnesota, the nominating speeches, the parades for convention favorites and interviews with candidates and political experts.

Cables to Scanned Hall

The Republican national committee has arranged for two special stands for the television cameras, so that the audience at home will have the best possible view of the hall. The cameras will be stationed on extant per cent of the application, enabling the camera men to focus their instruments with equal ease on the speaker or on other parts of the hall. Provision has also been made for a special television studio where interviews will be conducted.

From the convention hall, Mr. Morton explained, the programs will go over experimental wire circuits to the Bourse Bidg., terminal of the Philadelphia-New York coaxial cable installed by the Bell Telephone Laboratories and AT&T, which will carry the television signals to New York and the Empire State Bidg., whence they will be broadcast. The television audience, he estimates, will include some 40,000. This figure is based on a sample of 8 to 10 viewers per set, he said.

Recalling the boom in the sale of sound receivers caused by radio's first coverage of the Philadelphia, and New York, no new sound receivers were needed for the Republican National Conventions in 1924, dealers in television sets are hoping that the telecasts from Philadelphia next month will revive consumer interest in video sets which was damped by the FCC's recent action in stopping RCA's merchandising drive.

CBC Moves in Toronto

CANADIAN Broadcasting Corp.'s main program, commercial, station relations, press and information offices for all Canada move about May 24 to Prudential House, York St., consolidating on two floors of this office building the offices which had been located at 1 Hayter St. and 341 Church St., Toronto. There will be no studios in the new quarters, but in addition to office space for the various departments a departmental conference room is planned. The new offices have been equipped for some 40 persons, and the corporation has expanded, and since the war has stopped for the present construction of a Broadcasting Centre for which a site was purchased last summer.

CBF Gets FM License

CFRB, Toronto, has been granted an experimental FM license by the Radio Branch, Department of Transport, allowing operation on 434 mc. with 25 watts. No date has yet been set for the opening of the station and equipment has not been purchased, according to Harry Sedgewick, managing director. It is expected to locate the transmitter at the CFRB studios in Toronto, but no definite decision has been made.

Gus Reiniger Is Named REL's Sales Engineer

WITH the line of FM applications moving rapidly, Radio Engineering Laboratories Inc., New York, pioneer manufacturers of frequency modulation broadcast receivers and other equipment, has announced appointments. Gus Reiniger as sales engineer. Mr. Reiniger formerly was a star salesman with NBC, having handled counts as the Rudy Value Hour and the Happy Sanborn Hour.

Mr. Reiniger is known among his associates as "the Colonel." Educated at Annapolis, he served as a major in the Army during the World War, then was assigned, with the rank of lieutenant colonel, to the general staff under Gen. Eisenhower, before going into radio with NBC, he was in the consular service of the State Department.

Miller Suit Intervention Granted RCA by Court

PETITION of RCA, asking leave to intervene in the suit of Eli Oberstein against Glenn Miller in the New York Supreme Court, was granted May 3 by Justice Aaron J. Levy, and the plaintiff is now drawing up a new complaint naming RCA as defendant. Oberstein claims that Miller on Feb. 27, 1939, agreed to make photographic recordings as a salesman until under a one-year contract with option to renew for another year, that this was breached when Miller refused to record for Oberstein but signed a contract with RCA and has since been recording for that company.

David Mackay, who represents both Mr. Miller and RCA, filed two applications with the court, one for Miller asking that RCA be included and one for RCA asking leave to intervene. The court granted this. RCA's interest is twofold, according to Mackay: Miller does not go forward with recording for RCA if he lost the suit, and second, that as Oberstein was an employee of RCA on Feb. 27, 1939, he violated his duty to the company by drawing up the contract.

Zenith Radio and FM

LARGE SCALE production of FM receivers are the key to the FCC's current policies, which locates channels for the new art and sets a standard for the widths of its transmission bands, as was promised by Comdt. E. F. McDonald, president of Zenith Radio Corp., before Zenith distributors at their recent national convention in Chicago. Until mass sales of FM receivers begin, it was stated, its company will put no sets on the market.

TO MEET the growing demand to see the variety show Wing Playhouse, starring the late Bing Crosby, and the popular variety series, "The Lights of the Dollar Theater," a Canadian Broadcasting Corp. network program for the provinces, Toronto, it is announced that this is being sponsored by Westinghouse Electric and Manufacturing Co., which is filled to capacity of 1,500 each week.
YOUR TUBE DOLLAR--

IS IT INVESTED---OR SPENT?

TO BE invested, every dollar you put into transmitting tubes should provide:
1—dependable, economical performance today
2—research to assure even better tubes tomorrow

If the tubes in your transmitter are marked "General Electric" your tube dollar is invested, because G-E transmitting tubes year by year will give you improved performance, and at the lowest possible operating cost.

The GL-857B is a noteworthy example—a tube whose history is another story of G-E achievement:

G-E Engineers...
—developed the hot-cathode mercury-vapor rectifier.
—built the first high-voltage mercury-vapor rectifiers, which were soon accepted as standard throughout the industry.
—introduced the 857, and later the new 857 which reduced arc-backs, cut voltage drop and power loss between electrodes, and gave longer life and greater dependability.
—produced a more efficient cathode that cut filament power in half.
—developed the first accurate rectifier emission test, which assured even greater dependability in G-E built tubes.
—designed a new, rigid filament structure, which greatly increased cathode life.

Bulletin GEA-3315A gives technical information and prices on the complete G-E transmitting tube line. Get one from the nearest G-E Office, or write direct to General Electric, Radio and Television Dept., Schenectady, N. Y.

NOW—G.E. announces the GL-266B, a high-power, high-voltage mercury-vapor rectifier—interchangeable with the 266B—and incorporating all the advantages of the GL-857B. Available soon.
SERVING THE RURAL AUDIENCE

Farm Editor Can Build Up Goodwill and Sponsor Interest by Proper Programming

By JOHN F. MERRIFIELD
Agricultural Coordinator, WHAS, Louisville

About 42% of all the families in the country are rural families. Each of those families has a separate set of needs over and above the needs of urban families. Like urbanites they buy automobiles, refrigerators, washing machines, sewing machines, electric toasters, package foods, tobacco and a long list of other products. In addition to that list, which is practically the same as the wants of his urban cousin, the man in the country goes to town for a great number of other items which the city man will never need. And, strangely enough, this additional list is comprised of costly and profitable volume items such as stock feed in ton lots, fertiliser in ton lots, tractors in thousand-dollar units, farm machinery of all kinds, farm supplies, market information, horses, cows, baby chicks, and a number of other items which a wide-awake radio station can help him to buy intelligently simply by telling him where to buy them. It is peculiar to the farming industry that each rural family enjoys not only the buying power of a family, but the buying power of a business enterprise as well. To further explain the phenomenon, the greater number of American farms are individually owned—or owned by the family.

Thus the family enjoys normal purchasing power that is earned through the profits of the farming operation; while the farmer is responsible for an additional purchasing power represented by the needs of the family business. And remember, those family owned farm enterprises are worth anywhere from $10 to $200,000.

What They Want

Are American radio stations qualified to broadcast to this farm market? It's true the stations have the facilities with which to reach the rural families. And the rural families have the radio with which to receive the broadcasts. But are the broadcast programs what the farm people want?

If the radio preferences of rural America as a whole were to be tabulated, the tabulator would find a marked degree of sophistication and a decided preference for the finer things to be had from radio programs.

Rural people enjoy symphonies and other music-clas-sics. A visit to their homes will disclose an uncommonly large number of classical numbers in their music libraries. Participation in rural music groups shows an unusual amount of association with the old masters. Almost every county Farm Bureau, County Grange and County Home Economics Club has its choral group whose prime purpose of organization is simply to afford an opportunity for the neighbors to get together and sing the songs they like to sing—popular, religious, ballads, and time-tested songs of the master.

There are some broadcasters who insist "hillybilly" music is the only kind of music farm people want to hear. But we know they are wrong, else why would the farm people in their own musical groups choose to play and sing the classics.

Farm people are interested in well-written, well-acted and well-produced dramas of character, life and situations. All over the country there are rural dramatic groups. Radio productions received in the homes of farm people must be good because the people demand that they be. Still, farm folks, in this respect, are no different from urbanites. Everyone demands good radio programs. Farm people just demand more of them.

Strictly Rural

Besides the usual programs, farm folk have a list of features, all their own which a radio station must broadcast if it expects to hold that audience. The farm family is closely allied with the farm business, and can keep abreast of developments in the agricultural industry through radio. It therefore devolves upon the sta-

Less than 10c per inquiry

That's all it cost one hatchery firm to advertise over KFYR, the regional station with the clear channel coverage. Let us sell your story.

Meyer Broadcasting Co. 5000 watts day BISMARCK, N. DAK. 1000 watts night National Representative: John Blair & Co.
tions to broadcast farm economic information at regular intervals. And the mere broadcasting of such information at regular intervals goes a long way toward assuring that station of a regular farm audience. Weather reports, market reports of all produce values, a service designed to help the orchardist in his efforts to control harmful scale and harmful insects, road condition reports, and many other such service broadcasts tend to gather their own set of listeners—and those listeners generally will be farm people.

In addition they want help in making their farms more profitable and they want it when it will do them the most good—when it is seasonal, and when it's needed. Helpful information by recognized farm authorities, factual talks by farm people themselves, young folks from the country, farm organization leaders, county and state agricultural extension workers, all these features are appreciated by a farm people.

It would seem, then, that this good-will and this increased listener patronage are worth going after. Then the question arises, "How should the radio station go about mining these two worthwhile nuggets?"

A Farm Editor

Easily! Simply by installing a staff member who knows farming, a man who understands the principles of agricultural economics, the operation of the entire agricultural industry, and who is sympathetic to farm problems, a radio station equips itself with the intelligence needed to mine the gold from the farm market.

To be successful the agricultural radio man must be able to sugarcoat educational information at the same time he softens the "punch" in some manner which may, or may not, be considered controversial. Above all, he has to be radio-minded, able to build a presentable broadcast on short notice, endowed with the ability to make everyone want to help put the "broadcast" over, and must at all times remember he is one of the people to whom he is speaking, or to whom he is directing a program. If he possesses all those qualifications and more, he might rate as a successful agricultural radio man.

Then he can start to build programs. His first job is to take a wealth of material which seems to fit into a sustaining program much better than into a commercial show, whip it into shape, sprinkle it with music, gags, sensible information, give it a new twist to make it attractive and appealing to the farm audience and try to sell it to a sponsor who wants to reach the farm market.

He will find it worthwhile to institute regular service broadcasts. These market reports, the weather reports, the river stages, spray services, and all other broadcasts of a like nature will eventually be scheduled at regular intervals throughout the day.

He will find it advisable to go out to the country and pick up remote broadcasts from special farm events. He will want to invite farm leaders to appear before his microphones. He will want to cooperate more closely with the farm organizations, such as the Grange, the Farm Bureau, and other co-ops.

A NEW 500-watt station on 940 ke. in Dallas is sought in an application filed with the FCC by a group of local business men, each holding 25% in Park Cities Broadcasting Corp., organized for the purpose. The stockholders are E. B. Germany, president, banking and oil business; Thomas A. Carpenter, vice-president, insurance and banking; Guy L. Mann, vice-president, insurance and banking, and Wright Tilles, treasurer, finance company.

SEASON of the flycasters has begun, and here's proof of real success. Bill Guenther, who has just been placed in charge of WLW's 50,000-watt international shortwave station WLWO, caught this six-pound big-mouth bass the other day in Herrington Lake, near Danville, Ky. Proud of his prowess with the fresh water species, he expects shortly to go down to Key West, Florida, for a try at tarpon. For the initiated, he reports that he caught this one—a beauty, as any angler can attest—with a "spotted river pup" lure.

Fish-by-Fish

OPENING of the Texas fishing season May 1 found the usual contingent of radio men who are angling enthusiasts on the spot for a remote broadcast over WBAP. From Fort Worth, carried from Chief Engineer R. C. Stimson's boat Statik. Together with Bob Calen, Art Azers and Gene Reynolds, old fishing companions, those who participated in the fish-by-fish broadcast were Harold Hough, WBAP; Martin Campbell, WFAA; Ed Zimmerman, K AR K, and George Cranston, WBAP. Results of their casts were not reported to BROADCASTING.
WITH radio continuing as the backbone of its promotion, Adams Clothes Store, chain of men's and women's wear units in Philadelphia, Wilmington, Norristown, Chester and Trenton, has completed the first phase of its new promotional and advertising campaign in its history, according to J. M. Co., Philadelphia agency handling the account. Taylor Grant's 11 p.m. news commentary program on Philadelphia, and Art Douglas' O'man' show nightly on Philadelphia, have been added to the WJBJ schedule.

JACOB RUPPERT BREWERY, New York, for the second consecutive year, has been using half-minute spot announcements for Knickerbocker beer on New York station WMCA. "With a new feature foreign novelty hour was added to its evening news period on WQXR, to supplement its three-weekly sports news program with Stan Lomax on WOR, Newark. The singing announcements, presented daily, features the Count Basie Orchestra, introduced to the station by Cox, and an hour-long "Seattle Symphony" program by the Seattle Symphony Orchestra, introduced to the station by Cox.


KONGO GARRBO Corp, New York, early in June will place on the market a new soft drink called Kongo. Radio will probably be used for advertising plans which are not definitely set.

INTERNATIONAL HARVESTER Co., Chicago, (farm implements) on May 6 started six-weekly quarter-hour newscasts over 60 stations, including WLS, Chicago. Contract is for 52 weeks. Audry, Moore & Wallace, Chicago, is agency.

ILLINOIS MEAT Co., Chicago, has renewed its Play Broadcast program for an additional year on WGN and MBS. Time for the audience participation quiz shows remains the same, 7-7:20 on Mondays. Ralph J. Rosenthal is the account executive of Neisser-Meyerhoff, Chicago, the agency.

UNITED DRUG Co. Boston, from April 16-20 and from May 1-3, promoted its selection of Liggett and Kissell products with the Realistic Map Hour, series of quarter-hour programs, with 64 stations on WLS, Chicago. Contract is for 52 weeks. Aubrey, Moore & Wallace, Chicago, is agency.

29th CENTURY FOOD STORES, Tamworth, N.H., in a series of questions which arise from use of Federal Surplus Commodities Food Stamps, is sponsoring a three-weekly quarter-hour program, Food Stamp Quiz, on WMUR, Manchester. The program featured the Food Stamp Information Center, hosted by Faye Dunham, and the program will continue for two additional weeks. The "Food Stamp" program is sponsored and written by Edna F. White, WMUR, Manchester.

MATHEW FURNITURE Co. is sponsoring the first and only Italian Ama- leur Hour in Italy, heard over 50 evening over WJIBK. The first WJIBK foreign novelty hour was a Polka Quiz, reported drawing a big mail pull for the Pfizer Brewing Co., Detroit.

ON ITS fifth anniversary recently the Ave Maria Hour, heard on 132 stations in 45 states, was awarded the Knights of Columbus award for meritorious service in religious education. The Very Rev. Raphael Grande, S.A., Superior General of the Friars of the Third Order of St. Francis, at conducting the program, here accepts the plaque from George Tim- mons, vice president of the York Chapter of the Knights of Columbus.

POOLS PEDDED

PADDOCK ENGINEERING CO., Los Angeles, new to radio, to stim- ulate interest in its low-cost swimming pools, in an 11-week quarter-hour program, sponsored by the Spalding Athletic Equipment Co., which ends July 7 is sponsoring a two-weekly five-minute spot program, featuring Gay Brecker as commentator, on KNX, Hollywood.

BRENNIVIN NAVY & STORAGE CO., Los Angeles (chain), a consistent user of West Coast radio, on April 28 started its annual test of an hour program, Stairway to Stardom, on KMPA-El, Elia, Cal. Program is designed to showcase young and promising professional talent for radio and motion picture talent scouts. Bekins in addition is using four to ten 30-second spot announcements weekly on KNX, KFI, KSPO and KLZ, and during the week will add other stations. Brooks Adv, Los Angeles, has the account.

EL DORADO BREWING CO., Stock- ton, Calif., in mid-May started a radio campaign on four Northern California stations — KTRB, Modesto, KYOS, San Jose, KROM, Oakland. The company is using four to ten 20-second novelty transactions a day. Account is placed through Sidney Garfinke Ad, Agency, San Francisco.

CARNATION ICE CREAM CO., Oakland, Calif., a subsidiary of the Carnation Mills Co., recently started a six-week, three-minute program sponsored and transcribed version on The Shadow on KFRC, San Fran- cisco. Account placed through Erwin, Wasey & Co., San Francisco.

J. A. HAUGH MFG. Co., Toronto (work clothes) has started a test campaign twice a week in musical, transcribed transmissions on CHNS, Hal- ifax. Account was placed by Wm. R. Dennis, Toronto.

UNION OIL Co., Los Angeles (gasoline cleaner), through Lord & Thomas, is using a half-minute spot program, which ended May 14, used a total of 13 spot announcements each on KGMN, Los Angeles, and WOR, New York.

BULLOCKS INC., Los Angeles (department store), consistent user of spot radio, on May 6 started a five-minute, six-week program, on KECA, that city. Contract is for 13 weeks, placed by Dana Jones, Los Angeles.

SOIL-OFF MFG. Co., Glendale, Calif. (paint cleaner), thru Hillman-Shane Adv. Agency Inc., Los Angeles, has re- arranged its list of stations, May 6 started using five weekly partici- pants in a Homemakers campaign on KFSO, Boise, and Newspaper of the Air on KON, Portland, In addition, the firm continues weekly program in Home Service Bureau on KIQF; Food Forum on KQI, Just Food on KQV and International Kitchen on KTO.

WILMINGTON TRANSPORTA- TION Co., Wilmington, Del. (Island vacation resort), seasonal radio- user, for the third consecutive year, on May 6 started its first five-week, quarter-hour, man-on-the-street program, Sansa Catalina Fares, on six California coast stations, Monday thru Friday, 1:30- 1:36 p.m., Firm is using seven time signals weekly on KNX, Hollywood, and three spot announcements on KHJ, KPFW and KFRC. In addition, 22 quarter-hour programs will be sponsored on KNX only during August. Agency is Neisser-Meyerhoff, Los Angeles.

STANBACK Co., Salisbury, N. C., on May 6 started the Voice of Experience via transcription on WOR, Newark, Mondays, Wednesdays and Fridays, 1:3-1:20 p.m., Transcribing a six-week campaign of spot announcements on the Voice of Experience via transcriptions, WENJ, WOY and WEVD, which will be continued with the addition of WNEW. Here the program is sponsored by Lydia E. Pinkham Medicine Co., the firm reports its 17th consecutive week of broadcasting with the Stanback campaign. The company plans to continue the schedule, but previous commitments are keeping the Voice in Hollywood, and the program is kept made in California and flown to New York. Erwin, Wasey & Co., New York, is Stanback agency in that city.

FELS & Co., Philadelphia, (Napha soap), on May 6 started twice-weekly spot programs over station WCAU, Philadelphia, according to the Air on WQXR, New York, Mondays and Wednesdays, 10:30-10:47 a.m. Time for the audience participation quiz shows remains the same, 7-7:20 on Mondays. Ralph J. Rosenthal is the account executive of Neisser-Meyerhoff, Chicago, the agency.

ASSOCIATED DISCOUNT Newspapers, Los Angeles, is incorporating weekly and bi-weekly neighborhood publications, placing direct, has started a weekly quarter-hour campaign in Fishing Days, on KRRD, Los Angeles. Features are directly sponsored as commentator. He also writes a fishing column for the publications.

SPECIAL OIL & REFINING Co., Los Angeles, (Gasoline), in a 52-week contract has started a weekly, quarter-hour campaign in Chicago, Atlanta, San Francisco and Dallas. The program is to start the next week, on KLAS, Las Vegas, on KTVK, Phoenix and on KLLI, Honolulu. The program is to start the next week, on KSAM, Santa Fe, New Mexico, is the account.


HAAS BARUCH & Co., Los Angeles (Newspaper publishers) on Southern California radio, on April 28 started a weekly quarter-hour program, on three Southern California stations — KTRB, Los Angeles, KFTR, San Diego, KELR, Riverside. Contract is for 36 weeks. Herb Allen is commentator. Leonard Rees is producer, agency is with the Chesapeake & Potomac Co. Firm is also using 30 spot announcements weekly on KHH, Los Angeles, KEOD, San Bernardino, Salt Lake City, and Las Vegas, has the account.

NOVA-KEP Ldt., Toronto (medici- nal), started May 3 daily spot announcements six times weekly on CHUM, Montreal. Account was placed by Benson Co., Toronto.
Paint Magic

AS THE initial step in local Clean-Up Week promotion, W. W. on May 7 parked its mobile unit in front of one of Akron's oldest houses to chronicle one of the speediest paint jobs of all time. With a working crew of 78 painters given the go-ahead signal promptly at 4 o'clock in the afternoon, the old house was given a complete coat of paint in less than 10 minutes.

RITZ ICE CREAM Co., Los Angeles, new to radio, to introduce its five-cent feature for April 27. Starring in the show will be the three-quarter-hour program on KWOC, that city. Contract is for 13 weeks, with placement through R. B. Smith Agency, Chicago, Ill. Account placed by Benison Co., Toronto.

Quaker's New Process

QUAKER OATS Co., Chicago (Puffed Rice, Wheat), has announced development of a new manufacturing process which adds vitamins to its products. Effective the last part of May, the process will be started on the Girl Alone serial, heard over the NBC-Red network. Plans for fall promotion on this new angle, which will include radio, have not been worked out yet. According to Ruthrauff & Ryan, Chicago, agency handling the account.

B&W Gets 'Showboat'

GRANTED permission to revive the title of Edna Ferber's famed novel, Show Boat, Brown & Williamson Tobacco Co., Louisville, on May 15 and pick up at least one hour on April 27. It will also be heard on NBC-Red, Fridays, 8-9:30 p.m., with the Show Boat program scheduled to air seven times weekly on the air since October, 1937. "Here Comes the Show Boat," by Jerome Kern, is the theme music for the program, which features Virginia Verrill, Marlin Hart, Dick Todd and two orchestras. Russell M. Seeds Co., Chicago, handles the account.

Rem-Rel Buying

MARYLAND PHARMACEUTI- CAL Co., Baltimore, on Sept. 30 will start a 26-week series of transcribed five-minute programs for Rem and Rel on WOR, Newark, featuring music from the WOR Orchestra. The series will be heard five times weekly, 4:10-4:15 p.m. Agency is Joseph Katz Co., Baltimore.

BROWN & WILLIAMSON Tobacco Co., Louisville, on April 20 started the daily broadcasts on Newsradio Baltimore, featuring music written by Wally Hart from WABQ. According to its account Cleveland-based Russell M. Seeds Co., Chicago, is agency.

NOT Gallahad or even Bimelech, but nevertheless the citizens of Great Falls, Mont., got the general idea when WKBW will be starting "Dugout" Globe Safety Razor Co.'s broadcast of the Kentucky Derby on CBS.

Minimum Contract Called Basis of Radio Success

POINTING out that radio has been successful because of its minimum 18-week contracts, Kenneth Collins, assistant to the general manager of the New York Times and a veteran advertising executive, speaking May 1 before the Advertising and Sales Executives Club of Montreal, stressed the vital necessity for continuity in advertising. The challenge to advertising in the coming decade, he said, will be the avoidance of waste, and he suggested the following:
1. Be sure to find items that have ready public acceptance or that have potentiality for such acceptance.
2. Be sure you advertise them only in those communities where your prospective customers are.
3. Give advertising campaigns a chance to work by sticking with them for a reasonable length of time.

Johnston Wax Subs

S. C. JOHNSON & SON, Racine, Wis. (floor wax), will replace its "Bob & Mosey" program on 82 NBC-Red stations, Tuesday, 9:30-10 p.m. (EDST), with "Johnston Wax Sings," a summer substitute for 13 weeks, with broadcast of July 2. Men will direct the orchestra, with Kay St. Germain and Ray Hendricks, vocalists. Cliff Nazarro will also be added as vocalist and conductor. Cecil Underwood, agency producer of the current Fibber McGee & Molly series, and Don Quinn, in charge of that capacity for the summer show, will announce. Agency is Needham, Louis & Brody, Chicago.

Friend's Tobacco Discs

P. LORILLARD Co., New York, on June 3 will start twice-weekly transcriptions featuring Arthur Godfrey on 14 stations for Friend's smoking tobacco. The series has been heard for the last few months for United Leader for tobacco and will be discontinued for a two-week period before starting for Friend's. Lemen & Mitchell, New York, handles the account.
A COUNT OF COWS

When you think of

NEW ORLEANS

you think of:

PALM TREES and PATIOS

and

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

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

BROADCASTING • Broadcast Advertising

May 15, 1940 • Page 65
Fr. Coughlin Suspends, Will Return Next Autum
ALTHOUGH he remained on the air through the summer of 1938, Fr. Charles E. Coughlin, Detroit radio priest, through his agency, has notified all stations of his independent network that his May 12 broadcast would cancel his series until Oct. 6. Stanley Boynton, head of Aircasters Inc., handling the accounts, stated that this was a suspension only and that the priest will return over more stations next autumn with a new series of Sunday one-hour broadcasts.

Fr. Coughlin's current contracts were scheduled for one year, and at last report he was being carried by about 40 stations despite the NAB code committee's ruling that his broadcasts contravened the NAB code. Some of the stations on his independent hookup have stated they would carry out their contract periods only and would not renew.

Sonata by Swing
ALTHOUGH Raymond Gram Swing, MBS commentator, kept secret the first public performance of his sonata for violin at the New York Public Library April 17, the sonata caused such comment that Alfred Wallenstein, music director of WOR, Newark, asked Mr. Swing to allow its presentation on MBS. Mr. Swing accepted the sonata, titled "Fantasia Quasi Una Sonata, Opus 6," will be played May 10 on MBS by Walter Eisenberg, violinist, and Martha Thompson, pianist.

N. Y. Milk to Mathes
NEW YORK STATE Milk Publicity Bureau has again awarded the contract for its annual campaign to J. M. Mathes, New York, and plans to spend $300,000 through the year, starting July 1. According to the agency, some changes in the radio set-up of spot announcements in New York State last year will be effected, but no details will be released until early June. J. M. Mathes also handles the New York State Brands & Producers account, for which Governor Herchen Lehman has appropriated $290,000. Because State brands for farm products are still in the development stage, few advertising plans have been discussed, although radio may be used late this fall or next year.

H. M. Smith Joins WLW
HARRY MASON SMITH, for the last several years service manager of WBBM, Chicago, has assumed a new position as sales service manager of WLW, Cincinnati, under R. E. Duval, general sales manager.

Mr. Smith, who was previously with the Columbia Broadcasting System, is not yet established in his new post, but was acting as a discussion forum for the principal buyers of advertising in the United States, representing an annual expenditure of $400,000. A. Wells Wilbur of General Motors, who heads the discussion on radio, during which the Ohio network members discussed radio checking methods, the advantages and disadvantages of radio research, the cost of radio per 1,000 listeners, the "war on lies" and "habit-forming" and contractual relations with talent.

ANA Spring Session
THE USE of radio as an advertising medium was one of the subjects discussed at the semi-annual meeting of the Assn. of National Advertisers, held May 13-15 at the Westchester Country Club, Mt. Vernon, N. Y. The meeting was not open, but served as a discussion forum for the principal buyers of advertising in the United States, representing an annual expenditure of $400,000. A. Wells Wilbur of General Motors, who heads the discussion on radio, during which the Ohio network members discussed radio checking methods, the advantages and disadvantages of radio research, the cost of radio per 1,000 listeners, the "war on lies" and "habit-forming" and contractual relations with talent.

Melody Ranch' to be Filmed
REPUBLIC PRODUCTIONS, Hollywood, has acquired film rights to the name, Melody Ranch, title of the weekly half-hour western dramatic series featuring Gene Autry, singing cowboy and actor, sponsored by W. W. Young Jr. Co. (Doublemint gum) on 60 CBS stations, Sunday, 5-30-6 p. m. (EDST). Negotiations were handled by J. Walter Thompson Co., Hollywood, agency producing the radio serial. Negotiations for the feature film starring Autry, will be written around the title. Included in the film will be seven of the episodes for show.

AMERICAN TOBACCO Co., New York, on May 9, discontinued the regular broadcasts of Kay Kyser's College of Musical Knowledge, which since last fall have been broadcast by stations of the Mutual and Colonial networks. Tuesdays, 8-9 p.m. The program continues live on NBC-Red, Wednesdays, 6-9 p.m. for Lucky Strike, Lord & Thomas, New York, is the agency.

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BROADCASTING • Broadcast Advertising
HERB POLESIE, one-time radio producer and for the last four years in motion picture production, has been signed by Leonard M. Miltner, Inc. to produce the weekly NBC Don Ameche Hour, sponsored by P. Elmer Kellogg, and the Old Gold Show, sponsored by Shell Oil Co., in 1936.

ALLEN & REYNOLDS, Omaha, is the new name of the former Earl Allen Co., agency, with Milton H. Reynolds, formerly vice-president of the latter firm, acquiring a substantial part of the company stock late in April. Mr. Reynolds, account executive and art director of the agency for the last eight years, was named executive vice-president and secretary of the new corporation. Earl H. Allen, veteran Omaha advertising executive, continues as president.

WILLIAM H. AUSTIN, production manager of Al Paul Leiton Co., New York, has been named chief and production manager of the agency's New York office.

JOHN M. ALDEN has disbanded the recently organized John M. Alden Adv. Agency, Los Angeles to Join BBDO, Hollywood, as account executive.

IRVING ROCKLIN, formerly of Selvar Broadcasting System, Chicago, has joined Morris & Davidson Adv. Agency, Chicago, as director of radio.

RAY CAMPBELL, formerly West Coast news representative of Vantage Magazine and other publications, has joined Glitter Adv. Agency, Los Angeles, as account executive.


JOSEPH KATZ Co. has moved its New York agency offices to 444 Madison Ave., retaining the same telephone number.

ATHERTON & CURRIER, New York, have opened a Canadian office on the Concourse Bldg., 100 Adelaide St. West, Toronto. O. F. Burkart, formerly with Radiant Adv. Agency Ltd., Toronto, is manager.

TIREY L. FORD, former executive vice-president of Swargas & Hoyt Steamship Co., has joined Bowman, Deute, Cummings Inc., agency, San Francisco, as director and vice-president.

E. N. DEACON, formerly assistant to the president and general manager of the All American Land Co., in charge of product development and market research, has joined Charles W. S. Jones & Co., New York, as a vice-president. Mr. Deacon previously was advertising manager and promotion director of Bourjois Inc., and general manager of the Interwoven Stocking Co.

AL. SCALONE, coating writer, and Tom Wright, publicity writer, on the Hollywood staff of Young & Rubicam, have been transferred to the agency's New York office for the summer.

AARON & BROWN, Philadelphia agency, opened an office in Toronto in the summer.

LIPPINCOTT-JONES Co., Philadelphia agency, has moved to new quarters at 1742 Sansom St.

REDFIELD-JOHSTONE, New York agency, has opened offices in Philadelphia at 1421 Chestnut St.

ED CASHMAN, formerly a CBS staff producer, has joined the radio department of Lord & Thomas, New York, to direct the weekly Raygarden program, sponsored on NBC-Red by American Tobacco Co. for Lucky Strikes. Karl Schullinger, currently directing the program while on tour, will return to New York in about two weeks to supervise the production of all Lucky Strike programs as assistant to Carl Stanton, radio executive on that account.

SPACE & TIME SERVICE, New York radio representative, has moved its offices to 10 E. 40th St. New telephone is Lexington 2-3289.

LEON MORGAN, since 1937 an account executive with The Buchen Co., Chicago agency, has been elected president by the agency's board of directors at a recent meeting.

AROLD ROLL, account manager of Driver & Co., Omaha, is to leave that firm June 1 to join Allen & Reynolds, Omaha agency, as vice-president and account executive.

CULBRETH SUDLER Co., Los Angeles, has moved to its offices at 672 S. Lafayette Park Place, that city.

Raleigh Neighbors

AIMED at Fayetteville, N. C., 67 miles from its transmitter, WPFT, Raleigh, is airing 25 minutes of records and time signals in the early morning as the Fayetteville Swallow, under participation by WPFT merchants. An outgrowth of a similar series used during the Christmas season, the program is handled by Ruffin Horne, WPFT salesman. A total of seven non-competing announcements are sold for a full week's series. Three of the seven spots have been used consistently by the same sponsors since the program started, and several others are used on alternate weeks. About 50 merchants participate, and there is a waiting list for available spots.

Spector Change

RAYMOND SPECTOR, president of Austin & Specter Co., New York, has announced that on June 1 the name of the company will become Raymond Specter Co., following resignation of Alvin Austin to open his own office as advertising consultant. No other change in management or personnel is planned, although the office space has been enlarged to two floors at 32 E. 57th St.

THIRTY-NINE advertising agencies have been granted recognition by the Canadian Assn. of Broadcasters, as of May 1, 1940, according to an announcement by Arthur T. Evans, secretary-treasurer. There are seven new agencies on the 1940 list than on that of 1939.

FACTS CONSOLIDATED, San Francisco, radio survey bureau, has moved to larger offices at 68 Post St., that city. Firm has also established Southern California offices at 8268 W. Norton Ave., Hollywood, with Mrs. Dorothy Corey in charge.

And CBRF, the favourite station in Canada's richest market, can tell your story to 3,000,000 listeners!

Do you know that Greater Toronto has a population of nearly 1,000,000?

Discover Ontario and you discover Canada's richest market!

Distribution of the buying power of Canadian industry, based upon the purchases of commodities and materials used in manufacturing, shows Ontario to have nearly 50% of the national total. When industrial purchases are added to consumer buying power, Ontario becomes a $1 billion dollar market!

CBRF, located in Toronto, Ontario, IS THE KEY TO THIS POTENTIAL MARKET!

Now in its 13th year of continuous service, CBRF has always supported a policy of giving its vast listenership what they want: not just what CBRF thinks they ought to have!

This policy of presenting a variety of programs, including selected solid features for balance, has built up an audience with goodwill which frequent surveys prove has made CBRF Ontario's most popular station!

To sell your product to Canadians — in Canada's richest market, let CBRF tell your story to its 3,000,000 listeners! By using CBRF you can be sure of an immediate audience . . . and a responsive one, as indicated by the average monthly mail draw of over 200,000 letters!

Get the facts concerning CBRF's up-to-the-minute facilities! Let the favourite radio station in Canada's wealthiest buying area serve you as it has served and still serves hundreds of shrewd advertisers!

CBRF TORONTO

THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

Advertising Representatives in U. S. A.:

JOSEPH HERSHEY Mc Gillivra

New York, Chicago, San Francisco, Los Angeles, Atlanta

BROADCASTING • Broadcast Advertising

May 15, 1940 • Page 67
To John Taylor
Dry Goods Company
which started its
EIGHTH YEAR
of daily merchandising
programs on KMBC May 1

And a second toast
to the intelligent
handling that has made
this retail selling program
one of the outstanding examples of the successful
use of the medium... by a
department store... in the
history of radio!

With a bit of a night-
cap for ourselves,
thankful that we have been
able to serve with
constantly increasing ef-
effectiveness, since the very
first broadcast of "Joanne
Taylor's Fashion Flashes."

We'd like to drink a
toast to your suc-
cessful program on
KMBC, too. How about it?

And a second toast
to the intelligent
handling that has made
this retail selling program
one of the outstanding examples of the successful
use of the medium... by a
department store... in the
history of radio!

With a bit of a night-
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first broadcast of "Joanne
Taylor's Fashion Flashes."

We'd like to drink a
toast to your suc-
cessful program on
KMBC, too. How about it?
Denim Artists

INTIMATE glimpses into past and present operations of local industrial concerns are given on the new weekly half-hour "Artists in Overalls" series on KINK City, Inc. The series started May 10 with a microphone visit to the Andrews Steel Mills in perfecto, Ky., and each week similar visits will be made to other local and neighboring industrial establishments, all of whom ordinarily do not use radio. Each company sponsors its respective program, with scheduling interviews with plant superintendents and workmen and historical dramatizations of the local radio workshop. As goodwill promotion General Manager Hubert Belfante furnishes a copy of each week's script, accompanied by recordings of his show for rebroadcasting at social gatherings of company officers and employees. Elmer Welch handles interviews on the program, and Merle Bernard the commercial assignment.

Traffic Vigil TO INJECT a live element into traffic safety programs, Oklahoma City, has started a weekly series using the station's mobile unit. Each weekday from 2 to 5 P.M., Announcer Bob Eastman and Capt. Dan Hollingsworth, traffic expert of the Oklahoma City police department, are on the streets looking for traffic violators from the roof of the truck. When a violator is observed, the unit's comments on the violation. When a driver is noted doing a commendable job, the unit's stereo speaker also is turned on, and the driver is complimented on the good work. The traffic officer interviewing the driver is asked his name, address, occupation and suggestions for traffic safety. Next day Chief of Police Frank Smith addresses a personal letter to the cooperating motorist, again thanking him for his care.

Seventy and Up CELEBRATING the first anniversary of Gopher Tales, on which true stories of events in Minnesota's past and present are recorded and presented, brings of them 70 years old—gathers May 1 at the Mayo Civic Auditorium, Waseca, the State Notification. With its authenticity, the gathering of the old folk's welcome, the quarter-hour program was expanded to an hour in order to allow every attendee to give his name and age over the air. In addition to introductions, several of the honor guests provided entertainment, instrumental, vocal or recitative. All guests were given a rose by a local florist, a loaf of bread by the sponsoring Rochester Bread Co., and a one-hour tour of the city in the town car furnished by the local Kiwanis Club.

Within a Wheel KROW, Oakland, Cal., has started a new quiz program, Question Wheel, in which Bert Winn plays a huge number of wheels on the sidewalk before the sponsor's store—Money-Back Smith, Oakland department store. Each contestant is required to spin the wheel, the number indicating a container from which to draw a brain-twister. Each of the 16 wheel containers have three questions in the event the pointer stops on the same number more than twice. Each individual viewee is awarded a merchandise certificate. The account was placed through Sidney Garfinke1 Agency.

NEWS FOR NORSE

WDAY Gives Daily Events

In Native Tongue

NORWEGIAN language news program, The News in Norwegian, has been started by WDAY, Fargo, N. D. The new feature, dealing predominantly with war news from Europe, is destined particularly for the 80% of listeners in the area of Scandinavian descent. The program is sponsored by a local department store, The Store Without A Name.

Discovering that Norwegian-born residents of the area could understand and appreciate war news in their own tongue, WDAY secured as translator and commentator for A. J. Estvold, Norse instructor at Concordia College, Moorhead, Minn. Prof. Holvik in 1926 was knighted by King Haakon of Norway as a Knight of the First Class of the Order of St. Olaf. The program has gained such following the station plans to continue it as a regularly scheduled feature.

Oklahoma Speaks

PRESENTING a cross-section of Oklahoma opinion on questions of the day, Oklahoma Network stations are broadcasting Oklahoma City: KOME, Tulsa: KKC; Enid: KBCX; Muskogee: KGFF, Shawnee and KA, on Saturdays in late April, started the new weekly series, Oklahoma Speaks. With a microphone set up on a downtown corner of each of the six cities, passersby are interviewed—all asked the same questions on the particular topic under discussion and the program is switched from city to city. A complete round of the six cities is made on each question and on each 45-minute program.

For Charity

WITH $100 or more awarded in prizes each week, Cousins Jewelry Co., in mid-April produced a six-week Quiz-A-Day contest feature on WGL, Fort Wayne. The program features a question and a prize for a "question of the week", which are answered by listeners week by week. In submitting answers, the individual identifies his or her favorite charity, and each correct answer nets 25 points for that charity. At the end of the six weeks the top charity will receive $75 from the sponsor. Questions of the day are broadcast 10 times daily on WGL spots.

Sea-Going Events

A BROADCAST devoted to yachting, boating and related general interests of the Bay region’s sea-going elements, titled Skip Aboy, made its debut on KGO, San Francisco recently. Arvid Norman, authority on yachting, is M. C. and Bob Fredstrom, chief of the KPGC traffic department reports interesting yachting events.

Author Stuff

BILL HENNEMAN, who has been associated with the book business in Chicago for the last 15 years, on May 4 started a Saturday morning quarter-hour on WAPA, Chicago, called Authors on Parade, and consisting of gossip, anecdotes, curious facts and amusing stories of books and authors.

Sponsors' Contest

TO ENHANCE interest in choral singing, WBKN, Youngstown, 0., is conducting a contest for sponsored cho- ruses in Eastern Ohio and Western Pennsylvania. Each week one of the competing groups appear on a special WBKN program, with judges choosing the three best to appear on a final contest program for the WBKN Choral Award. The contest was started by W. Gwene Jenkins, WBKN choral di rector, who plans to make the competition an annual event.

Island Joke

CONFINED to industries typical of the Hawaiian Islands, KGMB, Honolulu, has started a series of half-hour programs patterned after the CBS American at Work series. Sponsored by Hawaiian Electric Co., the series is written and produced by Bob Stanley. Programs are made up of short transcribed takes assembled into quarter-hour disc present:ations.
Growing Indiana's melodic voices is influenced in the thoughtful consideration of music by Claude Sweeter's orchestra, and Jack Owens and comedy by Al Poska, who also is producer and announcer of the show, which is written by Dave Nowinson.

The polls begin
NEW audience participation show on WDZ, Tuscola, Ill., is called WDZ Presidential Poll. The quarterly hour on Saturday morning program features Fran Booton, WDZ newscaster, in street polls originated in various towns near Tuscola. Names of those interviewed are not given on the air; they're simply polled as to occupation, legal residences, and political choices. Running totals of the poll are broadcast at the end of each program. WDZ is sponsored locally.

Story of a Store
THE story of the City of Paris, San Francisco's oldest department store, is being dramatized on a series of programs released by KFO, San Francisco, Fridays at 6:30 p.m. PST. The radio dramatizations depict how the store first started back in the gold rush days of early California and will lead up to the present time. The radio drama is being written by Dave Drummond, author of the historical radio narrative, City of St. Francis, currently running on KFO-KGO.

DURING a recent program of the Your California series on KSFO, San Francisco, the station's special events staff took vicarious listeners out with the San Francisco Harbor pilot boat California on an actual piloting of a vessel to the harbor, carrying KSFO's pack-a-back short-wave transmitter, here describes the operation of a winch on the vessel as the novel broadcast started. Later he left the master pilot ship in a dory, boarded an incoming vessel with the pilot and described the entire procedure on the broadcast. The Harbors maintains a pilot service through several of these boats, stationed 11 miles outside the harbor, with pilots ready to board incoming vessels and steer them through the Golden Gate channels.

Ship of Music
MYTHICAL pleasure ship cruising tropical waters each Saturday night is the scene for SS Fiesta, new musical show featuring Ricardo and his 17-piece Latin-rhythm orchestra on KG, San Francisco. The thread of drama woven through the program is carried by Camilla Romo and Roland Drayer, both singing on the show. Dick Bertrandias produces the show, which changes locales each performance.

Merchandise Lineup
SOLID commercial quarter-hour, Lineup of Wanted Values, has been started on KDYL, Salt Lake City, by a local knitter, shop. Built around the general idea of a police lineup, items in the store, i.e., knitwear, sports goods and baby clothes, are personalized by members of the cast, paraded before a "sergeant" and each tells why it is an exceptional value.

American Tales
A DRAMA, The American Challenge, dedicated to democracy in the United States, is heard on KPO, San Francisco, each Monday at 8 p.m. The program dramatizes the stories of American men and women who dedicated their lives to ideals of the nation. The series is sponsored by Challenge Cream & Butter Assn.

Look to Heaven
POINTERS on star gazing and stories of the heavens are featured on the new CBS weekly series, Looking Up, heard Fridays from 3-3:15 p.m. CST. Originating in the WBBM studios, the series is produced by Miss Maude Benot, director of the Adler Planetarium, Chicago.

BROADCASTING • Broadcast Advertising
FIVE years of consecutive broadcasts on WGAR, Cleveland, by the local Second Federal Savings & Loan Assn. was celebrated at the station recently when General Manager John Patt presented a specially labeled, gold-sprayed recording of the anniversary program to C. W. Grove, president of Second Federal. Participating in the giving and taking ceremonies were (l to r) Eugene Carr, WGAR assistant manager; Mr. Grove; Mr. Patt, and Harry B. Winsor, Second Federal second vice-president.

Sowell Fined

NASHVILLE'S honorary police chief and WLAC's general manager, F. C. Sowell Jr., narrowly escaped jail sentence recently at the hands of the local Boy Scouts who were in charge of important city offices during a one-hour period. Sowell was taken to the County court in the black maria, after the "sheriff", "chief of police" and a "detective" had made the arrest. He was found guilty as charged—exploting on a public sidewalk—fined $5 by the Scouts and released.

Legion Program Wins Award

WINNER of the 1939 radio traffic safety award of the C.I.T. Safety Foundation is the American Legion for its 12 Legion of Safety programs, presented monthly during 1939 on 300 radio stations. The bronze plaque was presented May 1 to officials of the Legion at their headquarters in Indianapolis by John W. Darr, vice-president of the Commercial Investment Trust and a trustee of the C.I.T. Foundation, who stated that the programs had been well received as the "most effective radio appeals to public interest in safety measures." The Foundation's station awards for 1939 were earlier this year to WGAR, Cleveland, for its consistent and effective support of safety measures [Broadcasting, March 1].

More Faux Pas

(Continued from page 21) sent in by its reader-listeners. Following is a digest of some of the better boners listed by that publication.

"This evening at sunset Mercury, Jupiter, Venus, Saturn and Mars will all be clearly visible."

"The Women's Auxiliary of Foreign Service will show their pink forms whenever asked to." "Flomlin gives the best guarantees ever. If you don't like it, you can get your money back. But personally I don't think you will get your money back—nobody ever has." "I was too young and innocent then," remarked a guest songwriter on light music master. "Answered the Major, "Well, Mabel, you're still young." "A unit of the German army was sighted steaming out into the North Sea."

"The race for the Presidential candidacy, both Democratic and Republican, will gain impotence this week."

News announcer, after describing a sweater blazer: "But there's no bright spot in the picture. Over 20 have died in a heat wave in Argentina."

"He and his gang were sent to prison for life—the limit in Wisconsin," according to Col. Norman Schwartzkopf on Gang Busters. "Mecca is recommended for shaving even babies' upper skin.

No Udder Trouble

"Since I started feeding Purina to my dairy cows I have cut down my udder trouble 50%.

"If you send your clothes to the Starlight Laundry, you'll never recognize them when they come back."

"For years he had been afflicted with the Alexander Clothing Co."

"No matter how hard you work, a man expects to have hands that are exciting and feminine."

After a soap commercial: "We would not expect you to use it on your face, but it's good for other places."

"1939 was a grand year for Columbia Records, a record-breaking year."

"Pop's Sandwich Shop is featuring half-fried spring chickens."

"Their ends are down and all uncovered," according to Ted Husing at the Orange Bowl football game. "We will now hear from a talented young singer."

Describing the opening of Congress: "Seats on the floor are at a premium."

"Dorothy Lamour dashed over from the theatre in between acts in full theatre makeup, but minus the sarong."

"From there he (Arturo Godoy) went to Chile, where he was born." Paks Johnson on Vox Pop: "Tell me a wail when he is relaxing for a dollar."

"The various voices heard in this program were betrayed by Bill Anson—every evening."

"Ladies and gentlemen, this week is deescribed as 'Be Kind to Animals Week."

"A dog and his pipe are man's best friends."

THINGS HAVE HAPPENED AT KMPC

IN LOS ANGELES and Southern California since mid-January, story after story has kept KMPC in the radio headlines. The first news break was an increase in power from 500 to 5000 watts, and full-time operation. With this came association with CBS. Overnight, KMPC became a major station in the West's largest market.

THE SWEEP of KMPC's new .5mv. daytime contour from Santa Barbara to San Diego—220 miles—inclues 67 of the 71 communities of 500 or more population, 93.5% of Southern California's radio families—529,228 of them—live in these 67 cities and towns.

A HEADLINE STORY, if there ever was one, came when five illustrious figures of the entertainment world—Paul Whiteman, Bing Crosby, Harold Lloyd, Freeman Gosden (Amos) and Charles Correll (Andy)—became members of KMPC's board of directors. They joined radio veterans G. A. Richards, Leo Fitzpatrick and John F. Patt.

MORE HEADLINES are being made every day as KMPC's audience increases by leaps and bounds. Hal Berger's famous major league baseball games have just started the 1940 season for Pontiac. "Andy and Virginia", a participation program, are breaking all previous records with mail records. "Open House", a new daytime variety show, is gathering listeners at all hours during its daring stunt in Southern California's one billion dollar market, keep your eyes on . . .

KMPC

"THE STATION OF THE STARS"

BEVERLY HILLS • LOS ANGELES

5800 WATTS DAY • 1000 WATTS NIGHT

170 KG.

Associate CBS Station

Leo B. Tyson, Vice Pres. & Gen. Mgr.

REPRESENTATIVES

NEW YORK: Roger E. Vernon, 101 Park Ave.

CHICAGO: A. K. Bucholz, 360 N. Michigan

Write for the current issue of "NEWS AND VIEWS"

Latest flashes on the Southern California market . . . facts and figures on KMPC . . . tips on programs that sell. Write for your free copy today.

May 15, 1940 • Page 71
Radio and Education

SOME 8,000 broadcasts on 36% of the stations of the United States have been produced by the Educational Radio Script Exchange of the Radio Education Foundation, the committee to promote the more effective use of radio for educational purposes by local educational and civic organizations. This is pointed out in the May 1 report of the Script Exchange which details its activities in full.

TWO quarter-hour mock broadcasts were produced by Twin City Junior League members at Minneapolis May 6 as the finale of an eight-month course in radio under Max Karl, WCCO educational director. A writing class of 22 Junior League members has met in WCCO's studios every other week since Oct. 10, and a production class of 16 has met on the alternate weeks. Purpose of the course was to write and organize a set of ideal radio programs for children, which would be submitted later to the Radio Council of Federated Women's Clubs.

GRATITUDE to KVOS, Bellingham, Wash., and Rogan Jones, owner and manager of the station, was expressed recently by the radio committee of the local school system in its official report. The report, which reviewed the use of radio by the school system during the last year, pointed to three principal radio activities: student broadcasts on KVOS related to classroom activities, classroom listening to regular local and network educational features, and guidance of home listening by children. The report also called attention to Rogan Jones' aid in development of the use of radio in the classroom, both in giving time for school broadcasts and in providing classroom radios.

Serial Eaters

THE young hopefuls of New York's Mayor, Eric and Jean LaGuardia, are permitted to listen to their favorite daytime radio adventure stories only after they have eaten breakfast foods advertised by the sponsors of the skits. This peak into the domestic routine of the mayor's home was given by his son himself on April 30 during a talk to 200 Brooklyn housewives attending a cooking class conducted twice weekly by the city's Department of Markets.

ROLF KALTENBORN, son of H. V. Kaltendorf, noted news analyst, has resigned from the CBS production staff to conduct a survey on the effectiveness of adult education on the air for the Public Affairs Committee of the Sloan Foundation. He also had a direct course in radio this fall at the New School for Social Research, New York.

WGAR, Cleveland, for the sixth consecutive year is sponsoring its annual declamation contest open to students in Cleveland high schools. Youth Poets for two location each in the area the contest, in which the winners receives gold medal, and his school receives the WGAR Declamation Trophy. Each school holds preliminary eliminations, with winners competing in the semi-final contest May 21 in the WGAR studios. Five contestants will be chosen to compete in the finals, which are to be broadcast live May 28. The contest has been under the supervision of Julius Glass since it started in 1935.

WOMING U will include three radio courses in its curriculum for the six-week summer session, to start June 17. Conducted by H. A. Engel, public relations director of WFAA, Wisconsin U station, the courses include "Radio in the Schools," "Radio Techniques," and "Radio and Its Use in Advertising." The six-week course is sponsored by the University of Minnesota School of Journalism.

SIXTEEN student members of the Arizona Vocational School class on "Selling Over the Air" were graduated recently after completing a 10-week course conducted by J. Howard Pyle, program director of KWIR, Phoenix.

ARTHUR CASEY, of the public relations department of KMEX, St. Louis, has been named director of a newly-organized radio class at the Washington U Adult Study Center in St. Louis.

COMMITTEE on Scientific Aid to Learning has published a new pamphlet, "Science, Direct Costs and Science Education: A Study of Adult Education," which presents information on the design, installation and operation of science laboratories and systems in school buildings. The volume also contains sample specifications for a school sound system.

OKLAHOMA Baptist U is now broadcasting 60 programs monthly from its campus, according to Ralph Matthews, station manager.

STUDENTS of public school music at Illinois State Normal, as part of their regular work are studying the NBC Musical Americana program. Sixth graders in the experimental primary school of the university are assigned to play the roles of Deems Taylor, Raymond Scott, and other leading composers. Scripts and transcriptions supplied by Kenneth L. Watt, producer and director of the program, are used for the shows.

OUTSTANDING personalities on America's leading radio programs such as "The Lucky Junior," "The Great Gatsby," and "Fibber McGee and Molly," as well as other programs, are featured in the 10th anniversary of "Radio, Our Great National Medium," an annual survey of the general public's reception of radio broadcasts, produced by the Columbia Broadcasting System.

JOINS NBC in Europe

MARTIN AGROSKY, writer, foreign correspondent and free-lance reporter for NBC, has been added to the NBC's staff of European correspondents and is stationed in Belgrade. Mr. Agrosky covered the Polish-Czechoslovak War in London in February, 1939, for Time, remaining in England for several months free-lancing. He first broadcast for NBC in December, 1939, in Greece, where he remained until early this year when Central Europe became an important news center. He transferred his activities to Belgrade.

INTRODUCING a sales promotion campaign engineered by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., recently meeting with representatives of the company's wholesale distributors via express a pre-tuned Zenith portable radio of the latest model which on delivery was actually delivering local broadcast while still in its shipping crate. The stunt drew much local publicity and caused frequent consternation among express company employees who were reported to have dumped several of the boxes set in water on the theory that the sound were coming from an infernal machine. The radios had been packed with batteries turned on and with each tuned to an important station in the local distributor's territory. As each radio reached its destination, it began playing. The unexpected vigilance of express employees finally forced H. C. White, general manager of the Railway Express Agency, to assure all agents at destination points that packages not contain bombs and were to be delivered as is to the consignee, according to the report. This was done, it was reported that agents in several cities already had called in local police to open the packages, which in most cases were first immersed in water.

Cleveland Stays EST

PRESSURE of union groups and motion picture exhibitors brought about the defeat May 8 of a proposition before the legislative committee of the Cleveland City Council for adoption of daylight saving time. The proposal was sponsored by Councilman John L. Lemanowski, president of the Nationality Broadcasting Assn. and director of the Polish Hour of WGAR, Cleveland. John Rohrich, president of the inter-city union district council, complained that daylight saving time would force 24,000 truck drivers to rise and go to work in the dark, increasing traffic hazards. Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Assn., maintained it would be a blow to the local movie business and that radio stations and gasoline companies would lose the only ones favoring the move.

DELIVERED ALIVE

Zenith Gift Sets Operating—Upon Receipt

Goes

WJSJ

Effective June 26

In the Heart of The Rich Tobacco Country!

WINSTON-SALEM, N. C.

National Representatives:
HEADLEY-REED COMPANY

+ Both RED & BLUE

Page 72 • May 15, 1940

BROADCASTING • Broadcast Advertising
BIG WEEK in Milwaukee saw the city getting a new radio station and a new mayor. The station is W9XAO, operated by the Milwaukee Journal and first FM station licensed west of the Alleghenies. W9XAO is independently programmed from WTMY. The new mayor, Carter Zeitler (left), made the opening address on W9XAO. Here he is looking over the FM transmitter as L. W. Herzog, WTMY manager, explains how it works.

X-Ray Myth

WHEN a recent letter from a radio listener suggested to the FCC "the danger from X-rays to which the public will be subjected in the use of television receiving sets", the FCC engineering department explained: "According to the best available information, the efficiency of X-ray generation at the voltages employed in cathode-ray television systems is extremely low, and any X-rays so produced are of such low penetrating power as to be completely absorbed by the glass walls of the tube. Not only is this true of cathode-ray tubes in television receiving sets, but also of the tubes used in transmitters. In neither case do engineers consider there is any danger from X-radiation."

'National Hotel Week'

RADIO again this year will play a large part in the promotion of National Hotel Week, June 2-8, under the direction of Howard Dungan, chairman of the radio committee of the American Hotel Assn. Special announcements will be made June 2 on the Chase and Sanborn program, "One Man's Family" on NBC-Red, while local quarter-hour and half-hour programs will be presented before and during the week, featuring prominent executives in the hotel business and dance orchestras playing from hotels all over the country. Promotion work for "Travel America Year" is being combined with the hotel week.

FOUR LEAF CLOVERS aren't common—but you can still find them. Take the experience of Kathleen Connelly, owner of Portland's exclusive Irish linen shop, who found KEX a four leaf clover in the promotion of her business.

Last fall, with an Irish eye to building holiday volume, Kathleen Connelly picked KEX to help her do a selling job. Three afternoons a week she broadcast a travelogue of old Erin in order to acquaint more people with her shop and with her high quality imported linens. Results—hundreds of new friends and the largest Christmas business Kathleen Connelly had experienced in ten years.

KEX's promotion partnership of KEX and Kathleen Connelly carries on. Sales continue to show healthy increases over last year, and Mrs. Connelly has joined the large group of advertisers who know from experience that KEX is a four leaf clover in the prosperous Pacific Northwest.
EDITORIAL

Managing The Town

KIRKEBY, President

The New Big Money Crop
Soybeans

S O W Y

Serves the World's
Heartland

These rugged, hardy, thrifty plants
are the answer to your crop needs!

In 1940, the Soybean took a
great leap forward with the
132,000,000 Nybo Soybean

Earth... it's America's
future crop.

A. S. KIRKEBY, Managing Director

Soybean

In 1941, the American Legion for 1941, to be
elected at the national convention in Boston on
Sept. 18, announced the program of WIRE, Indianapolis, May 2 and
and their Boys is the U.S. network.
Claimed the first such broadcast ever
1940. According to Eugene F. Pul-
executed, the program will set a new record for network features
date. First beginning with KVOO,

KVOO, Tulsa, Okla., on May 5 originated
for NBC-Blue a 30-minute broadcast under auspices of the Tul-

BROADCASTING • Broadcast Advertising

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...and live entertainment.

$32,000,000 Soybean

KIRKEBY HOTELS

The Drake

The Gotham

New York City

The Blackstone

In Chicago

The Town House

In Los Angeles

Bellevue-Biltmore

In Los Angeles

Your Gracious Host... from Coast to Coast

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MAN-SIZED in keeping with its status as focal center of a contest to find the champion expert in among the trout stream guides of Western Michigan, this brass cuspidor was presented in April to Newaygo Newt (left), famed guide and philosopher of Michigan streams and forests. Doing presentation honors is Bob Tillmans, newscaster of WOOD-WASH, Grand Rapids. The suitably engraved cuspidor, designated as the WOOD-WASH Trophy, was used during the long-distance spitting contest which was a feature of the Newaygo Open Guides Meet in April. It was selected from a welter of proffered goblets which followed an appeal by Newcastor Tillmans for the essential old-fashioned articles.

**Best in Baffin**

AN INTERESTING testimonial came recently to KMOX, St. Louis, from one of its listeners — an Episcopal missionary in Canada's far-North, Baffin Bay region, about 3,000 miles from St. Louis. Recently the minister, Rev. L. E. Neilson, visited Rochester, N. Y. There he met a St. Louisian, started a conversation and asked him if he knew anyone at KMOX. Explaining his query, Rev. Neilson said his radio brings in KMOX better than any other station in the States, and he asked the visitor to convey his good wishes to KMOX officials. Advising of the incident, General Manager Merle S. Jones arranged a radio salute to the missionary.

NEW subscribers to Transradio Press Service are stations WINN, Louisville; WPID, Petersburg, Va.; KVOG, Great Bend, Kan.; WISE, Asheville, N. C.

**AUDIENCE MAKES ITS CHOICE**

Meat Sponsor Tests Recipes and Takes Votes on Preferences for Its Various Products

RADIO cooking school, featuring tests and sampling of meat products, held early in April by the Cleveland Provision Co. in collaboration with WHK-WCLE, Cleveland, turned out so successfully that the company is making the school a permanent part of its sales campaign. Chester C. Newcomb, general manager, and William Fletcher, sales promotion manager, recently signed Florence LaGanke, cooking expert, to do the company’s daily WCLE program, to present the instruction sessions regularly in a downtown auditorium.

The original plan for the school was worked out by the meat officials in cooperation with K. K. Hackathorn, sales manager of WHK-WCLE. Late in March, two announcements were aired on the WCLE program, inviting Cleveland housewives to the school, which was to be held in the station’s largest studio. The response was immediate. Requests for tickets poured in and the 250 available were soon sold.

As the date for the school approached, demand grew and the "classroom" had to be moved into a nearby auditorium. When the day arrived, 235 of the tickets mailed were brought in, and these brought with them so many friends, that the auditorium was filled to capacity. Attendance was more than 500.

Miss LaGanke conducted the school in much the same manner as her WHK-WCLE program, presenting recipes informally and demonstrating different ways of preparing 10 types of Wiltsire Brand meats. As she spoke, the recipes were distributed to the audience, together with a ballot form. Then the 10 types of sausages were placed on display. Three slicing machines were put to work cutting the meat, and samples were passed out to every one in the audience. The women were asked to vote for the three they liked best. Finally, when the 90-minute session was over, they were given samples of the three winning meats to take home with them.

Success of the school is cited as the result of the sponsor’s policy of using “name” talent on the WCLE program. Miss LaGanke writes a nationally-syndicated homemakers’ column, and is the author of numerous books, a late one of which, Flavor’s the Thing, is a best-seller in this field. She has been on WCLE for the same sponsor continuously for more than two years.

**FCC Barrier Removed, WINN Ready for Debut**

THE show cause order against the new WINN, Louisville, issued by the FCC, which threatened to block licensing of the station, was rescinded May 8 upon "satisfactory showing as to financial qualifications" made on behalf of D. E. (Plug) Kendrick, principal owner. Mr. Kendrick, despite tendency of the order as to why his construction permit should not be recalled, had begun installation of the station with operation planned this month (BROADCASTING May 1).

The FCC Nov. 20 had cited the Kentucky Broadcasting Corp., licensee, on the ground that it was not financially qualified to construct and operate the new local, which had been given assignment on 1210 kc. with 250 watts day and 100 night.

ROMA WINE Co., New York, on May 1 started 30-word evening chain-break announcements six times weekly on KQV, Pittsburgh, and WFL, Philadelphia, and will add more stations later this summer. Berningham, Cas- tiemas & Pierce, New York, handles eastern advertising for the account.

**Amoco Airs Preakness**

FOR the third consecutive year American Oil Co., Baltimore, sponsored a broadcast of the Preakness Stakes on 42 NBC-Red stations, May 11, from 5:45-6:15 p.m., in the interests of Amoco gas and oil. The Golden Jubilee running at Pimlico Race Track was described by Clem McCarthy, NBC turf expert, and Edwin C. Hill, writer and commentator, assisted by Bob Stanton, NBC special events announcer. Joseph Katz Co., Baltimore, handles the Amoco account.

INSTITUTE of American Meat Packers, Chicago, on May 6 started a series of six-weekly temperature report announcements on WBBM, Chicago, placed by Leo Burnett Co., Chicago.

**QUESTION:** WHICH RADIO STATION SHOULD I USE IN THE DETROIT MARKET TO SELL MY PRODUCT THROUGH RETAILERS AT LEAST COST PER UNIT SALE?

**ANSWER:** CKLW.... BECAUSE RIGHT NOW A LARGE PERCENTAGE OF DETROIT’S LEADING RETAILERS USE THIS 5,000-WATT STATION REGULARLY...FOR ITS DEFINITE LOW-COST PULL!

WBAL means business in Baltimore

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

MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
May 15, 1940 • Page 75
Count Georg von Arco

COUNT GEORG von ARCO, 71, German wireless pioneer, also called the "German Marconi", died in Berlin May 7. Count von Arco established the famous German radio station at Nauen, near Berlin, and in 1903 founded the Telefunken Co. and became its director. He was resigned with many inventions of the radio field and with the beginning of Germany's highly efficient broadcasting system. He was well-known in American radio circles, some of his patents having been seized by the American Government during the war and many of his scientific writings having wide circulation here.

Relay Videos Authorized

CONSTRUCTION permits for new relay television stations to operate in the ultrahigh frequencies were granted May 8 by the FOC to both NBC and CBS. The NBC grant was for authorization to operate 15-watt combination visual and aural portable mobile transmitter on 312,000-314,000 kc and 282,000-284,000 kc. The CBS grant was for a 20-watt transmitter for television relay purposes, using the band 336,000-346,000 kc.

BOSTON chapter of Associated Broadcast Technicians (IBEW) announces that new three-year contracts have been signed covering 50 technicians of the Yankee Network staff, all employed by the four stations owned by John Shepard 3d.

ARCHITECT'S DRAWING of the new transmitter building of WAEF, New York key of NBC-Red, now under construction at Port Washington, Long Island. New plant is expected to begin operation about Sept. 1. Work began on the $280,000 development last January after exhaustive tests of sites had been conducted by engineers in the metropolitan area.

Television News Notes

Set Sales in New York

ACCORDING to a survey of radio dealers in the metropolitan New York area, conducted by Radio Today magazine, at least 100 television sets are now being sold each week. Dr. O. H. Caldwell, editor of the magazine and former Federal Radio Commissioner, points out that despite the FCC's recent cautionary statements regarding the new art, which caused a temporary drop to about 10 television set sales a week, purchases resumed "as rapidly as the end of the war caused that entertainment television pictures were still on the air". Dealers estimated that as soon as full-commercial television is available, with CBS joining NBC in regular transmission, they expect to increase present sales five-fold—about 500 sets a week or 25,000 sets a year in the New York area. With the "unmistakably demanding television", Dr. Caldwell estimated that extending the picture of entertainment pictures daily, Hartford, Philadelphia, Schenectady and Washington, set sales would increase to over 50,000 yearly, representing sales of more than $10,000,000.

Movable Stages

AN OSCILLATING stage, which he declares will bring down the high cost of television production, has been patented by Graeme E. Young, Hollywood stage director-manager. The stage consists of four six-sided figures touching a movable center "table". It will permit, he said, "the television camera to pick up direct with live talent the motion picture type of continuity, starting at the beginning and continuing straight through to the end of the picture, without stopping, if necessary."

PRETTIEST GIRL CONTEST

TELEVISION'S first attempt at covering horse racing in this country is under way in New York, where the field crew of W2XBS, NBC's video station, is spending a couple of afternoons a week at Belmont Park, bringing their television viewers the main racing events as well as the colorful scenes of paddock and grandstand. First telecast was a preview visit on May 9, consisting of a tour of the grounds. On May 13 the opening day of the Belmont Park season brought watchers their first actual races by television. In England the BBC last year televised the English Derby and other outstanding races with what was reported to be great success. London theatres equipped with large screen television receivers filled their houses with audiences paying as high as $5 a seat to witness the races.

* * *

Plan Television Tours

DORSEY OWINGS, president of Portable Electric Power Corp., New York, has been loaned to General Television Corp., Boston, to assist in the reorganization of its video station, W1XG. Television studio tours to acquaint Bostonians with the operations of television will be started in the immediate future, it is reported.

Summer Hours

SUMMER schedule of W2XBS, NBC's television station in New York, went into effect this week, with the chief change being the elimination of Sunday and the addition of Tuesday to the television week, which now runs five days a week. Changes were set on the basis of nearly 1,000 answers to a questionnaire sent to set owners in the New York area, asking how summer programs should be scheduled to fit in best with the listeners' out-of-doors seasonal activities.

CBS Video Labor Pact

A ONE-YEAR contract covering technicians employed in television broadcasting and research by CBS was signed in Chicago recently by H. Leslie Atlass, CBS vice-president in Chicago, and a representative of the Associated Broadcast Technicians division of the International Brotherhood of Electrical Workers. The ABT, whose members include all CBS owned and operated stations, joined IBEW, an AFL union, in May and the purpose of the present contract is to establish a scale for television work not covered by terms of the original contract between the network and the union, it was stated at CBS headquarters.

Du Mont Portable Pickup

A new and flexible synchronizing generator employed in the portable television pickup equipment of the Du Mont Laboratories was described and demonstrated by Dr. Thomas T. Goldsmith Jr. at the recent convention of the Society of Motion Picture Engineers at Atlantic City. Generator produces the control signals which synchronize the transmitter and receiver for television operation over a range of line and frame frequencies up to 875 lines, the generated signal containing a radio frequency pulse for the vertical frame synchronizing which controls the number of pictures transmitted per second, it was explained. Entire field equipment unit is compact enough to fit into the back of an ordinary passenger automobile. Richard Campbell and Ward Stanton were co-authors of the paper read by Dr. Goldsmith.

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Broadcasting • Broadcast Advertising
GUY C. HICKOK, director of NBC's international division, looks over the shoulder of Hudson Hawley, news editor, in the division's new quarters in the RCA Building, New York, where the international staff is now quartered in a single room. The staff of 38 linguists, newsmen and clerks prepares scripts for the 16 hours of daily broadcasts in six languages NBC's two shortwave transmitters send out to the world.

First Anniversary CELEBRATING the completion of its first full year of regularly scheduled telecasting on May 1, NBC put on a 24-hour variety program including popular and operatic vocalists; tap and ballet dancing; a fashion show coordinated by Franklin Simon & Co., department store, and Letheric Inc., performer; a kaleidoscopic interlude; a dramatic sketch; a Walt Disney cartoon, "The Ugly Duckling"; and a minstrel show staged by NBC guides and artists. Program was opened with a short speech by Alfred H. Morton, vice-president in charge of television; Ray Perkins acted as m.c. and Ray Forest announced the program, which lacked only an outside sports pickup to represent all types of entertainment televised during the past year.

Farnsworth Convention FARNSWORTH television equipment and electronic devices, including the company's traveling television demonstration unit which since last September has played in 50 cities, will be brought from the Fort Wayne plant to Chicago June 3-4 for display before dealers of Farnsworth Television & Radio Corp., holding their sales convention in the Edgewater Beach Hotel. Pierre Boucheron, general sales manager, reported that not only will the company's new line of receivers be announced, but Farnsworth will make important announcements regarding FM and television equipment.

ACA Locals' New Paper ACA LOCALS 16 and 28, New York and Philadelphia, have combined and enlarged their monthly bulletins into a monthly publication, Broadco World, to be published in Philadelphia and mailed free to every broadcasting station in the United States. The publication is "to disseminate information leading to better working conditions, better hours and higher wages for all those employed in the broadcast industry," and will be supervised by Leonard F. Ohi, first vice-president of the ACA broadcast division, and Louis B. Littlejohn, president of Local 28.

MAJ. EDWIN H. ARMSTRONG, Columbia U professor and pioneer radio inventor, was scheduled to give a demonstration of FM, his newest development, before the Cleveland Advertising Club May 16 under the auspices of WHK-WCLE. Arrangements were made by H. K. Carpenter, vice-president of the stations, and E. L. Gove, technical supervisor.

LARRY WEST, technician at KSFO, San Francisco, on May 4 married Mary Alene Whidden in Hollywood.

GRAHAM TEVIS, for the last 12 years chief engineer of KMOX, St. Louis, and who has shifted to CBS in New York, was guest of honor at a KMOX party late in April. Merle Jones, KMOX general manager, presented an engraved watch to Tevis on behalf of the KMOX staff.

GORDON FAIRWEATHER, formerly of CKWX, B.C., has joined the engineering staff of CFAC, Calgary. Alva Loghren, formerly of CFOT, Victoria, B. C., and CKLN, Nelson, B. C., has joined CKWX.

CLIFFORD GORSUCH, formerly with WBMS, Uniontown, Pa., WJJS, Beckley, W. Va., and WCHS, Charleston, W. Va., has been named chief engineer of the new WLSB, Ogdenburg, N. Y., which went on the air in mid-April. Leo H. Thompson is his assistant.

J. M. MIDDLEBROOKS, CBS construction engineer, addressing a meeting of fifty network engineers in New York April 29, augmented his talk with the showing of "New Tower, New Power", a 30-minute film showing construction of a modern broadcast transmitter, taken by Philip G. Lasky now manager of KROW, Oakland, Cal.

KENNETH COX, formerly with Western Electric Co. and WNOX, Knoxville, Tenn., has joined the engineering staff of WKRC, Cincinnati.

PAUL KALBFLEISCH, formerly of WGL, Galena, Ill., has joined the engineering staff of WMWD, Peoria.

GILBERT McDONALD, engineer of WOW, New York, has been named control supervisor of the station, replacing Walter A. Graham, who, because of ill-health, has requested a transfer to the WOW transmitter at Kearney.

N. J. Karl Neuwirth, transmitter supervisor of WOW, is the father of a girl born recently.

HARRY D. LUBBKE, television director of Don Lee Broadcasting System, Los Angeles, has been granted U. S. Patent No. 2,185,840 covering optical apertures for television use. Means are also shown in the patent application for insuring accurate time relationship between synchronizing and image pulses.

DON CREDIE, CBS Hollywood sound effects engineer, has recovered from injuries received when the car in which he was riding crashed into a tree.

Fly Praises Hams JAMES L. FLY, chairman of the FCC, on May 12 broadcast a brief talk on CBS paying tribute to the amateur radio operators who are members of the Susquehanna Emergency Network for their fine work during floods and other emergencies in the Susquehanna Valley. Mr. Fly's talk was heard on a special half-hour program, and in the regular monthly drill of the S. E. N.

RCA Institutes Technical Press has just issued a 450-page volume of technical papers by RCA engineers on the various phases of "Radio at Ultra-High Frequencies."

Soprano or Bass

- A shrill "yipe, yipe" or a deep, booming bark are transmitted with equal accuracy on today's network programs . . . because special telephone circuits, developed by the Bell System, link the nation's radio stations . . . because modern equipment and trained men protect the sensitive sound all the way.

Behind the scenes, in the Bell Telephone Laboratories, skilled scientists are working carefully and constantly on facilities that will deliver still finer programs tomorrow.
BREAD AND THE REDUCING DIET
Seattle Exercise Program Sells Staff of Life To Ladies—Desiring to Keep Down Weight

By WILLIAM H. HORSELY
President, Pacific National Adv. Agency
Seattle

SELLING bread to ladies who want to reduce the bread of Patty Jean (Mrs. William V. Forrest), whose Health Club is sponsored on KOMO, Seattle, by Hansen Baking of
A local girl who made her ra-
ine other climes, she has
been directing Seattle cal-
thecies since returning
to the nat-
health some two years ago, and
her mail box has broken all local
records. Besides, she has made hun-
dreds of transcriptions, which are heard every day by Jean to
Kame. She likes the theory that sitting and chatting does more to make the listener stick than does
expounding—and clings to one cen-
tral idea: Be Yourself.

Our agency, after signing a con-
tact with Patty Jean, formed the
Patty Jean Production Co. and then
made a series of transcribed pro-
grams which were sold to bakeries
from Coast to Coast. At the pres-
tent time she has sponsors in 24
markets, using the program five
and six times a week during the
morning hours. In nearly all these
markets the stations report the
Patty Jean mail box count exceeds all
others.

Thought It Flattering

The merchandising of the pro-
gram was carefully worked out. To
find a workable merchandising
plan, we reviewed the Health Club’s
case history in other markets. Our
idea was to find those points that
were most workable for applying
them locally on KOMO. We also
wanted to find a merchandising pat-
tern that could be used in the
markets that were buying the
transcribed series.

Our agency conducted surveys through
our research department, under
Frank Twist, and found that in
many markets the eliminating bread from their daily diet because they
were under the impression that bread was extremely fattening.

The next step was to work out a balanced diet which included bread.
This we developed, including six slices a day, in the daily diet. In
promoting the new diet we not only
reduced women to eat bread, but
demanded that it be included to pro-
vide needed calories. Here was
an ideal tie-in for the commercial
content of the program, and we were able to say that when Ben-
son's Olympic Bread should be in-
cluded—because of the quality of its bread.

Our completed merchandising mailing piece, which we offered to
listeners in exchange for an un-
attached stamp, included illustrat-
ed exercise charts, weight charts,
calorie charts and diet charts. We ran into some trouble when
Canadian listeners sent in Canadian
stamps—the local postal au-
thorities refused to use Canadian
postage for letters mailed in
Seattle. We found it necessary to ask Canadian listeners to use Boris
instead of the stamp. This they did
without diminishing the Canadian
response to the Pack.

The rest is history. We found it
was a proved fact that every
woman in the nation not having a
good picture. And from the
beginning, Patty Jean’s Health Club has catered to this interest and
has boosted the sales of Olympic
Bread.

Tacoama Hornet
MODEL BAKERY CO., Tacoma,
sponsoring the five-weekly quar-
ter-hour transcribed program, Green
Hornet, on KMO, that city, as pro-
motion for the series entertained
more than 600 children at a recent
showing of the film, “Pinocchio”, at
Music Box Theater. Female when
it’s-Mule appeared with Mueller-Harkins Co.,
Tacoama auto distributors, who fur-
nished a 1940 Buick for Hornet (in
the person of Max Bick, KMO news-
reader) and his man Kato (Dick
Ross, announcer), who, in costume,
were paraded through the downtown
to streets prior to the show. Hornet
and Kato entertained the children from the stage with the help of
Lee Hodget, manager of Model
Bakery Co., personally distributed
Green Hornet kites and bouvier
buttons.

Teaser Campaign
For Coffee Can

AN UNUSUAL advertising cam-
paign in Des Moines was sponsored
by Tone Brothers, local coffee roas-
ting firm, which uses teaser an-
nouncements on KSN and KRN to
introduce its new “Pressure Pack”
coffee. A series of 60 and 30-word announcements, three times daily
for 12 days, announced discovery
of a new method of packing coffee.
Following is a typical announce-
ment:

"Two men began experimenting and
developing patents 25 years ago that this month will lead to the biggest
new roast in coffee in 25 years.
News that guarantees you the freshest cup of coffee you’ve ever tasted. It won’t be long now—your
grocer will have it for you—watch
your newspaper—a new campaign
is about to switch coffee in your
local store.

No Names Mentioned

None of the announcements
revealed the name of the coffee. Dur-
ning the period while the teaser an-
nouncements were running, Tone’s
salesmen in Midwest States were
busy stocking grocers with the new-
ly introduced Pressure Pack.

On April 12, the news broke. An-
nouncements such as the following
were used:

"Sure is a fresh cup of coffee
today for the first time in your life! Buy Tone’s Pressure Pack Coffee —
the only coffee in the world packed in an absolute oxygen free container! 
The biggest news in coffee in 25 years! The flavor’s sealed in 25 years.
Tone’s Pressure Pack roast-
er-fresh indefinitely. Try your first cup today.

Jay Tone, president of Tone Brothers who invented the machine which
replaces the air in the can with an absolute oxygen-free container!
The biggest news in coffee in 25 years! The flavor’s sealed in 25 years.
Tone’s Pressure Pack roast-
er-fresh indefinitely. Try your first cup today.

Weeklies Added

EXPANDING its paid advertising coverage from local dailies, KRTS, San
Antonio, recently expanded its advertising campaign in 27 South
Texas weeklies, using a small dis-
play ad each week calling attention
to KRTS programs.

Trek of Mules

TYING in with the release of the new M-G-M picture "20-Mule Team”, the
Pacific Coast Bovary is carrying special promotion on its
NBC-Red Deavth Valley Days pro-
gram for 20-Mule Team. The company also as well as furnishing its dealers with
point-of-sale material for local pro-
motion of Bovary. The company has
also sponsored a cross-country tour of two of the original Death Valley box
wagon trains drawn by 20 mules
each, and staged a Boy Scout Fair in time for the premiere of the motion picture in New York.

Sponsorial Tips

AS A SERVICE both to new spon-
sors and to their retailers, WIBX,
Utica, sends postcards to dealers in
its coverage area notifying them of
the start of all commercial pro-
grams on the station.

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE NEWS
COVERAGE

UNITED PRESS
REX SCHEPP, for the last 10 years a member of the local and network sales staff of WBBM-CBS, Chicago, on June 1 will become assistant station manager of WIRE, Indianapolis, owned and directed by Eugene C. Pulliam, newspaper publisher of Bloomfield, Ind. Schepp spent eight years on the stage as a musician, later joining Nathaniel Shilkret’s Orchestra as featured soloist on the Maxwells House programs. Before going on the stage he taught school for two years in Martinsville, Ind., where his family still resides and where he and other members of his family have business interests.

FTC Stipulations

CHARLES DALLAS REACH Co., Newark advertising agency, and New England Products Inc., Evanston, Ill., have entered into stipulations with the Federal Trade Commission in which they agree to discontinue certain advertising representations for Frostil Pro Solution, according to an FTC announcement of May 11. On May 10 the FTC announced a similar stipulation made by Van De Mark Advertising Inc., Cincinnati agency, and its client, American Royal Products Co., St. Paul, pertaining to advertising claims for Riteway corn and callous remover. The FTC also has accepted stipulations from Bowey’s Inc., Chicago, Nu-Enamel Corp., Cleveland, and Magic Iron Cement Co., Cleveland, to cease certain representations in the sale of Dari-Rich Syrup, Nu-Enamel Enamelled Paint and Magic casein glue, respectively. In late April the FTC issued a complaint against Globe-Union Inc., Milwaukeee, manufacturer of atomized batteries and radio accessories, charging price discrimination in violation of the Robinson-Patman Act in the sale of radio volume and tone controls. A complaint also has been issued against Post Institute Inc., New York, charging misrepresentation in advertising via radio and other media for Ultrasol hair and scalp treatment.

Tom Harker Joins WBS

TOM HARKER, former sales executive of General Tire & Rubber Co., Curtis Publishing Co. and Edward Petry & Co., has been named to the eastern sales staff of World Broadcasting System by Norton Colferrill, WBS vice-president. Mr. Harker will promote sales of World vertical-cut wide range transcriptions and service, together with the Gold Group plan.

Promote Nickel Box Machines

EAST COAST Phonograph Distributors, New York, on May 8 started a four-week test campaign of 60 spot announcements weekly on WNEW, New York, to promote the nickel-box machines which play records by remote control in restaurants and drug stores. More stations will be added throughout the country, if the test proves successful, according to Redfield-Johnstone, New York, the agency in charge.

Coles' Babies

GRADY COLE, farm expert of WBT, Charlotte, N. C., and CBS regional farm editor, holds some kind of record as godfather. In the last 10 years 64 babies have been christened "Grady Cole" in his honor. No. 64, born early in May to a Mr. and Mrs. Pierce, of China Grove, N. C., has just been named Grady Cole Pierce. Cole appears each morning at 5:30 a.m. to handle the WBT Alarm Clock program, offering farm information to rural listeners.

Westinghouse Spots

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, on May 18 starts sponsoring the Saturday morning period of Adelaide Halsey’s Woman’s Page of the Air, Mondays through Saturdays on WABC, New York, 9:30-9:45 a.m., on behalf of Tenderay, the company’s new process of tenderizing meat. Fuller & Smith & Ross, New York, is agency. With Westinghouse sponsorship, the WOR Women’s Page is completely sponsored: Mondays, Wednesdays and Fridays by Krug Baking Co.; Tuesdays by Olney & Carpenter (potato sticks); Thursdays by Rapinwax Co.

WAPO, Chattanooga, Tenn., has appointed Bradley-Reed Co. its national representatives.

KPAJ, Port Arthur, Tex., has appointed Radio Adv. Corp. its national representative.

WINN, new Louisville local, has appointed Howard H. Wilson Co. as national representative.

KQW, San Jose, Cal., has appointed Reynolds-Fitzgerald Inc., Chicago, as national representative, effective May 1.

BURN-SMITH Co. has moved its New York office to the Chrysler Building, 405 Lexington Ave. New telephone is Murray Hill 4-6947.

J. FRANKLIN VIOLA & Co. has opened a New York foreign language station representative, has moved its offices to 50 W. 46th St. New telephone is Murray Hill 2-0859.

Radio Adv. Corp., station representative, has moved its New York offices to 9 E. 40th St. New telephone is Murray Hill 2-7865.


ARTHUR WESTLUND, general manager of KRE, Berkeley, Cal., has been elected chairman of the Northern California Broadcasters Assn., for the third successive year. Westlund is also director of the National Independent Broadcasters for the 10th district, and is seeking to have NBIB hold its annual convention in connection with the San Francisco convention of NAB, Aug. 4-7, Preston Allen, general manager of KLX, Oakland, was elected secretary of the SCSB, succeeding Phil Lasky, KROW general manager.

KATZ AGENCY. New York, station representative firm is compiling data relating to "city and county" population, radio homes and retail sales, to be issued in handbook form probably in November, 1941.

SHEVREPORT Second

IN THE UNITED STATES FOR PERCENT OF NEW HOMES

50,000 WATTS

SHEVREPORT LOUISIANA

Broadcasting • Broadcast Advertising

May 15, 1940 • Page 79
Blitzkrieg Finds Industry Prepared

(Continued from page 17)

CBS, was vacationing in Virginia when the crisis developed, but when he heard the new the morning of May 10 he drove to Washington and caught a plane for New York, arriving in the early afternoon to take lower direction of the wire coverage from Bob Wood, news editor, who had remained on duty all the previous night. Bill Henry, Los Angeles Times columnist who served as CBS correspondent on the Western Front last fall, happened into CBS headquarters and was immediately drafted into service.

At all network headquarters commentators were on duty throughout the day and night: H. V. Kaltenborn analyzing the news for the Red Network; John Gunther for the Blue; Elmer Davis and Linton Wells at CBS, and Raymond Gram Swing at Mutual. In addition, Mutual's technical war experts, Maj. Leonard H. Nason on military affairs, Paul Schubert on naval maneuvers and Col. Charles Kelso on questions of aviation, interpreted reports of action on the various fronts. On May 11 and 12, MBS report were of Europe were followed with discussions by these commentators.

Press Cooperation

Relations between radio and the press are continuing on the same pace of high cooperation that has existed since the outbreak of the war last fall. Important news received at network shortwave listening posts is relayed to the news services and metropolitan newspapers as rapidly as it can be taken off the air and speeches broadcast from Europe are also moved to the newspapers at once, as there is often an appreciable interval between the time a speech is delivered and that at which complete texts are received from correspondents abroad via radio or cable, due to delays in filing and transmission.

On its part, radio relies to a great extent on the press services for bulleted newsgrams, headlines and pocket-size apparatus, we may be able to call up and contact him at a distant point, at any time, any place. A few years ago such a development was only wishful thinking. Today it is on the scientific horizon.

MULTIPLEXING

The next big money-maker for broadcasters is the simultaneous transmission, over one wave band, of both oral programs and facsimile, including news phonographs, cartoons, comics and printed or written text.

Let us tell you how to equip your station for rendering this service.

FINCH TELECOMMUNICATIONS, INC., Painless, N. Y. - N. Y. Sales Office, 1019 W. way

'Broadcasting' - May 15, 1940

CBS today has a fulltime television payroll of $150,000 per year; that it has expended in excess of $1,350,000 since 1936 for television; that it paid RCA more than $450,000 for its initial high-power television, with no charge for the set; and that it operates its network solely for the purpose of providing television programming, primarily through NBC, for its member stations and generally in video experimentation.

All of the other charges were categorized by the network, who said that, far from looking for early profits in television, it expected a large number of years away for the broadcaster without manufacturing or patent interests.

RCA, or any of its officers persuaded CBS to enter television.

Moreover, it was contended that the different television exhibition does not account for the difference between CBS and NBC earnings. It was said that, during the war, RCA had told the RMA directors meeting that CBS last year earned profits of $5,000,000, as NBC with $10,000,000 more gross business earned less than $4,000,000. Mr. Sarnoff was said to have attributed this to the fact that RCA had been plowing back a large portion of its money for television and in other fields.

No Official Date Set

Pointing out that CBS television costs were more than $300,000 in 1939, and that had its own payroll costs were at the rate of nearly $500,000 per year, the network stated that it believed there is a very wide difference in the television costs of the two companies, and from the practical standpoint it is not pertinent to bring up the fact that it is realized that CBS interest in television is solely that of a broadcaster, in addition to being a broadcaster, is also a promotional arm of RCA manufacturing and patent interests.

CBS said it had become aware some time that it would coincide with RCA's interests if it were on the air with television programs. The "disappointment or displeasure" of RCA, it was said, by the fact that CBS was not on the air once RCA sets were on the market "may thus have contributed to the extra strength of the attack," it added. CBS said it had never officially set a date for installation of television service, but the hour may have been expressed from time to time.

These included procurement of equipment, installation in installations in the Chrysler Tower, and the possibility of a change of channel for the CBS transmitter. It stated that if the Commission, as a result of the television, frequency modulation and other proceedings, should shift CBS to another video channel, it might prove very logical for it to launch a program service on the threshold of change.

Summer Business

DESPITE the customary seasonal withdrawals by some sponsors, radio will have its summer kick in its history, according to W. B. Lewis, CBS New York vice-president in charge of programs, who left Hollywood May 15, after two weeks on the coast on summer replacemenh shows. The political campaign has ended, and it is expected, along with experimental shows, to have more than offset periods of layoffs allowed sponsors with forthwith of time, he said. Summer lay-offs allowed sponsors are passing up the summer season due to the use of portable and auto radios.

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Private Radiophones' DAVID SARNOFF's pet dream of "private radio telephone numbers" on the ultrahigh frequencies was again espoused by the RCA president while discussing radio research May 9 at the University of Chicago. Mr. Sarnoff, who once predicted wrist-watch radios, said: "When enough frequencies become available—and it is not unreasonable to foresee it—each of us may have his own individual radio wavelength, measured—perhaps to a fraction of a millimeter—apparatus, and we may be able to call up and converse with distant friends, any time, any place. A few years ago such a development was only wishful thinking. Today it is on the scientific horizon."
Progressive broadcasters, 121 of them**, from Maine to California are now using Tel-Pic’s News Display, radio’s newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic’s Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.

FEATURES OF THE TEL-PIC PLAN:
1. Illuminated display (18 by 28 inches) in six colors...red, blue, black, yellow, white and green...patented bio-lite ANIMATED waves. (Not just a frame.)
2. News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.
3. Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)
4. Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.
5. Sold exclusively to your city on monthly budget plan at extremely low cost.

IMPORTANT NEW PLAN:
Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants’ windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to advertisers are handled direct by Tel-Pic.

IMPORTANT NOTICE!
Tel-Pic bio-lite is fully registered and protected. Avoid substitutes. Use the original Tel-Pic Service only.

**Tel-Pic’s 121 subscribers include local stations, network affiliates, network M & O stations, 100 watts to 50,000 watts.

Write or wire today for full particulars.

TEL-PIC SYNDICATE Inc.
1650 Broadway • New York City • Circle 5-4688

BROADCASTING • Broadcast Advertising May 15, 1940 • Page 81
Sarnoff Foresees Culture by Video

Movies, Exhibitors Exempted, In Favor of Television

RADIO's elevation of the cultural level of the masses will be accelerated by a new form of transmission—television—David Sarnoff, president of RCA, told the University of Rochester's assembly on "New Frontiers in American Life", which ended May 9 at Rochester.

In a discussion on the effect of television on the movies, during which he exchanged views with David O. Selznick, president of Selznick International Productions, Mr. Sarnoff declared the movie industry would take advantage of the new art and use it as an outlet, with a theatre in every home, "if it was smart enough", but would suffer if it "blindly opposed television".

Opposed by Exhibitors

Agreeing, Mr. Selznick said the only elements in the movie industry opposed television were theatre owners, whose fears he termed groundless. Being gregarious, people will still congregate in theatres, he added, and they have become so accustomed to the broad scope of the movies that television restricted to present day events could not completely displace films.

Conceding that movies present considerable "trash", Mr. Selznick explained "movie trash is a substitute for other trash, the 10-20-30 theatres and cheap magazine. I think there will always be trash movies, and hope for a larger percentage of better pictures. It's the law of supply and demand, and if we don't give it to them, radio will.

Mr. Sarnoff commented, "I'm glad you think you're giving it to them now.

Mr. Selznick said that "in the field of music, we have done nothing compared with what radio has done".

Answering a question on how to get training as a radio script writer, Mr. Selznick repeated a comment of Mr. Selznick regarding script training for movies, "a pencil and a piece of paper will help."

FCC Rulings Pend

(Continued from page 15)

Jr., NBC Washington attorney, and Frank W. Wozencraft, RCA general solicitor.

RCA's statement regarding Paramount's request, prepared by DuMont, was promptly refuted in New York by Paul Raibourn, treasurer of both Paramount and DuMont. Describing it as "a mere huffing", he said the issue was whether the public is to be served with "flexible standards and television sets which would not become obsolete too quickly".

"Paramount does not control the DuMont Laboratories", Mr. Raibourn said. "The Morn-"From Film Stage

Don Lee Television Shows

ACTUAL scenes of a motion picture company making a production were televised May 7, 8:30-9:30 p.m. over W6XAO, under supervision of Thomas S. Lee, president of Don Lee Broadcasting System, Los Angeles, from the RKO studios in Hollywood. Subject chosen for the initial picture-making test was two sequences from "Dreaming Out Loud", which Voop Production is producing with Zinn & Abner, Irving Bacon, Bob Watson and Sheliah Sheldon.

As a standard sound camera photographed regular takes, twin teletubers were used to transmit the complete record of preliminary dressing activity, rehearsals and okayed shots to 1,100 television receiving sets within a 30-mile radius of W6XAO. A wide-angle unit of the television twin cameras picked up the general action, while, for closeups, a telephoto unit was used. A dipter shaped cathode-ray tube in the television camera head converted the light waves and shut the impulses by cable to a 10-foot antenna atop the highest building on the RKO studio lot to the base transmitter of W6XAO in downtown Los Angeles, six miles away.

While noise interference created by the crowd of spectators present on the set and due to high production, immediate television reproduction of the scenes shot were sharply and clearly displayed on miniature glass screens in the rear of the camera auxiliaries.

Many sets would be useless and the natural inertia of householders with their lack of technical knowledge would cause them to abandon and discredit television rather than be troubled with attempts to recover the cost of such changes.

Of the situation lies in the Commission, under the law, and, regardless of attempted political attacks, well-organized publicity campaigns, or any other factors, we assume it will exercise its powers."

Suggesting that the FCC adopt television standards providing for 525 lines and 30 frames, if it plans to promulgate rules governing commercial television immediately, it said it made to the FCC May 3 by Philco, through its counsel, Louis G. Caldwell. Previously, Philco had adopted a 24-frame standard and stated that it had not abandoned its belief that improved results could be achieved with the lower standard.

In its brief, suggesting alternative provisions, Mr. Caldwell stated that it now urged the 30-frame standard because further research would be necessary before it would be safe to adopt the lower level.

Counsel Caldwell strongly advocated fixing of transmission standards by the Commission. He urged full commercialization in the usual sense as distinguished from limited commercialization but entirely contingent upon definite fixing of transmission standards. Suggesting two alternatives, Philco said the first might be provision for further research prior to fixing the standard which should be in the spirit of compromise.

Also advocating the 30-frame 525-line standard if rules are adopted immediately, Philco said that it would also prefer the RCA synchronization system, somewhat modified, to that advocated by DuMont. It reiterated original proposals regarding wave standards, such as a two to three times higher radiated power for sound as against picture power that sound carriers of television stations operating on the same channel should be staggered in frequency to prevent heterodyne interference. In the latter connection, Mr. Caldwell stated preliminary calculations indicate there should be a displacement of 25 kc. between the sound carriers of two television stations on the same channel.

ALBERT J. BEVERIDGE Jr., son of the late Indiana Senator and member of the news staff of WIRE, Indianapolis, ran for State Senator on the Republican ticket in the Indiana primaries held May 7. As BROADCAST-ING went to press, he was leading his three opponents, according to reports of Indiana's Central Accounting Office.
FERA Discusses Plans to Continue Educational Work

Summer Conferences Planned; Additional Funds Needed

PRELIMINARY discussion of plans for continuing the work of the Federal Educational Radio Commission, to be held this summer in cooperation with various colleges and universities, will feature the May 7 meeting of the executive committee of the Federal Education Radio Commission in Washington. No definite plan was discussed for securing additional funds to continue the work of the Committee, although it was the sense of the executive group that the work should continue.

Summer plans of the FERC center around the conferences, to be held in cooperation with Denver U., Wyoming U., Utah State Agricultural College, Utah U., Washington State College, Oregon U., New York State Teachers College, Kansas A. & M., Nebraska U., Stanford U., Texas U. and Southern Methodist U. The conferences will be sponsored by the members of the Committee's technical staff, headed by Dr. Leonard Power, and include representatives of the Ohio State U. research project, and Dr. Paul Lazer, director of the Columbia U. research project.

Research Reports

At the meeting were also announced four printed reports resulting from research studies already published in various editions and details of several more being prepared. Publications covering complete studies include "Forums on the Air", a study of the effectiveness of radio forums in education, directed by Dr. Paul H. Skaets; "College Radio Workshops", an examination of four typical colleges in which workshops were conducted by Dr. Power, FERC research coordinator; "Local Station Policies" and "Public Service Policies", an examination of educational and public service policies of one station (WMGD, Peoria), also conducted by Dr. Power; and "Don't feed the Deer", a study which was made on the catalog of the Educational Radio Script Exchange, operated by the National Association of College Radio Broadcasters, including lists of educational scripts available on loan to educational groups or broadcasters.

New publications due before June 30 include "Listener's Appraisal of a College Station", a companion study to the WMGD survey in the Survey of College Radio Courses, and "Syllabus for Teacher Training Courses". Preliminary results of studies of listening groups, one conducted in the United States and the other in Europe, indicate that people are relating the role of educational and public service broadcasting on a national scale, a project made by J. Kenneth Jones, director of information, on a recent nationwide basis.

Set up about four years ago at the suggestion of the late FCC Chairman Amning S. Pratt, the NEPRC has a total budget of $45,000, of which $1,500 was dedicated to the support of the project. Although studies under the Rockefeler and General Education Board grants have been extended to Sept. 1, 1941, and June 1, 1942, respecti

BROADCASTING • Broadcast Advertising

‘Cavalcade’ to Be Staged At Women’s Convention

Eugene duPONT de Nemours & Co., Wilmington, on May 21 will present the broadcast of the "Cavalcade of America" from the studios of WCA, Milwaukee, which will hold its annual convention. Helen Hayes will be the feature star of the program, to be broadcast to J. Armand Causs of Hull House, Chicago. DuPONT executives will be present for the broadcast.

Additional Funds

EDUCATIONAL Work

Plans to secure additional funds for educational work of the FERC, sponsored by Dr. Power, will be discussed by the committee.

Radio Education Session

Is Arranged for Texas

NBC and the University of Texas on May 21 and 22 will sponsor an educational conference on radio for station managers and public service directors of NBC affiliated stations, members of the University faculty and teachers from adjoining States. The opening session will be for representatives of NBC affiliates and NBC officials and will feature talks on public service programs by Dr. James Rowland Angell, NBC educational counselor, Walter G. Preston Jr., assistant to the NBC vice-president in charge of programs, and Dr. Franklin Dunham, NBC educational director. Dr. Angell will address several hundred teachers at the Friday luncheon on "Radio's Contribution on the Public Welfare". Saturday sessions for teachers include talks by Dr. Dunham and Mr. Preston, and a round-table discussion of "The University and Radio Programs".
Prize Contest Ruling
(Continued from page 16)
If he answers the phone and answers two questions satisfactorily, he receives a radio. If he does not respond correctly, he is given two tickets to Mystery History, a network show. "Sears Grab Bag (WISE)" involves a box of numbered slips of paper placed in front of the Sears’ store in Asheville. The advertising manager of the store selects the numbers. If the holder of the numbers is in the broadcasting audience, he receives prizes. If they are not listening in, the nearest numbers get the prizes.

In the Dixie Treasure Hunt (KIRD) program the announcer selects a number from the Dallas telephone directory. If the party called answers the telephone, he or she is asked, "What is the color of the border of the Dixie Margerine package?" If the party answers correctly, a prize of $50 is the stake.

Dave For Gillette
GILLETTE SAFETY RAZOR Co., Boston, on May 10 started twice-weekly sponsorship of Elmer Davis’ daily news programs on CBS in behalf of Blue Blades and the new Gillette Tech Razor. Gillette advertisements are presented on 89 CBS stations, Fridays and Sundays.

Laughlin to Hammond
ROWLAND LAUGHLIN, formerly of the Independent Refiners Service Co., Wichita, has joined Hammond Instrument Co., Chicago, as head of sales promotion and advertising.

In Chicagoland
300,000 Lithuanians
Listen to one program

The
LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Ave.
Telephone: Prospect 4050
CHICAGO, ILL.

Late Personal Notes

CAL KUHL, Pacific Coast radio production head of J. Walter Thompson Co., Hollywood, will arrive in New York in latter May for several weeks of conferences with John U. Reber, the agency’s vice-president in charge of radio. A former resident of San Francisco, Kuhl is heading the agency’s proposed television department to be established in New York.

DONALD FLAMM, owner of WMCA, New York, accompanied by Bob Gold, has gone to Hollywood, Lord and Iger Arrived in Hollywood May 8 for a series of discussions on a Pacific Coast stage production deal which he is said to be associated with Lee Shubert.

JACK HOLBROOK, formerly of W DGY, Minneapolis, has joined WAGTC, Greenville, N. C., as production manager.

CLIPTON HOWELL, recently of KFWB, Hollywood, has been named program director of KSOF, San Francisco, succeeding Arthur W. Stowe, who resigned to free lance.

LEE KARSON, announcer and copywriter of KOB, Albuquerque, N. M., has resigned to become a sales representative for Electronic Products, Inc., Bolf Nielsen, new to radio, and Dixie Sound, Inc., Kansas City, have been named by W WPC, Kansas City, as program managers.

MARTHA DEANE, conductor of a daily participating program on WOR, Newark, on May 3 celebrated her sixth anniversary on WOR with a special program from 11:15 a.m. to 12 noon. Present in the studio was Frank Conolly, advertising director of the Oakite Co., her first sponsor.

KINGSLEY F. HORTON, sales manager of WEZL, Boston, became the father of a daughter born May 7.

AL NELSON, manager of KPO-KGO, San Francisco, has been commissioned a special police officer, receiving a gold badge. The award was made as an expression of regard by the San Francisco Chronicle.

GEORGE J. VOLGER, NBC Hollywood, and Thelma Marie Henderson, will be married in Muncie, Ind., May 24.

WILLIAM SHAW, graduate of the CBS school for Junior Executives, Honolulu, has been joined by CBS Sales staff in San Francisco.

KEN R. DYKE, NBC director of national sales promotion, on May 9 was elected grand president of Alpha Delta Sigma at the annual convention of the national advertising fraternity in Columbus, Mo. Mr. Dyke, an honoree of the University of Evansville, Younggreen and Chicago, has held that position for three years, succeeds Charles Younggreen, a major of the Evansville-based Song City of a Day.

GRAYDON WALKER, formerly of McClane-Krickson, New York, has been named as West Coast representative of American Steel and Wire Corp., Los Angeles.

FRANK T. DAVIS, veteran showman and former owner of the National Broadcasting Co., has become a writer and radio producer for the National Broadcasting Co.

DICK WESTERKAMP, formerly assistant program director of WCMC, Ashland, Ky., has been promoted to program director, succeeding Mark Williams, resigned. Bob Watson, formerly music director, has been named assistant program director. Bob Wagner, new to radio, has been added to Dick Westerkaemp’s operation staff along with Mrs. Hermine McClanahan, who has been appointed to handle WCMC’s remote studio at Huntington, W. Va.

E. J. HENDRICKSON has been named manager of the WOR division of the National Broadcasting Co., Fort Wayne, Ind., succeeding an announcement by Sfaras Boucheron, general sales manager of the company.

ANTON LEADER, for the last two years on the production staff of WMCA, New York, has been advanced to director of production, and Bay- mond G. Sweeney, formerly of Pedlar & Ryan Agency, has been put in charge of the studio for the station. In addition, George A. C. McElroy, formerly of the National Broadcasting Co., has been appointed a colonel on the staff of the Governor of New Mexico.

ALFRED H. MORTON, NBC vice-president in charge of television, will speak at the national symposium on organized radio held at New York Polytechnic June 3 at the Massachusetts Institute of Technology, as part of its Alumni Day program.

JESSE H. BUFFUM, for the last four years in charge of publicity for the NBC Radio Corporation, has been named CBS farm reporter for New England. He will handle a daily broadcast from Boston, and will supply New England news for Charley Strooker’s Country Journal on the network.

EMIL BRISACHER, head of the San Francisco and Los Angeles advertising firm of Brisacher, Davis & Staff, is in New York on a business trip. He is due back in San Francisco in a few days.

RALPH KENNEDY, technician formerly with KBE, Berkeley Calif., has joined the engineering staff of KGK, San Francisco.

HARRY LEERY, announcer formerly with WFBF, Hollywood, has joined KGK, San Francisco.

JOHN REED KING, CBS announcer, has become the father of a baby girl, Julienne.

ALAN DUCOVNY, formerly with the American Broadcasting Company, has joined Superman, Inc., New York, to handle national radio program, to handle promotion and publicity.

ROBERT MCKE, formerly with WHFC, Cicero, Ill., and previous to that with WCAE and KDKA, has joined the NBC, Chicago, announcing staff.

LYN MURRAY, choral and orchestral director of CBS, has signed his fifth renewal contract with the network effective in June. Mr. Murray currently directs for the CBS Network, as well as the NBC Network on Leifer’s program, in addition to numerous sustaining features.

ROY SHIELD, NBC-Chicago music director, who took over on the session donated by the American Broadcasting Co., has resigned. Bob A. Peterson, who continues to conduct the orchestra indefinitely.

SEARE MORGAN, member of the studio orchestra of KSL, Salt Lake City, has been made an expression of regard by the San Francisco Chronicle.

Boris Moniroff, formerly of WJPR, Greensboro, has joined the engineering staff of WGBK, Charleston, W. Va.

EDWARD KLUBBER, CBS executive, in charge of a radio book recuperating in his home outside Danbury, Conn., following his sudden operation, will return in August, in which he attended the last week in April at the Doctors’ Hospital, New York.

BEREZ FERGUSON, program director of WPJR, Greensville, Miss., early in April married Marie E. Smith, of Memphis. Jones P. Talley Jr., has been named chief engineer of WPJR, with the departure of the former operator.

JAMES E. COX, public relations director of WKY, Oklahoma City, has re- ceived an announcement placing him in charge of publicity for the KDKA, Pittsburgh, station.

EARLE FERGUSON, recently with Courtland D. Ferguson Inc., Washington, has joined the WKBW, Buffalo, staff, formerly of WHO, Des Moines, has joined the KRO, Des Moines, staff.

HARRY C. HARVEY, formerly of the sales staff of KFJJ, Fort Worth, Texas, has been named sales manager of KFBST, Big Spring, Texas, and KBSM, Fort Worth, has been named as manager of the sales staff of WOAM, also of Fort Worth.

Ralph Kennedy, formerly of WFBF, Hollywood, has joined the KGK, San Jose, Calif., engineering division.

HARRY LEERY, formerly of KFBW, Hollywood, has joined the KGK, San Jose, Calif., announcing staff.

DOROTHY RAY TERN, newly named as executive assistant to the KFJJ, Fort Worth, Texas, station manager, has resigned. The new director of KFJJ, in charge of the station’s director of sponsorship, is William P. O’Brien, formerly of the staff of the KFJJ, Fort Worth, station.

HALF BYERS, formerly news editor and formerly with the Duluth, has joined WOC, Minneapolis.

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BROADCASTING • Broadcast Advertising
Disc Negotiations Sought by AFRA
Talent Union Ready to Start
Discussions on Compact

LAST-MINUTE changes in the American Federation of Radio Artist's code covering wages and working conditions for performers employed on transcription programs have delayed AFRA's submission of a compact to the transcription industry. As Broadcasting went to press, AFRA reported that union negotiators expect to finish their examination of the terms in time for submission May 10.

Meanwhile a committee of representatives of leading transcription companies had met in preliminary session at NBC in New York on May 10 and had scheduled a second meeting for May 16 although this was expected to be postponed at least two days following receipt of the union's demands.

Group May Be Permanent

At the first meeting of the group, which it is thought may develop into a permanent compact, the following were named: William Schuh, Sydney Kaye, Lawrence Lowman and Joseph H. W. St. John McDonald and Regina Thomas for NBC; Jerry King for Station WOR; Charles Garber and C. O. Langlois for Langlois & Wentworth. T. E. Streibert of WOR-Mutual, who is to attend the session, will represent the company at future meetings.

AFRA hopes to have the transcription compact accepted by mid-June, when the union is to meet with network representatives to work out a renewal of the present agreement covering the employment of actors, singers and announcers on network sustaining programs. The present agreement was signed in August, 1938, and expires this August. The decision of the transmitters as to the wages and conditions for talent employed on Chicago stations is also expected to be reached by mid-June. Reply briefs were due from all parties by May 13 and under the rules of the American Arbitration Assn., the judges should make their decision within the following month.

James Porter, AFRA field representative who recently set up headquarters in Denver, has had preliminary conferences with a number of broadcasters in that city, Mrs. Holt reported, but no negotiations have been started. WOR is the only Denver station to have an AFRA contract at present. Porter is making plans to visit Cincinnati and St. Louis, but will return to Detroit shortly, she said.

Negotiations with WBT, Charlotte, are being handled by J. W. JSW, Washington. James Porter earlier in the spring before his transfer to Detroit, had been in Charlotte and is ready to be signed by these CBS-owned and operated stations, Mrs. Holt said.

At AFRA national convention will be held in Denver, Aug. 28-31, it has been announced, and a local committee in that city is making arrangements.

W.A.P.Q., Chattanooga, has named Headley-Reed as national representative, effective May 15

Dispute Over off-the-Line Fee
To Bring Change in AFRA Code

California Radio System Protests Rebroadcast Charges as Code Interpretations Vary Widely

COMPLAINTS against the recent action of the American Federation of Radio Artists in insisting on payment of rebroadcast fees to talent employed on network programs recorded off-line for rebroadcast elsewhere, have revealed a number of widely divergent interpretations of the provisions of the AFRA Code of Fair Practice covering network commercial programs. The point of one entire section of the AFRA code, the network and the advertising agencies is that this section shall be completely rewritten when the agreement comes up for renewal next February.

California Case

Protests first arose last month when the plan of Blackett-Sample-Hummert to place off-the-line recordings on the radio in the form of "Blackett's Wife, Young Widder Brown" and other serial network program on the California Radio System was brought to the attention of the agency it would have to pay a rebroadcast fee to each actor on the program. [BROADCASTING, April 28] On both CBS and NBC to be the same, American Home Products and Sterling Pharmacy.

Although local programs were substituted on CBS, this independent regional network argues that it suffers no loss. Both AFRA and AFRA denies any favoritism, as to be technically "unavailable".

NBC's interpretation is that the original broadcast reaches the Coast at such an early hour (7:30-6 a.m. PST) as to be completely undesirable for that type of program and so to be technically "unavailable".

Both AFRA and the national network agree that the section in the code is designed to protect the rights of the performer without injuring the rights of the advertiser and that to make the latter pay an extra fee to secure a full network broadcasting, without permission his own, will be unfair to him, whereas to permit him to make use of off-the-line recordings of a network broadcast in many additional stations as he pleases will be unfair to the performer.

Cities Discrepancy

Asked why David Harum on NBC-Red was recorded in New York and shipped west for broadcasting on CBS without any request from AFRA for rebroadcast fees until May 3, when the program was discontinued on CBS, and why similar recordings of Backstage Wife, also originally on NBC-Red, are still being broadcast on TWX without special rebroadcast fees, AFRA replied it had requested the rebroadcast fee for David Harum talent as soon as it learned of the additional use and that the case of Backstage Wife had not previously been brought to its attention, but it would be investigated and if a rebroadcast fee were justified one would be requested. AFRA pointed out that the case of "Blackett's Wife" had not previously been brought to its attention, but it would be investigated and if a rebroadcast fee were justified one would be requested.

The nation-wide program was the original sponsor's program and the contract specifically provided for rebroadcast.

FCC Takes Legal Action

On Two Illicit Stations

FOLLOWING investigation by its investigators in the FCC in early May, secured prosecution of one person charged with operating an unlicensed station and moved toward legal action in a similar case, also in the New York area. Indicted for violating Sections 13 and 318 of the Communications Act of 1934, Edward Mathes on May 6 pleaded guilty to charges of operating an unlicensed station without a license, operating a station without an operator's license, and was given a suspended sentence and six-month probation by the U. S. Court for the Eastern District of New York, according to the FCC.

CBS Summer Programs

To Feature Name Talent

CBS is completing plans for a group of programs featuring radio and stage stars to start in July and continue throughout the summer. W. B. Lewis, CBS vice-president in charge of programs, has been on the West Coast several weeks lining up talent and was to return to New York about May 15 to sign first contracts. It is understood the series will consist of 12 half-hour and two full-hour programs, probably under the direction of George Faulkner in New York and Charles Vanda on the West Coast. Title for the series has not yet been selected.

Tentative lineup includes dramatic programs featuring Walter Huston, Edna May Oliver, Frederic March and Florence Eldredge; special news program with Elmer Davis; Joe Cook and Jimmy Durante in a musical minstrel show, and Paul Robeson and Eddie Green in a Negro musical program.

FCC Radio

$ WIPEN's $20 spot on the dial in easy-to-bury Philadelphia has Sales Appeal. That's the spot for sponsors, national and local, they know they unobtrusively get magnificent returns...whether in English, Italian, Jewish or Arabic. Yes, WIPEN's Sales Appeal is synonymous with Sponsor Appeal. We've proved it!
STATIONS JOIN RADIO FESTIVAL
National Participation Indicated as Plans
For Promotion Campaign Advance

Hailed as a remedy for the industry's growing appetite for longer bursts of cooperation among stations throughout the country, interest in National Association's Radio Festival continues to rise, with indications pointing to industry participation on a national scale. [Broadcasting, May 1]. In most multi-station cities, individual stations are planning concurrent observance with open houses and special promotions, centering around the NAB offer of a national prize of $1,000 for the best school child essay on "The American System of Broadcasting—Why It Is Best for Americans". The June 8-20 week has been designated for National Radio Festival through official civic or State proclamation in many localities.

Among stations announcing their participation in the event, in addition to those previously listed in Broadcasting, are KVOE, Bellingham, Wash.; WBT and WSOC, Charlotte, WTRF, Raleigh, and WDNC, Durham, N. C.; WJTN, Jamestown, N. Y.; KEWE, Hobbs, and KGFL, Roswell, N. M.; WOB, Newmarket, WTAI, Quincy, Ill.; and WBAX, Wilkes-Barre, Pa. Kansas stations will observe the event on a state-wide basis the week of May 20 backed by a proclamation by Gov. Payne Ratner.

WBCA, Chicago, was the first station to observe the Radio Festival, completing its open-house week May 4. During the celebration the Greenbush schools presented 12 programs, with other programs from schools in eight neighboring counties as well as from North Carolina U., Woman's College of North Carolina U., Greenboro College, A. & T. College, Lutheran Emanuel College, Bennett College and Guilford College. A second early observance was by WDAN Danville, Ill., which held its celebration in the first week in May. A special NAB schedule featured audience participation, interviews and quiz programs with local merchants cooperating in promoting the event on their sponsored programs and with window decorations.

Dutch Garden
AT 12:06 a.m., May 10, WCKY, Cincinnati, broke into the dance remote of Jack Cofey's orchestra with its first news flash on Germany's invasion of Holland. Resuming the pickup from the Hotel Gibson Rathskeller, WCKY switched Mack into Cofey's version of 'In An Old Dutch Garden', with the vocalist describing the peaceful 'heaven in a pair of wooden shoes' atmosphere of the Netherlands.

Conti Adds Chicago
CONTI PRODUCTS Co., New York, in addition to its campaign of daily spot announcements on six New York stations for Conti soap, on May 6 started seven spots weekly on WJJD, Chicago. Bermingham, Castsman & Pierce, New York, is agency.

NAB Preparing Plans to Participate
In Annual AFA Convention at Chicago
PRELIMINARY plans for the broadcasting industry's participation in the American Federation of Advertisers convention have been perfected by the sales managers division, of which William R. Cline, commercial manager of WLS, Chicago, is chairman. The convention is scheduled for June 23 - 30 at the Hotel Sherman, Chicago.

The NAB commercial section will hold morning panel sessions June 24 and 25, with one meeting open to AFA delegates, at which current sales and estimates are discussed. Ed Kirby, NAB public relations director, and Sam Henry of the Bureau of Radio Advertising, are expected to outline the progress of the program. The proposed agenda includes discussions of the so-called unit plan for measuring radio advertising volume, dealer-cooperative advertising, cash discounts, the commercial section of the NAB code and the consumer movement.

Retailers' Session
NAB is planning an entertainment program June 22. Radio personalities are being lined up to participate in the "Broadcasters' Night" program. Tentative arrangements include origination of the regular Tuesday night CBS-IBBS Professor Quiz program from the convention, and an appearance by Don McNeill and his NBC Breakfast Club troupe, as well as other features from Chicago member stations.

The NAB has been invited to cooperate in presenting another "Radio for Retailers' discussion at the National Retail Dry Goods Assn. convention, to be held in Chicago June 17-20. The exact date of the radio session has not been set. Joseph E. Hanson, manager of the sales promotion division of NRDGA, and Mr. Henry are arranging details. Representative speakers from both the radio and retail field are to be invited to participate in discussions of radio problems and retail radio advertising generally.

Recent RCA Progress
In Radio to be Shown
At World's Fair Exhibit
TELEVISION again is playing the feature role in RCA participation in the New York World's Fair, which reopens May 11, with RCA providing the most comprehensive demonstration of visual broadcasting ever presented in the United States. With television given an increasingly prominent place in the enlarged RCA Exhibit Bldg. at the Fair, other RCA developments exhibited include the first public showing of a high-speed facsimile transmission system, an actual radio assembly line, a working demonstration of international radio communications, a model of the new electron microscope and a music lounge where request programs of recorded music may be heard by Fair visitors.

Special television programs originating in the exhibit are relayed to the NBC television transmitter atop the Empire State Bldg., with RCA-NBC engineers using recent developments in television pickup equipment to pick up other programs around the exposition grounds. Foreseeing an increased interest in television over last year—when more than 5,000,000 persons witnessed demonstrations in the RCA Bldg.—a complete new section has been added to the building, almost doubling the space. The enlarged building will accommodate a 10-room television suite, with each air-conditioned room containing a video receiver and seats for 10 guests.

Television pickups have been arranged of the restored landscaped gardens outside the building as well as from an indoor studio. The popular audience programs which were the hit of last season's features are being continued on a more elaborate scale. A radio receiver assembly line has been installed to turn out one of the RCA Little Nipper receivers for millions. After watching a set take shape, any visitor wishing to do so can buy the finished receiver he has seen being built. Developments in RCA high-speed facsimile are being shown to the public for the first time in an "never before seen" model of the air" written and edited by the New York Herald Tribune, which is issued several times daily.

WSNJ Wins Suit
WSNJ, Bridgeport, N. J., received a favorable verdict May 6 for its claim to $1,101 for pickup from the Latimer Baking Co., Wildwood, N. J., growing out of a breach of contract action over a schedule of spot announcements. WSNJ sued for failure to pay.
Districts to Fill NAB Directorate
Automatic Net Membership to Be Voted on at Meetings

TO ELECT new directors of the NAB, meetings will be held in eight districts during June and July, under by-law requirements.

While only tentative dates have been set for several of the sessions, broadcasters will elect eight of the 17 NAB district directors. Directors-at-large, two each representing large stations, medium stations and small stations, will be nominated and elected at the NAB Convention in San Francisco Aug. 4-7.

In addition, the membership will be called upon to vote on a change in by-laws, whereby each of the networks (NBC, CBS and MBS) automatically would be entitled to board membership, increasing the size of the board from 23 to 25.

Expiring Terms

Directors whose terms expire this year, and whose successors will be elected at the district meetings, are: Harry C. Wilder, WSYR, Syracuse (District 2, New York); John A. Kennedy, WCHS, Charleston, W. Va. (District 4, D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia); Edwin W. Craig, WSM, Nashville (District 6, Arkansas, Louisiana, Mississippi, Tennessee); John E. Fetzer, WKZO, Kalamazoo (District 8, Indiana, Michigan); John J. Gillin, WOW, Omaha (District 10, Iowa, Missouri, Nebraska); Herb HOLLISTER, KANS-KFBI, Wichita (District 12, Kansas, Oklahoma); Eugene O'Fallon, KEF, Denver (District 14, Colorado, Idaho, Utah, Wyoming, Montana); Donald W. Thornburgh, KNX, Los Angeles (District 16, Arizona, New Mexico and Southern California).

District meetings already set are: Greensboro, N. C., June 1-2 for District 1; St. Louis, June 8 for District 10; Wichita, June 10 for District 12, and Salt Lake City, June 12 for District 14.

Chairman James Lawrence Fly, of the FCC, is tentatively scheduled to address the district meeting at Greensboro June 1, upon invitation of Director Kennedy. Carl Haverlin, station relations director of Broadcast Music Inc., plans to attend each district session and explain the status of BMI operations. Members of the NAB headquarters staff, including President Neville Miller, are expected to be present at the meetings.

Aside from the directorship elections and the BMI discussions, consideration of code problems is expected to share district meeting discussions, along with the whole copyright problem. Many questions have arisen regarding enforcement of code provisions and it is likely that special consideration will be given the question.

Fruit Juice Spots

CALIFORNIA PACKING Corp., San Francisco (canned food), on May 7 launched an intensive spot campaign over a large list of stations for its pineapple juice. One-minute dramatized transcribed announcements are being used twice daily, six times a week. The business was placed through McCann-Erickson, San Francisco.
John J. Long, Jr.

JOHN J. LONG. JR. technical super-

visor of WHAM, Rochester, N. Y.,

was killed instantly May 9 when his car struck a bridge gird-

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Help Wanted

WANTED—Engineer with investment in a

good new station. Box A809, Broadcast-

casting.

Employer—Let us help you get a position

through our National Radio Employment

Bureau. Paramount Distributors, Box

864, Denver, Colo.

Announcer—writer—with ideas, experience.

executive ability for $ 8 K NBC affiliate

in western city. Will write, produce, an-

nounce, work overtime. Box A804, Broad-

casting.

Experienced Announcer—minimum of two

years with network affiliation. Duties will

include continuity writing and produc-

tion on a well qualified man of ex-

cellent character, willing to present him-

self for personal interview need apply.

Station WIS, Columbia, South Carolina.

Two announcers—with First Class Radio-

telephone humor. The does not mean

engineers who also announce. State full

details including salary expected, letters also

availability of voice recording. Box A813, Broadcast-

casting.

Situations Wanted

Commercial Manager—small-power station

desires a young man with 3 years radio ex-

perience. Box A813, Broadcasting.

Program Manager—qualifications submitted

on personal experience only. 4 years.

Now employed. Box A812, Broadcasting.

Station Owner—Why lose money? Experi-

enced manager can produce. Available

now. Box A807, Broadcasting.

Announcer-Newscaster—young, willing, per-

sonality. A go-getter from the bottom.

Used, but has been trained in radio work. Will go anywhere.

Excellent references. Box A869, Broad-

casting.

Efficient engineer—eight years experience

studio and transmission. RCA, Col-

lina and West equipment. Desires com-

munications. Box A817, Broadcasting.

Albert C. Ferguson

ALBERT CHARLES FERGU-

SON, 57, character actor known to

radio since 1929 as "Grandpa Jits-

ters" on the Iowa Barn Dance-

"Froste of WHO, Des Moines, died

May 9 of cancer. He made his last,

radio and stage appearance on

WHO on March 23, and since then

had been confined to bed at home

and in the hospital. Not married,

Mr. Ferguson was survived by his

mother, Antoinette, former acting

director, and one brother, Well-

known in the theater, his chief as-

sociates in its early years, were

Weber & Fields, McIntyre & Heath,

Buster Keaton and others.

Swift Sales Meeting

SWIFT & Co., Chicago, on May 18 only

will broadcast a special program titled Sales Meeting of the

Air on 46 MBS stations from 10 to 10:15 a.m., with delayed broadcast

by recording on five stations. The program, originating from WGN,

Chicago, is in the interests of Prem, and will feature a regular sales

meeting of Swift salesmen. Agency in charge is J. Walter Thompson

Co., Chicago.
Marlo, Gutman Named to BMI Posts;
New Selections Given Good Reception

APPOINTMENT of George Marlo as professional manager of Broadcast Music Inc, Arthur H. Gutman as director of negotiations and publication and Charles E. Lawrence as comptroller, has been announced by Mr. E. Tompkins, BMI’s vice-president and general manager.

Mr. Marlo, who was recently elected president of the newly-organized Music Publishers Contact Employees Union, an AFL affiliate, was formerly manager of Crawford Music Corp.

Starting with DeSylva, Brown & Faerweather in 1930 organized his own publishing house, Marlo Music. After several years with Warner Bros. in charge of the Remick catalog, he rejoined Marlo Music in 1936 and in 1937 sold it to the Dreysfuns Interests, joining them in charge of Chappell Music Co. and continuing with them in various capacities until the present.

Numbers Well Received

Mr. Gutman, for the last four years director of arrangements and copyrights for the New York APFM (802) was transferred to Crawford Music Co and Irving Berlin Inc, where he arranged many of the Berlin hit tunes. He is also recognized as the principal composer, his works having been performed by symphony orchestras in Philadelphia, Boston, Hartford and Albany.

Mr. Gutman has been placed in charge of the new BMI branch office at 23 W. 47 St. New York, which is devoted to sheet music sales. Joseph Ros, formerly with M. Witmark & Sons, has joined BMI as Mr. Gutman’s assistant and will contact dealers in sheet music. BMI reports that more than half the country’s leading jobbers have ordered copies of the first five BMI numbers and that record receipts from some of the tunes have been received already.

Mr. Lawrence, who has been engaged in accounting for 20 years, has been with American Home Products Corp. since 1932 and general manager since 1937. Previously he was with Merrill-Chapman Scott Corp. and with Franklin Baker Co.

BMI’s acquisition of the M. C. Cole catalog [Broadcasting, May 1] has evoked an enthusiastic response from all classes of broadcasters, whether operaters of low-powered independents or network executives, according to Mr. Tompkins, who said that negotiations for several additional catalogs are proceeding satisfactorily, although they have not reached the signing stage. Previous numbers of songs written by Frank Luther, network singer, have been acquired by BMI, including “Our Old Friend Will”, written in memory of WOR. By agreement between BMI and Mr. Luther, all proceeds from the sale of this number will go to the Will Rogers Memorial Fund.

Used on Yankee

The first releases of BMI tunes have been well received by the broadcasting industry, BMI states, and are being played frequently by bands and singers on both network and local programs. A letter received from John Shepard 5d, president of Yankee Network, states that “we are going to require each remote pickup to play a minimum of one BMI number on each cast . . . . This policy will start three or four days after we receive the music for these assignments.”

Shepard continues that when there is a sufficient number of BMI selections his idea is to raise the minimum requirement to two BMI tunes on each remote, and “thus gradually accustom our orchestras to play BMI music, and, of course, acquaint our listeners with it.”

The various transcription library services have recorded the first BMI releases and are including them in their current issues, inuring further widespread exploitation of these numbers. Two of BMI’s first five numbers have also been recorded on phonograph records by Columbia Recording Corp., CBS Studios.

‘BETTY AND BOB’ ON LOCAL DISCS

TRANSCRIBED version of Betty & Bob, daytime serial program sponsored by General Mills for eight years on radio network NBC, is being recorded by NBC’s Radio Recording division and will be offered to advertisers for local and regional sponsorship.

Deal was made under a royalty agreement with General Mills, which produces Betty’s own and C. M. Morris Associates, producers of the show for General Mills, which will continue to produce it. Same writer and director will be used and Arlene Francis continues as Betty. NBC is recording 150 episodes to start, enough for 26 weeks on a five-a-week basis.

Under the agreement with General Mills, sponsorship is restricted to companies outside the flour and breakfast foods field, or to firms with connections with General Mills. Milton Cross, announcer for the program, will also record commercials as a nominal fee, if desired. To aid stations and agencies in selling the program, NBC has prepared a presentation record, containing an introduction to the cast.

Separate from custom is the recording of the theme and opening announcement on separate records and this theme, as with three others that will be released so the stations can vary them as desired. The separate recordings for theme and program are so arranged that it is easier for the station to comply with the NAB code provisions regarding length of commercial announcements. If the programs should be broadcast in the evening the theme may be ended out earlier, thus avoiding an over-lengthy musical period between announcement and program.

The theme is recorded by a 12-piece band.

IT WAS all smiles for this group when the Southern California Pontiac Dealers, Los Angeles, on April 29 started the five-week 14-hour re-creations of major league baseball games on KMPC, Beverly Hills, Cal., in 22-week campaign.

Associated with the series are (1 to r) Rob Reynolds, KMPC sales manager; A. M. Sanders, Los Angeles Pontiac zone manager, and F. A. (Bud) Berend, newly-appointed West Coast manager of McManus, John & Adams, Los Angeles agency. Hal Berger re-creates games. An extensive promotional campaign has been launched, including motion picture trailers, window and dealer card displays, newspapers.

W. G. H. FINCH, president of Finch Telecommunications, on May 10 gave a demonstration of FM facsimile multiplexing at the annual exhibition of Progress in Modern Technology at New York University.

CANTOR REPLACING J. FRED ALLEN SERIES

CBRISOL-MYERS Co., New York, on May 10 signed a contract with Eddie Cantor for him to star in a half-hour program for Ipana and Sal Hepatica, replacing the Trust Hall Tonight series which Fred Allen has broadcast for six years.

According to J. M. Allen, in charge of Bristol-Myers advertising for Sal Hepatica, Vitalls, Mint- it-Rub and Rubberst brushes, Cantor’s 38-week contract calls for payment of base salary plus a bonus if the program’s average rating for the 38 weeks exceeds a figure agreed upon by the artist and the sponsor. Mr. Allen declined to reveal further details of the arrangement, which is an innovation in artist-sponsor contracts.

The Fred Allen program signs off June 26 to be followed July 3 by two summer replacements, Abbott & Costello for Ipana and Sal Hepatica, 9-9:30 and Mr. District Attorney for Vitalls, 9:30-10. Abbott & Costello have been on the Kate Smith Hour and Mr. District Attorney has been on NBC-Bed, Thursday, 8-8:30 p.m.

Young & Rubicam is the Ipana and Sal Hepatica agency, Pedler & Byran handles Vitalls.

No announcement of future plans has been made by Fred Allen, but several sponsors have shown an interest in securing his services, including Texas Co., General Foods Corp. (Postum), and American Cigar & Cigarette Co. ( Pall Malls).

WENY

ELMIRA, N. Y.

announces

We wish to announce termination of the operation of the Elmira studios of Radio Station WESG, which have been sponsored for the past years by the Elmira Star-Gazette, Inc., since 1932, through arrangement with Cornell University at Ithaca, licensee of WESG.

On and after June 3, 1940, operation of WESG will be confined to Ithaca, by Cornell University, where its transmitter is located.

Station WENY, owned and operated by the Elmira Star-Gazette, Inc., licensed to broadcast full time, 250 W power, 1200 kc, will be continued from its studios in the Mark Twain Hotel, Elmira, by this company. WENY thus becomes the only radio station with Elmira identification. Its Elmira transmitter and studios will continue to serve listeners throughout the Southern Tier of New York and the Northern part of Pennsylvania, its full time signal originating in the very heart of the Elmira market. WENY is affiliated with the Mutual Broadcasting System.

Advertisers now using WESG from its Elmira studios, may, at their option, continue present schedules to completion. However, if desired, such accounts may be transferred to WENY at earned WESG discounts as applicable to the WENY rates.

Dale L. Taylor, radio department manager, will continue as such, for WENY in Elmira.

J. P. McKenney & Son, 30 Rockefeller Plaza, New York, will continue as representatives in the general advertising field.

WENY

ELMIRA, N. Y.

(ELMIRA STAR-GAZETTE, INC.)

J. T. Calkins, General Manager

BROADCASTING • Broadcast Advertising

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Serutan on West Coast
HEALTHAIDS Inc., Jersey City (Serutan), in its campaign of programs and spot announcements, has revised the list of West Coast stations being used, and on April 29 started, for 52 weeks, sponsoring Serutan News with Norman Nesbitt, commentator, on six Pacific Coast Don Lee network stations (KOL, KGB, KFRC, KOL, KMO, KALE), Saturdays and Sundays, 9-9:15 p.m. Firm is also using the three-weekly quarter-hour transcribed song and patter program featuring Norman Brokenshire on the same group of stations, Monday, Wednesday, and Friday, 7:45-7 p.m. In addition a three-weekly quarter-hour transcribed series featuring Victor H. Lindlar in health talks is being sponsored on KHJ and KFRC. Agency is Ainslie & Spector Co., New York.

Quiz for Calumet
GENERAL FOODS SALES Co., New York, on May 18 inaugurated a series of six-weekly quarter-hour quiz programs titled What Do You Think? on WGN, Chicago. Paul Atteridge conducts the 12:15-12:30 p.m. broadcasts, scheduled for 13 weeks. Aimed primarily at women, prizes ranging from $1 to $5 will be awarded to women in the studio audience who answer questions correctly. The show, managed by Richard J. Neill, New York, handles the account.

Manhattan Soap's Sale
MANHATTAN SOAP Co., New York, from April 30 through June 1 is promoting a one-cent sale for Sweetheart soap using announcements on the transcribed Jack Benny series and live spots on Eastern stations from Washington, D.C. to Maine. The offer is a case of soap for one cent for every three purchased at the regular price. Franklin Brock Adv. Corp., New York, is agency.

ART CROGHAN, since last September sales manager of WJBD, Detroit, has become a stockholder in the station, according to James P. Hopkins, manager and owner; his interest in the station is not divested. Before joining WJBD, Croghan was with WDGY, Minneapolis, and KWK, St. Louis.

ANGELO PALANGE, radio director of Campbell-Lampey, New York, and a former announcer, is announcing and directing an all-night program of recorded music on WHOM, Jersey City, from 12 midnight to 7 a.m. Mondays through Saturdays.

A PARTY for WPEN's Women's Service Club, held recently by the Philadelphia station, was attended by over 700 and was the most successful in the station's history. Local and national firms, most of them WPEN sponsors, participated by offering prizes and setting up exhibits. Guests were greeted by Arthur Simon, WPEN manager, and Stanley Maderski, club announcer, who served as m.c. On the platform are (1 to r) Charles Premack, singing chef; Ida Bailey Allen, home economist; Marion G. Kemp, Philadelphia Electric Co. home economist; Edith Thayer Latimer, director of club relations from New York; Melba Love, director of the club; and Stanley Maderski.

Spending $100,000 on KTRF
EXPENDITURE of $100,000 for expansion and improvement of the station, Phoenix, was announced May 8 by Dick Lewis, general manager, immediately upon notification that the FCC had approved the station's application for power increase from 1,000 to 5,000 watts fulltime. Mr. Lewis said that actual construction will begin soon and will include construction of a new transmitter building outside of Phoenix, installation of modern equipment and erection of a new directional antenna. Studios will remain in the Heard Bldg.

The ABC network, in offering sponsors a quarter-hour transcribed serial program, The Men from the Movies, is giving NBC the privilege of presentation five times weekly. Series, directed by Carlo de Angelo, features dramatizations of well known books, motion pictures and plays.

New KFI-KECA Newspaper Tieup
Holliday and Evening Daily Adopt Reciprocal Plan
IN A RECIPROCAL agreement worked out by Harrison Holliday, general manager of KFI-KECA, the Los Angeles Evening Herald-Express, for the first time in more than two years, on May 6 started using a daily radio column on its radio page. In return KECA, on May 2 started presenting a weekly half-hour dramatic program titled, When the Presses Roar, which relates factual experiences of Herald-Express reporters, past and present.

The daily nine-inch radio column is headed “On the Air with Harold X. Press”, and is written by Bernie Smith, Los Angeles managing editor of the two stations. It is announced as an “advertisement” and news is devoted to KFI and KECA and NBC programs. The Herald-Express is supporting the tieup with an extensive promotional campaign which includes street-car cards, truck banners, news stand placards as well as generous space with photographs in its new column.

Other Tieups
Holliday in early January negotiated a similar deal with the Los Angeles Times. Smith writes that column under leading of "Radio Notes for Hollywood" with his byline. In that reciprocal arrangement, Manchester Boddy, publisher of the tabloid newspaper, is doing a series of twice-weekly quarter-hour commentaries on KFI-KECA. The Los Angeles Times is supporting the tieup with considerable space in the regular news section and networks with art layouts included.

CBS and the Los Angeles Times have been employing each other's facilities for Hollywood promotional purposes for almost a year. The newspaper uses spot announcements on KNX, Hollywood, to promote its news features and contests, and reciprocates with a series of two-column advertisements on CBS and KNX special events and outstanding sustaining programs in the Sunday editions. Considerable news space is also devoted to CBS special features. Bill Henry, "Times" columnlist, early this year started a weekly quarter-hour sustaining program on 14 CBS Pacific Coast stations. The series emanates from KNX, Hollywood, and from its inception has been heavily promoted by both the "Times" and network.

Although NBC, Hollywood, has not made a tieup with a Los Angeles area newspaper, it has been very successful in getting newspaper breaks in practically all the metropolis publications for special event features.

BROADCASTING • Broadcast Advertising
Orchestra Strike At WPEN Ended By New Contract
Station to Use Smaller Unit; WOV Strike to Be Settled

DIFFERENCES between the management of WPEN, Philadelphia, and Philadelphia Local (77) of AFM resulting in the Jan. 15 dismissal of the station's staff orchestra [BROADCASTING, Jan. 15], since which date the union has been picketing and WPEN has been operating without musicians, were settled May 10 and the men returned to work May 13.

Negotiations, which had been continued fruitlessly for months previous to the open break, were resumed by Arde Bulova, owner of the station, following his return in mid-March, from Europe. Sympathy strike of the AFM Local 502 in New York against the Bulova station, WOV, is also expected to be settled within the week.

Terms of the settlement, as outlined to BROADCASTING by Arthur Simon, manager of WPEN, call for the full staff orchestra of 12 men, including leaders, to return to WPEN at a lower scale than before until Sept. 1. After that date the scale of the union contract is assumed by WPEN, but the station's other employees, including announcers and engineers, refused to pass the AFM picket lines, WPEN was thrown off the air and the musicians on a week-to-week basis after being silent for a day-and-a-half. When the second break occurred last January, the other employees remained on duty and the station stayed on the air, using recorded music in place of the live musicians.

On Feb. 17 AFM Local 502, in New York, pulled its members from their jobs at WOV, Bulova station in New York, in a sympathy strike ordered by the national office of the union in an attempt to force a settlement at WPEN. This strike was thrown out on account of WPEN's then paying only $2,000 a month, while the orchestra was out of WPEN is included in the settlement.

Trouble between WPEN and the AFM dates back several years. When late John In riot, then owner of the station, entered into a contract whereby WPEN agreed to spend $35,000 annually for the employment of union musicians. Before the expiration of that contract and prior to the dismissal of some 120 musicians was negotiated by the AFM national board and a committee representing all network stations, which called for each station to spend not less than 5½% of its annual income on musicians. WPEN's quota under this plan would have been about $12,000, according to the management, but when a compromise was suggested the union on the basis that WPEN was operating at a loss because of its unduly heavy musical expense, the union rejected it under a provision in the national plan which prohibited any reduction in a station's current expenditures, regardless of how that sum exceeded the 5½%. The new contract is said to cut WPEN's music costs to $15,000 a year.

Continued failure of station and union to get together on a mutually satisfactory basis resulted in discharge of the AFM men last October, but when the station's other employees, including announcers and engineers, refused to pass the AFM picket lines, WPEN was thrown off the air and the musicians on a week-to-week basis after being silent for a day-and-a-half. When the second break occurred last January, the other employees remained on duty and the station stayed on the air, using recorded music in place of the live musicians.

More Non-Broadcasters File FM Applications

More applications from non-broadcasters seeking new FM facilities were noted during the last fortnight in the list of applications filed with the FCC. Included were those of Hughes Productions Division of Hughes Tool Co., Los Angeles, headed by Howard Hughes, the round-the-world flier and motion picture producer, asking for stations in Los Angeles and San Francisco, both with 1,000 watts on 43.2 mc. Other non-broadcasting applicants were Metropolitan Television Inc., New York, asking 1,000 watts on 117.67 mc, and District Broadcasting Co., Washington, seeking 1,000 on 43.4 mc.

Additional broadcasters filing for FM and facilities sought were: WJB, Richmond, 1,000 on 43; WTED, Richmond, 1,000 on 43; WSOG, Charlotte, 1,000 on 43; WOR, New York, 1,000 on 43; WOC, Pensacola, 1,000 on 43; WCMC, Newport News, Va., 1,000 on 43; WOCA, Penasco, 1,000 on 43; WTVB, Norfolk, 1,000 on 43; WKBZ, Muskegon, Mich., 1,000 on 43.6; WLCO, Janesville, Wis., 1,000 on 43; WBO, Terre Haute, 1,000 on 43.

The John H. Perry interests, in the WJP, WJP, Jacksonville, already an FM applicant, also filed for a 1,000-watt outlet on 43 mc, in Tampa, Tallahassee, Orlando, Miami and West Palm Beach.

Emerson Plans

EMERSON RADIO & PHONOGRAPH CORP., New York, has placed its account with Buchanan & Co., New York, and contemplates early use of radio. Emerson last fall sponsored Elliott Roosevelt in a commentary series on MBS.

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

Compton Promotions

GILBERT RALSTON, with Compton Adv., New York, since last December, has been named network program manager of the agency. Mr. Ralston formerly was with NBC where he was scriptwriter, producer and in charge of dramatic production in the transcription department. Hal James, a member of Compton's radio department for the past 15 years, previously J. Walter Thompson Co., New York, has been appointed local program manager to be in charge of all foreign language programs, baseball broadcasts and spot programs ordered by the agency. Storm Haynes, playwright, actor and summer theatre director, has joined the Compton program staff.

Plough's 'Jamboree'

PLOUGH INC., Memphis (Plough Shoe White and Mexican Heat Powder), is sponsoring Dizie Jamboree, hillbilly-cowboy variety hour, on a hookup of WMC, Memphis; KARK, Little Rock; KKKK, Chippewa Falls; WSMB, New Orleans; Lake-Spiro Cohn, Memphis, is agency.

New Equipment Installed By Columbia Recording; Rates Are Standardized

SIX NEW custom-built recording machines, constructed by CBS engineers under supervision of Vincent Leibler, technical director of Columbia Recording Corp., a CBS subsidiary, will be installed in the New York, Chicago and Hollywood headquarters of CRC's transcription and commercial recording division.

In New York the two additional machines will augment the battery of four present machines which are kept busy by the recent order of CBS to record each of its broadcasts from opening to signoff, for the first time establishing a complete reference file of all programs, both commercial and sustaining.

William A. Schudt Jr., manager of the division, has announced a standardization of rates for the various classifications of transcriptions and commercial recordings with six rate cards covering the field from commercial records to slide films and transcriptions to be issued shortly. This action will, for the first time, coordinate the rate structures of the division's various branches, Mr. Schudt explained. CRC transcriptions will shortly appear in new cover jackets, designed by Alex Stewart, CRC director. Covers are in two colors, with blue letters on a grey background, the lettering style especially chosen for clearness.

ROAD show of "George White's Scandals" (it's going into its 10th year) to Milwaukee, Chicago and Oakland, bought announcements and quarter-hour spots presenting the show's stars on KBOO, Oakland.

Lehigh's experience engineers are constantly improving their tunes to meet the increasing demands of modern broadcasting systems. Stations obtain these benefits when they install Lehigh Vertical Radiators.
Decisions . . .

APRIL 29

WEOA, Evansville, Ind.—Granted CP change antenna.

YELLOW, Redding, Conn.—Granted CP change antenna.

RAINBOW, Fort Worth, Tex.—Granted CP change antenna.

APRIL 30

NEW, Neptune Broadcasting Co., Atlantic City—CP set for hearing 8:15-4:00.

FEDERAL EXTENDED—WTLC, Hartford; KXOK, Dallas; WFBL, Burlington, Vt.; WLJU, Lincoln; WBMM, Chicago, all to 8:15-4:00.

WBLR, Ogden, Utah—Granted license new station 1730 kc 250 w un.

MAY 1

WATQ, Alexandria, N. Y.—Granted license new station 1770 kc 250 w un.

MAY 4

MISCELLANEOUS—WAGF, Dothan, Ala.—Granted CP new antenna.

WBMM, Chicago, granted new license; new station 1710 kc 250 w un; WPAX, North Providence, R. I., granted license 45 mc 60 kw.

MAY 5

KSD, St. Louis—Granted unlicensed time signal, 1250 kc 1-kw, antenna 1730 kc 1 kw.

KD, Santa Fe, granted unlicensed change to 630 kc 1 kw.

KSB, San Francisco—Denied new antenna.

WEOA, Evansville, Ind.—Granted CP change to 1250 kc 1 kw directional.

WYAF, Columbia, S. C., granted license antenna, change to 1760 kc 250 w.

KSW, St. Louis—Granted petition to restate operating antenna, 6 kw 4000 ft.

KBEW, Buffalo, granted CP directional antenna.

WBMM, Chicago, granted CP directional antenna.

MAY 6

KXOK, St. Louis—Granted CP new antenna.

WTAL, Tallahassee, Fla.—Granted license to 1650 kc.

NEW, Middle Ga. Best Co., Macon—CP 1410 kc 250 w un; Class IV, High Point, N. C.—CP 1120 kc 250 w un, limited to 1770 kc 200 w.

KGK, N. Platte, Neb.—Denied license to 1280 kc.

NEW, Missouri Best Corp., St. Louis—Granted CP 50 mc.

NEW, CBS, Chicago—CP 48.2 mc 1 kw.

WDXA, Los Angeles—CF change to 43.2 mc 1 kw.

MAY 7

WSAR, Fall River, Mass.—Granted CP change to 1270 kc.

NEW, Laurus Bros. Co., Richmond, Va.—Granted CP 45 mc 1 kw.

WBCO, Charlotte, N. C.—CP 48 mc 1 kw.

NEW, Clarence Best, Corp., Easton, Pa.—Granted license.

NEW, Albert Joseph Meyer, Powell, Wyo.—CP 1560 kc 250 w un, amended to 1200 kc.

MAY 11

KFDQ, Anchorage, Alaska—Transfer of license to WQ, J. Wagner.

NEW, A. J. Fletcher, Raleigh, N. C.—CP 48 mc 1 kw.

WOLP, Syracuse—License new antenna.

WHA, Madison, Wis.—Mod. license to 490 kc.

MAY 12

WLTW, New York—Mod. license to WNY, New York Inc.

WYMA, Martinsville, Va.—Mod. CP new antenna.

NEW, Louisville Times Co., Louisville—License 1280 mc 600 kw A-B, amended corporate name.

KD, El Paso, Texas—CP 1120 kc 1 kw FIII-B, only if KTBD license is revoked, amended to change name of station to J. M. West, J. Marion West, T. H. Monrose, F. M. Stevenson, and to ask KTBD facilities.

NEW, Park Cities Best Corp., Dallas—CP 940 kc 600 w un, III-B.

Applications . . .

APRIL 29

WXMC, Washington—CP move. station.

NEW, Waterloo, Iowa—Accepted the drug enforcement of Winter Street Corp. (parent of Yankee Network) to John Shepard Jr. and Gro. R. Blodgett, trustees of John Shepard Sr. and Robert F. Shepard Trusts.

WJN, Akron—CP new antenna.

NEW, Southwest Missouri Best Co., Joplin, Mo.—CP new station re antenna, trans., CP new antenna.

KD, El Paso, Texas—CP increase frequency, to change antenna.

KSH, Sioux City, Ia.—CP directional N, increase power, seeking changes in antenna.

APRIL 30

NEW, CBS, Washington—CP 48.2 mc 1 kw.

WLOO, Mason, O.—License increase to 50 kw.

WFJ, Spencer, B. C.—Volume assignment license and CP to Spartanburg Adv. Co.

WFG, Sumter, S. C.—Mod. license to 250 kw.

WTAL, Tallahassee, Fla.—Mod. license to 1650 kc.

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SUCCESSFUL broadcast of a fox-hunt, perhaps the first in radio history, is claimed by WSM, Nashville, with an audience response which, according to General Manager Harry Stone, was reminiscent of the catwhacker days when almost anything was a novelty. Success of the broadcast was attributed to the location of WSM outlet, Foxhangers Assn., "Papa" Jack Harris, dancing WSM news-sportscaster, and (at machine-gun mike) Aaron Shelton, WSM engineer.

WSPA Refused Order to Restrain FCC Ruling

EXTENSION of the Supreme Court,好象 might the Pettsville case to cover stay orders designed to restrain the FCC from making its ruling effective during the pendency of appeals was asked by the U. S. Court of Appeals for the District of Columbia April 29 it decided to strike down the order of WSPA, Spartanburg, from a Commission decision granting Station WSPA, Pettsville, a construction permit for a new station.

In a lengthy opinion, the court withheld deciding the merits of the appeal, denied the WSPA stay order and at the same time denied an FCC motion to dismiss the appeal, doing that on the basis of the more recent Supreme Court decision in Yaquedan Directional Inc. v. FCC. Pettsville—Mod. CP new station re antenna, studio, approval antenna, license to 650 w D & W.

WSPA was a recent move by the Supreme Court to protect the rights of the FCC in its ruling against the WSPA station. The court held that the WSPA stay order was regarded as significant, the actual issues probably will not be adjudicated. Seeking filing of the petition, Virgin Evans, owner of WSPA, has issued a sales agreement, subject to FCC approval, for the sale of the station to Spartanburg Adv. Co., for $30,000. The FCC, since the ruling of the court a petition asking that it hold in abeyance any further action pending the FCC disposition of the application for voluntary assignment of WSPA to a new class of station and a pending new construction permit application pend [BROADCASTING, May 1].

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DAFFY TIME was April 28 for Alan Young, of the Vancouver program staff of Canadian Broadcasting, who appeared in a puzzled pose as he tried to figure out the program changes for Canada’s Spring Saving Time.

Network Changes

GREYHOUND LINES, Cleveland (bus transportation), on May 3 shifted This Amazing America on 99 CBC-Blue stations, Fri., from 8-9:30 p.m. (EST), to Wed., 8:30-9:30; and Sun., 8-9 p.m. (EST). Agency: Berman & Co., New York.

CHESSEROUGH MFG. Co., New York (vanish products), on May 20 shifts Dr. Christian on 61 CBS stations, Wed., 8:30-9:30; and Sun., 8-9 p.m. (EST). Agency: Benjamin & Elman, Cleveland.

BRONW & WILLIAMSON TOBACCO CORP., Louisville, Ky. (Bridge tobacco), on May 21 shifts Tobacco Road on 75 WOR-Red stations, Sat., 8-9 p.m. (EST). Agency: M. C. New York.


BLILY CRYSTAL UNITS

PRECISION BUILT

FOR RELIABLE OPERATION

Billey Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.

BLILY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.

May 15, 1940 • Page 93
SPA Seeks Curb On Song Plugging
Adopts Plan to Limit Number Of Promotions on Networks

SOWNTERWRITERS Protective Assn., at a special meeting held in New York May 7, unanimously adopted a resolution designed to abolish excessive song plugging on the air, and authorized its executive council to confer with the council of the Music Publishers Protective Alliance, as well as directors of advertising agencies toward limiting the number of network plugs that may receive, with 20-a-week suggested as the maximum by Irving Caesar, SPO president.

Decrying the "inordinate, unnatural plugging of songs" as forcing people to listen to songs they don't want to hear, Mr. Caesar laid the blame for excessive song plugging partly on the advertising agency executives who consider a song for a commercial program until it has 10 or 12 plugs on the air to get these performances, Mr. Caesar stated, the song pluggers go to the sustaining band leaders and buys, directly or indirectly, for numbers on their programs.

Movie Promotion

With these sustaining pluggers obtaining, he said, the public goes to the newspapers and gets his number on the big commercial programs, "winding up with 40 or 50 plugs a week and no sales, while the public has been bored stiff with something it didn't want to hear to begin with."

In the old days before radio, Mr. Caesar explained, a song would be introduced by a popular singer and the audience reaction noted and also the public's purchase of sheet music. Only if there were favorable responses would the publisher begin heavy exploitation of the number.

But today, he continued, the moving picture controlled publishing houses use their radio pluggers to get public听了 their musical pictures without being interested greatly in the sale of the songs themselves. Thus when the publisher tries to compete, while the public has nothing to say about what it hears.

New WLOL to MBS

WHEN the new WLOL, Minneapolis, went on the air, it will replace WDGY as the Minneapolis outlet in that city, according to an MBS statement. Authorized for construction last January with 1,000 watts on 1300 kc, the station is expected to be ready for operation early. Its chief engineer is J. F. Devaney, former chief justice of the Minnesota State Supreme Court.

THE Senate on May 9 unanimously confirmed the appointment of William A. Ayres, as a member of the Board of Trade, a term of seven years, beginning Sept. 26, 1940. Mr. Ayres was first appointed by the late President Hoover, March 26, 1929 to succeed James M. Landis, who resigned. The Senate had previously confirmed his appointment.

CBN, Montreal, goes on the air June 15 at 6:30 a.m. with 5 kw. RCA transmitter installed in new building at Marysville, Que., 25 miles southeast of Montreal.

NEWS AND MORE NEWS is demanded by these avid publics, and radio stations are giving it to them. Nick film (top photo) of WLOL, Youngstown, was set up in a special booth at the Youngstown Home Show to display to visitors how a modern radio press department functions, with all radio stations connected.

J. Lothaire Bowden, WKBW station director, with News Editor Jerry Bowman at the typewriter. Lower photo shows the WBZ, Boston, news staff in action in its new quarters in the Hotel Bradford. Left to right are: J. A. Pennington, WBU super; Leslie Collins, handling UP and INS teleotypes, and John Cooper, editor and newsman.

Misconduct, Tyranny Charged to Payne
By Ulmer in Reply to Hearing Report

ALLEGATIONS of "misconduct" and of an "intolerant, arbitrary, capricious, tyrannical, personal attitude" were leveled against FCC Commissioner George H. Payne by counsel for Dr. James G. Ulmer, Texas broadcaster and former minister, in a series of exceptions filed with the FCC May 9 to the commissioner's preliminary report recommending revocation of the licenses of four Texas stations in which Dr. Ulmer was interested. [BROADCASTING May 16]. The commissioner presided at hearings in Texas during March and April involving Ulmer's purported "hidden ownership" in KTBC, Austin; KNET, Palestine; KRBK, Lubunt, and KGKB, Tyler, all of which he recommended for deletion. Hearings also have been held on KAND, Corsicana; KGPI, Brenham, and KSAM, Huntsville, on which reports have not yet been issued.

Charges Irregularities

Filing separate exceptions to the Payne preliminary report, counsel for Ulmer minced no words in attacking the commissioner's findings and in seeking reversal of the order by the full commission. Oral arguments were requested in each instance. James H. Hanley, former TVA attorney, appeared as counsel in all the cases, but other attorneys were listed as counsel along with his own in proceeding. Among the additional counsel, seeking to resist the revocation orders, were R. A. Stuart, of Fort Worth, former State Senator; A. W. Walker Jr., Austin, professor of law at the University of Texas; R. B. Anderson, former president of the Texas Tax Commission; Norman L. Meyers, Washington attorney; Leslie Null of Tyler, Tex. and F. I. Tucker of Nacogdoches, Tex.

All of the charges of purported "fraud" and "hidden ownership" were categorically denied. Stock transfers and other kindred arrangements were held to be outside the scope of FCC authority in the light of the recent Supreme Court opinion in the Sanders case, holding that the Commission is given no supervisory control of programs, business management or policy of stations. Throughout the exceptions, the allegations were made that Roy G. Terry, former associate of Ulmer, was the pastor-broadcaster's enemy and had acted as the commissioner's "star witness, stooge and stoop pigmen".

In the Palestine case, as in others, Ulmer counsel excepted to "the misconduct of the commissioner" because of the "irregular manner in which the company's records were published and the finding which the lower court was prejudiced or prejudice, passion, excitement and tyrannical power. The combined attitude of Hitler and Stalin in their most balmy days of power and confiscation of private rights and property do not exceed the attitude and power reflected by the commissioner in his findings in this case.

Alleges Case Prejudged

Charging that every finding of Commissioner Payne was arbitrary and capricious, "showing that he had prejudged the case from its start," the attorney's brief states, "The commissioner, in his own words, reached by the commissioner which he the commissioner's findings acted upon."

In the Lufkin case, attorneys Hanley and Tucker criticized Counsel Ulmer's management. Allegations, they stated, that he attempted to ridicule Dr. Ulmer by asking a witness whether Dr. Ulmer was an "inexperienced new horse doctor", "the attorney for KRBK charged:"

"This remark is sacrilegious and reprehensible and shows the venom existing in the perpetrators thereof. It shows that a fair hearing was not had, which shows that the process of law was not adhered to by the commissioner or by counsel and that his fact finding was accented by prejudice, passion, excitement and tyrannical power. The combined attitude of Hitler and Stalin in their most balmy days of power and confiscation of private rights and property do not exceed the attitude and power reflected by the commissioner in his findings in this case.

Described as Prejudiced

Taking exception to the conclusions reached by the commissioner in which he stated that Dr. Ulmer "overrode the application and application and application of the area assistant examiner" until the application was granted and the applicants had received a combination of answers from the Commission, the attorneys for KRBK charged:

"his remark is sacrilegious and reprehensible and shows the venom existing in the perpetrators thereof. It shows that a fair hearing was not had, which shows that the process of law was not adhered to by the commissioner or by counsel and that his fact finding was accented by prejudice, passion, excitement and tyrannical power. The combined attitude of Hitler and Stalin in their most balmy days of power and confiscation of private rights and property do not exceed the attitude and power reflected by the commissioner in his findings in this case.

Dr. Ulmer, the witnesses, counsel for Mr. Payne have not yet appeared in each case, as in others, to take part, they state, "It is evident that Dr. Ulmer was interested in this hearing and his presence was necessary for the fair conduct of the proceedings."

In his testimony during the proceedings in Texas, Dr. Ulmer said he had helped to obtain licenses for the stations involved in the hearings and that he had been in the hearings as well.

He testified that his purchase of stock in various stations had been entirely in the name of the FCC. It had been his wish that he had been advised by counsel in several instances that it was not necessary to report operating controls as "in the performance of the duties of the First Christian Church at Tyler, from which he retired because of ill health, according to his testimony, the president of the board of regents of Texas State Teachers College.

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BROADCASTING • Broadcast Advertising
Down through the years the Nation’s Station has made many friends in Dayton. Consequently, Dayton wholesalers and retailers, like those in many another productive market in WLW’s area, have a high regard for the selling power of WLW in their city. Your program on WLW is a mighty good way to insure their cooperation and support.

For the full story of Dayton and the many markets that make up WLW’s sale area, write, wire or phone.
Consolette Speech Input System... with Interlocked Push-Button Switching

HIGH FIDELITY... unexcelled flexibility... in a modern, complete speech input system, ideal for one and two studios! That's the RCA 76-B1, for simultaneous broadcasting and auditioning—with push-button control for more circuit combinations with simpler switching operations.

Monitoring, auditioning, cueing, and talk-back are all under push-button control. The high-fidelity program channel affords 6 mixer controls—4 microphone pre-amplifier input channels with switching control for as many as 6 microphones. Location of control knobs and correct slope of panel give greatest visibility and ease of control. High power output to line and loudspeakers. Hinged top and chassis mounting for instant accessibility of parts.

And all at a price that even the smallest station can afford! Get the facts on RCA 76-B1—write today for complete data.

No Other Consolette System offers Push-Button Flexibility plus All These Features!

- Independent Auditioning and Program Channels
- Talk-back facilities for two studios and remote lines
- Emergency Amplifier and Power Supply
- 6 Step-by-step Mixers—Dual Turntable Faders
- 6 Remote Inputs—Push-Button Cueing Control
- New Illuminated Scale VU Meter
- Two Line Repeating Transformers
- Plate Current Meter and Relay Power Supply
- Attractive Appearance—Two-Tone Umber Grey Finish

There is an RCA tube for every purpose in broadcasting.

Use RCA radio tubes in your station for finer performance.

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America